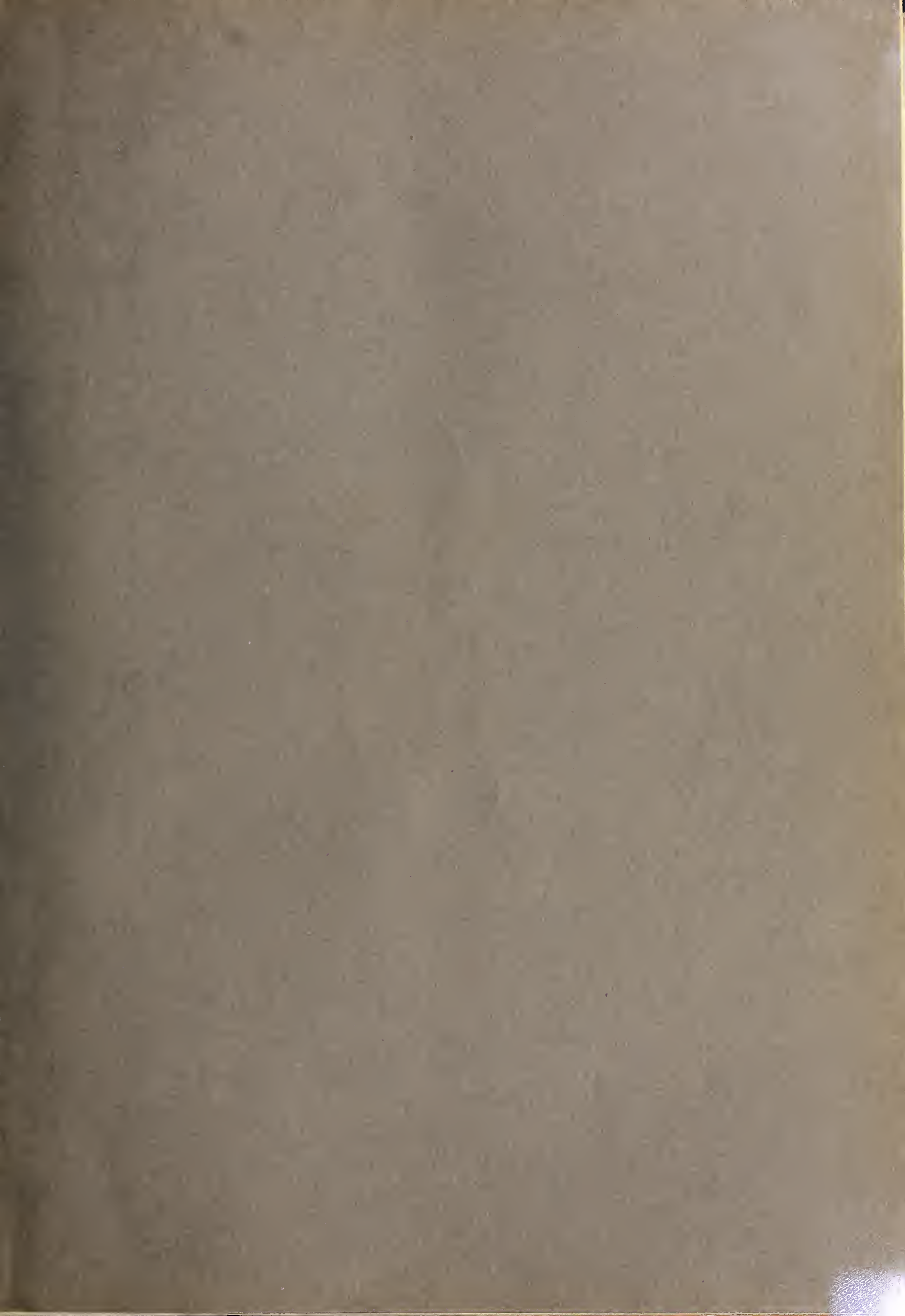


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Book _____



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The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, July 15, 1923

Victrola

REG. U. S. PAT. OFF.

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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF

Victor Talking Machine Company, Camden, N.J.

TS-311
P. 20

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



CANTERBURY
\$225

Build Better Business with Sonora

THE phonograph dealer who takes on the Sonora line right now is preparing not only to make the year 1923 the largest in his history, but also the year 1924—indeed, all the years to come.

By identifying his business with the universal prestige of Sonora quality; by selling "the highest class talking machine in the world," with tone clear as a bell and construction that is the finest, he will build a solid, substantial,

quality business, catering to a quality market.

Every Sonora he sells will add to his reputation as a quality merchant. The complete satisfaction and confidence engendered by Sonora performance will raise his enterprise to the pre-eminent position held by all merchandisers of quality products.

Investigate this better selling proposition! Wire us today.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY, NEW YORK

Canadian Distributers:

SONORA PHONOGRAPH LTD., TORONTO

The Talking Machine World

Vol. 19. No. 7

New York, July 15, 1923

Price Twenty-five Cents

"TALKERS" MAKE YUCATAN HAPPY

American-made Instruments in All Styles Are Purchased by Rich and Poor—Fox-trots and Dance Records Among Leaders in Favor

WASHINGTON, D. C., July 3.—From the hut of the Indian to the mansion of the millionaire, mechanical music is driving dull care away. The phonograph is as popular in Yucatan as in the United States, according to a report to the Department of Commerce from Consul O. G. Marsh, Progreso. The smaller and cheaper instruments may be heard cheering the inhabitants of the Indian hut, the ordinary phonographs are found in the homes of the middle classes and the most elegant cabinet styles grace the mansions of the wealthy. Perhaps no other modern invention has done more to enliven the homes of Yucatan than the mechanical reproduction of music. A skillful local phonograph dealer has popularized and capitalized this fact in a terse, persistent and appealing advertising phrase: "How happy is the home that has its phonograph."

The American phonograph has entirely monopolized the Yucatan market, there having been no competition from other countries. An old style with horn has had an extensive sale, but cabinet styles have been preferred by better customers. A few portable instruments have been sold. All finishes have found a demand, but the mahogany finish has had the greatest sale among all classes.

Practically all orders for phonographs have been placed by importers direct with factories on factory price quotations, railway and steamship freight and marine insurance being attended to by American agents of importers or by freight forwarders at American ports. The largest importer and the one who has done a large part of the local business has purchased on open credit. Other firms have been, and will have to be, dealt with in accordance with their financial standing and credit rating, if United States exporters expect to do business here.

Practically all phonograph records sold in Yucatan are of well-known American makes. The most popular sellers have been American fox-trots and Latin-American songs and dance music. The principal importers of records have dealt with manufacturers on the same basis as in the case of phonographs, but a considerable number of records enter in a manner unknown and are sold at varying prices by small retail music dealers.

VICTOR SALESMEN TO CONVENE

Annual Convention of Traveling Sales Department of Victor Co. to Be Held at Camden During the Week Commencing July 23

The annual convention of the staff of the traveling sales department of the Victor Talking Machine Co. will be held at the headquarters in Camden on July 23 and several days following. This conference is an annual affair and the traveling men are called in from all sections of the country to attend it for the purpose of becoming acquainted with the company's new policies, discussing sales questions and other pertinent matters. The conference will immediately precede the closing of practically the entire plant for the annual vacation, which covers a period of two weeks.

ORGANOPHONE CO. CHARTERED

The Organophone Co., of Brooklyn, N. Y., has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. Incorporators are: C. E. Dirhan, F. Mally and J. Mazurak.

FRED C. PULLIN BECOMES MANAGER

Takes Charge of the Phonograph Corporation of Indianapolis—Has Had Wide Trade Experience Covering a Period of Fifteen Years

Fred C. Pullin has recently been appointed manager of the Phonograph Corporation of Indianapolis, Edison jobber located in Indianapolis. Mr. Pullin has had extensive Edison



Fred C. Pullin

experience over a period of about 15 years, both in the sales and production ends of the business, his last post being that of production manager of the disc record division.

F. F. DAWSON'S IMPORTANT POST

Appointed Sales Manager of the Texas-Oklahoma Phonograph Co., of Dallas, Tex.

Announcement has been made by A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of the phonograph division, of the appointment of Floyd F. Dawson as sales manager of the Texas-Oklahoma Phonograph Co., Edison jobber, located in Dallas, Texas, of which concern Mr. Curry is president and owner.

Mr. Dawson has had extensive experience in the phonograph business, his past connections including affiliations with various prominent manufacturing and distributing organizations. He was for a long term of years manager of the Cincinnati branch of the Columbia Graphophone Co.

Mr. Dawson has assumed his new post and, with his past record in rendering service to retail phonograph merchants and addressing trade bodies, vocational schools, etc., on the problems of marketing and sales promotion, he brings to the territory of this Edison jobbing organization a valuable experience.

J. A. READ JOINS SONORA SALES STAFF

The Sonora Phonograph Co., New York, announced recently the appointment of J. A. Read as associate general sales manager. Mr. Read, who has been identified with the talking machine industry for many years, will visit Sonora jobbers and dealers throughout the country, co-operating with them along the practical lines inaugurated by the company's sales department some time ago. Mr. Read's previous experience in the retail and wholesale divisions of the industry qualifies him for his new work.

A charter of incorporation for the manufacture of talking machines and records has been granted to Harr's Record Co., of Wilmington, Del. The concern is capitalized at \$250,000.

GENERAL VACATION FOR VICTOR CO.

Entire Plant to Be Shut Down for Two Weeks From July 28 to August 13 in Order to Give All Employees Regular Vacation With Pay

The entire plant of the Victor Talking Machine Co., Camden, N. J., including manufacturing, office and sales divisions, will be shut down on July 28, to reopen two weeks later, August 13 for the purpose of giving the entire personnel of the company a full two weeks' vacation. Out of thousands of employees only a score or so in the advertising and sales departments, to take charge of pressing current matters, will be on deck during the two weeks, and these will get their vacations at a later date.

For the last couple of years the Victor Co. has tried the plan of letting the main part of the organization go at one time on vacation, and the experiment proved so successful that it was decided this year to solve the vacation question with a general shut-down. All employees of the company who have been in service for a year or more will receive full pay for the two weeks and those of shorter service will be recompensed in proportion.

It is stated that the general shut-down has proved a direct means for maintaining the efficiency of the organization throughout the Summer months; when small sections were allowed to go on vacation at different periods it meant an unsettled condition for a period of from ten weeks to three months. Under the new plan, only two weeks are lost and the efficiency is not impaired.

ONLY RECORD BY SAVOY & BRENNAN

Team Had Just Completed First Vocalion Record When Bert Savoy Was Killed

In view of the tragic death recently of Bert Savoy, of the popular vaudeville team of Savoy and Brennan, who was struck by lightning recently while bathing at Long Beach, it is interesting to learn that the Aeolian Co. has the only record made by that team. Some time ago Savoy and Brennan made a contract to record for Vocalion records and had just completed their first record when Savoy was stricken. The record, which will shortly be released to the trade, is exceptionally clear and the characteristic repartee of the comedians is highly amusing.

OPENS BRANCH IN NEVADA, MO.

Martin Bros. Piano Co. Launches a Successful New Venture in Missouri

The Martin Bros. Piano Co., with headquarters in Springfield, Mo., has opened a branch store in Nevada, Mo., with H. A. Ellis as manager. The branch will handle a very representative line of pianos, including the Mason & Hamlin, Chickering, Behning, Gulbransen and the Ampico, together with Victor, Edison and Brunswick phonographs. It is reported that business has been good with the new branch since the opening.

ADOLF HEINEMAN SAILS FOR EUROPE

Adolf Heineman, vice-president of the General Phonograph Corp., New York, and in charge of the company's needle division, sailed Saturday, July 14, on the steamer "Orbita," accompanied by Mrs. Heineman. This will be Mr. Heineman's first trip abroad in fifteen years and he expects to stay away about six weeks, spending practically all of his time in traveling through Germany, where he has a great many personal and business friends.

D.N. 5/14/42

Why Close Shop in the Summer Months?

Five Dealers Out of Six in One Town Hide Behind the Excuse of "No Business to Be Had" to Obtain Long Rest During the Summer

About this time every year a certain class of talking machine merchants are engaged in the interesting practice of cutting overhead to the bone. Firmly convinced that business has hibernated for the next three months or so, they curtail advertising—some cut it out altogether—reduce direct by mail to the mere sending out of the monthly supplements (some even do not do that) and wait patiently for the "dog" days to pass, wondering in the meanwhile why sales are so few and far between and complaining bitterly about conditions. This may sound a bit overdrawn to those dealers who continue working throughout the Summer months, but nevertheless these statements are based on facts.

Why Business Is Dull

A representative of The World who recently went out into the territory surrounding the metropolitan district for the specific purpose of finding out what the dealers are doing to stimulate business discovered some surprising things. In one town, for example, where there are six dealers handling talking machines and records, questioning disclosed the fact that only one merchant was making any effort to get business. Think of it, one out of six! The other five were doing nothing whatsoever to stimulate trade. They were so firmly convinced that selling talking machines and records in the Summer months was an impossibility that they simply laid down on the job. The other and more progressive merchant is making an intensive effort to get business through the canvassing route and, while his sales from this work are by no means startling, they are sufficiently frequent to warrant the continuation of the campaign throughout the Summer.

At any rate, it is much better to have the salesmen out trying to dig up a few sales than to have them get rusty sitting in the store doing nothing, and, furthermore, even if sales are noticeable by their absence, the very fact that the salesmen have been out visiting the people in the community should be productive of a good many live prospects who can be sold at a more favorable time, say the early Fall.

It cannot be emphasized too strongly that the talking machine is in the specialty class and, therefore, must be sold. People do not buy a high-priced instrument like they do a pair of shoes or groceries. Those members of the trade who have achieved signal success have not reached their enviable positions by taking the line of least resistance. They have worked hard and consistently, the aim being to make a better record in sales each month than the month preceding. Simply taking the so-called dull season for granted is probably the best and most conscience-satisfying way of obtaining a good rest during the hot weather, but at the end of the year when the annual sales volume seems disastrously small there will be much regretful looking back over passed-up opportunities.

A Policy to Insure Failure

The following statement from a dealer with a small establishment is sufficient indication of why that particular dealer has a small business and also why the chances are overwhelmingly in favor of his limited development: "There isn't any business now. Things are rotten. No use advertising until the hot weather has passed. Summer is always our dullest season. Nothing sells. No, I don't advertise during the Summer.

You can't make people buy when they do not want to buy, and there is no use trying. I just mark time and sell when they come in, but in the Fall I will resume activities."

Isn't the above a masterpiece in the way of a policy to follow in the conduct of a business enterprise which, to be successful, requires taking advantage of every opportunity and promulgating sales promotion drives which will bring the dealer and his establishment to the attention of the people in his community?

This article is not written with the object of picking out the weak spots in the trade. It is written with the hope that those who read it will spend a few moments in quiet analyzation of their own business. There are many mighty successful merchants scattered throughout the country who have no complaint to make over Summer business volume. It isn't because they are lucky either, but simply because they never let up in their aggressive efforts to continually increase their business volume. It is the worker who wins!

GERALD GRIFFIN SAILS FOR EUROPE

Gerald Griffin, well-known Irish tenor and exclusive Okeh artist, sailed on the steamer Cedric on June 30 for a visit to Ireland, where he expects to pick up some new Irish melodies and make a study of Irish folk songs. Mr. Griffin, who is a composer of several popular Irish numbers, is bringing out two new songs through Forster, of Chicago, "A Welcome on the Mat" and "I'll Be Straying Back to Ireland Some Fine Day," both of which will be reproduced on Okeh records.

Think NOW of Fall Business

Conditions have changed. The demand is now for Quality Albums

THE TALKING MACHINE'S HELPMATE



We are in a position to judge. Our line covers all grades. The biggest demand is for the NYACCO quality album. Bear this in mind when thinking of Fall. Better still, place your orders now for Fall and take advantage of the present prices and insure delivery.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samples sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Craft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson Rayner Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola No. 50
\$50
Mahogany or oak



Victrola IX,
\$75
Mahogany or oak

Every worth-while achievement in the talking-machine industry is directly traceable to Victor skill and progressiveness. A consideration of vital importance to every dealer in Victor products.



Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 125
\$275
Electric, \$315
Mahogany or walnut



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Three Fundamentals of Good Collecting

System, Promptness and Firmness Necessary to Efficient Collection of Instalment Accounts and Prevention of Loss to Dealer

The three essentials of good collection practice are system, promptness and firmness, and whether the dealer looks after his own collection department or the business is big enough to warrant a separate collection manager the observance of these three important factors means dollars and cents on the right side of the ledger.

Through the establishment of a definite system for the collection department it is possible to follow up dilatory accounts almost automatically, which prevents any of them being overlooked until such time as a second payment becomes due. A definite system also serves to impress the customer with the fact that the dealer handles the collections in a businesslike way and that in itself is calculated to command respect and bring in payments promptly that would otherwise be neglected.

System is not only valuable in the keeping of accounts in a way that will show at a glance just how many payments are overdue and to what extent they are overdue, but it likewise provides for the sending out on definite days of notices of instalments coming due or later of the fact that they have become due and payment is desired.

The Psychology of Promptness

Promptness in collections serves several purposes. In the first place, the prompt following up of a neglected payment serves to jolt the memory of those customers who have failed to send checks through negligence and reminds those who are dilatory on purpose that they are being watched.

Promptness in going after collections not only cuts down the volume of unpaid balances, but likewise reduces the proportion of repossessions. One concern, for instance, sends out its first collection letter four days after the date when payment is due. Should the first letter be ignored a second follows four days latter, and if necessary a third letter by special delivery in another four days, or twelve days after the date for payment. Should the letters produce no results a telegram is sent four days after the third letter, which means that sixteen

days after the payment has been passed the customer has had four definite notices and there is still time to do the collecting in person before a second payment is due.

The successful collection method is almost invariably that which provides for the final collection of the overdue instalment before a second instalment becomes due, for the danger of repossession and of bad debts increases in direct ratio to the increase in the size of the pending account. The customer can be forced to pay one month's instalment where there would be no possibility of making him take care of two or three monthly payments in a lump sum.

It might be stated in passing that the system of sending notices to delinquent customers at intervals of four days has worked out very satisfactorily. Especially productive is the third letter sent by special delivery and mailed between 4 and 4.30 p. m., for it reaches the home of the customer just about dinner time, when the full family is gathered together and when there can be no shifting of responsibilities.

Use of Special Letters and Telegrams

The use of the special delivery letter grew out of the experience of a dealer who on trying out such a letter brought to light the fact that the wife of the customer had been given the money to make the payment, but had used it for a matinee party. When the husband learned of the fact there was a family jam, but the dealer got his money. The telegram, representing the fourth notice, is also dispatched late in the afternoon, preferably about 5.30, and is also delivered at about the dinner hour.

Firmness in the matter of collections has a value that is obvious, for if the customer gets the idea that the dealer is careless in following up his collections and is too afraid of losing a sale to insist upon regular payments the result can easily be foreseen. As a matter of fact, the dealer has every right to be firm in insisting that the terms of the written contract be adhered to by the customer just as they were by him in making the delivery of the machine.

He should see to it that the customer is im-

pressed with the obligation of the instalment contract just as he is with any other form of contract that he makes in the usual course of business. When the dealer is called upon to go after a delinquent customer he is going after a man who has broken or is likely to break a definite contract, and under such conditions has no apologies to make. The business that is lost as a result of firmness in demanding regular settlements on account is more than offset by the money saved through good collections.

The collection accounts should be so arranged that the dealer can tell almost at a glance just what proportion of his regular monthly instalments have become overdue. Those who watch this department very carefully find that under normal conditions, with no general depression or excess of unemployment, overdue payments can be kept at 5 per cent or less of the total each month, and that when the percentage rises to 7 or 8 it represents a danger signal that cannot be neglected.

AN EXCELLENT RECORD WINDOW

Luscher's Music Shop, of New York City, Presents "Saw Mill River Road" Window Which Attracts Widespread Attention

Luscher's Music Shop, of 2712 Third avenue, New York City, which recently won first prize in a contest conducted by the local board of trade, is again featuring a window display which is among the most attractive, if it is not the most attractive in the city at the present time. Again the idea was worked out by Edward G. Evans, of C. Bruno & Son, Inc., Victor distributors, New York City. The window features the July Victor record release "Saw Mill River Road." The display consists of a bark-covered building representing a saw mill with a water wheel. Running water revolves the wheel and continues down a mill race the entire length of the window, the banks of which are grass-covered. Mr. Evans brought from his place in Connecticut a number of small pine trees which represented the uncut lumber. A sawdust road runs from the forest to the saw mill, with miniature donkeys hauling the logs. Cows grazing in a pasture lend a pastoral effect to the scene. The tie-up with the record is made with posters, and the display of the record itself on easels. The popularity of the display is well evidenced through the crowds viewing it at all hours of the day and evening.

PATRIOTIC DISPLAY WINS PRAISE

Poppler Piano Co., of Grand Forks, Arranged Edison Window in Patriotic Environment

GRAND FORKS, N. D., July 6.—The Poppler Piano Co., Edison dealer of this city, recently used a very effective window display of a patriotic character, which effectively tied up with the National Guard and American Legion. J. A. Poppler, president of the company, reports this window helped establish a large amount of good-will for his house. The background consisted of a large American flag which completely covered the back of the window without in any way draping the flag. On the left a machine gun was placed with a war picture, and on the right a model of the Baby console of the New Edison. In front of the console a group of war material was placed, including helmets, belts, etc. In the center was a table model of the New Edison beside an effective merchandising sign telling the merits of the Edison. Simultaneously an advertisement was run in the local newspapers linking up with this window display.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1923-1924
Sample program and particulars upon request

P. W. SIMON, Manager

1674 Broadway New York City



FRANK CROTON



MONROE SILVER



BILLY MURRAY



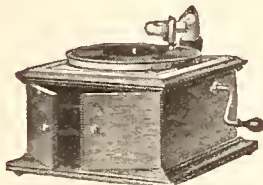
RUDY WIEDOERT



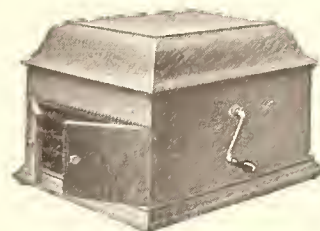
FRANK BANTA

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

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

It proves an unparalleled understanding of the sound-reproducing art—of music and mechanics and all the kindred sciences that make for success in the talking-machine industry.



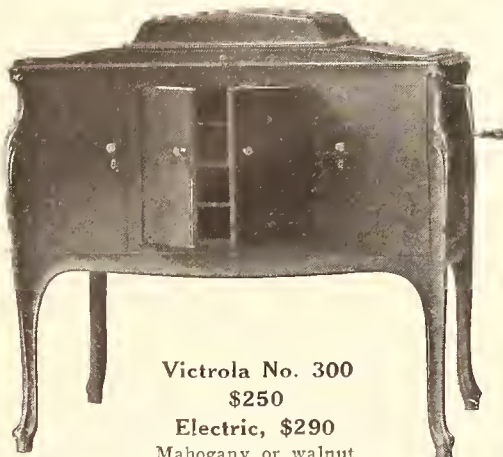
Victrola No. 90
\$125
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 215
\$150
Mahogany or walnut



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 410
\$300
Electric, \$340
Mahogany



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

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Value of Prestige as a Builder of Sales

That Elusive Something Called Prestige Has a Marked Effect on Sales—Braid White Tells What This Force Is and What It Does

The analysis of the processes of salesmaking has proceeded during the last two decades with great vigor, and, in consequence, there is now a great deal of literature on the subject—literature which shows that the energies and thought-values expended upon the consideration of the subject have not been wasted. It is probably not entirely a matter for congratulation that distribution in contemporary industry should be generally considered more important than designing and manufacturing; but it certainly is so, for reasons which we need not discuss at this time. Salesmanship becomes all the time a more important matter and constantly demands more of the time and attention of the directors of business.

The Crowd Age

Among the elements which enter into the process of selling, the factor of prestige may justly be held as of the first importance. As Gustav LeBon has so well shown, this is the age of the crowd, that is to say of the mob of more or less undisciplined human beings of all ages and both sexes, of all levels of individual education and intelligence, which is from day to day played upon by the combined forces of commercial, social and political propaganda, whether through advertising, through the newspapers or through the tyranny of commercialized fashion. The crowd mind is the mind which every great director of commercial activities seeks to understand; for he has assured his material success from the moment when he can find out what the crowd wants and can supply its desire. Now, prestige, whether personal or institutional, is one of the most powerful of the factors which control the crowd's action and provoke its desires. It is thoroughly well established that the possession of a sufficient quantity of prestige is in itself a guarantee that the possessor can impose his will upon the crowd to an extraordinary extent. The same, of course, is true of that prestige which belongs to institutions and is principally exhibited in the power over the minds of the crowd which is possessed by great commercial houses, of whose products the names have become favorably known through continued iteration and (also) through outstanding merit.

Power of Prestige

The salesman should at all times keep in mind that if he can sell an article which possesses prestige he can sell successfully, always and without great difficulty. Prestige is a mysterious quality. There are certain names in the music industry, for instance, which are household words. Everyone would like to have

an instrument bearing one of these precious names; and everyone, at least, feels it necessary to explain when the instrument actually possessed bears some other name of a smaller prestige-value. This powerful property of these favored names has been built up gradually, first, through merit, and later (since the opening of the modern era) through calculated publicity. In certain lines of commercial activity it is possible to create permanent, or almost permanent, prestige for articles of little or even of no merit [as witness the once extraordinary prosperity of the patent medicine industry]. But in the music industries prestige must be based first on merit and only secondly on advertising.

Because this is so, the salesman who is fortunate enough to have a prestige value to sell is the most fortunate of salesmen, for his competitors, unless they also possess names of equal or greater value, can compete with him only in the matter of price. And price is the poorest of arguments when the opponent is a good salesman at all.

It is not necessary to mention names. Every retail salesman in the music business knows that when he has the selling of any one of certain names half or more of his work has been done before it has been begun, as it were. The competitor who may have a name to sell which lacks the property of prestige has to be on the defensive all the time, and is very likely finally to fall back either upon fancy lying—or upon price.

Maintenance of Prestige

For precisely the same reasons manufacturers whose products have acquired any prestige at all, whether through old-establishment, superlative merit or in whatever manner at all, should never forget that to maintain this prestige is the first of their commercial duties. No matter how good the product may be, the memory of the public is not fool-proof and is subject to strange lapses, wherefore it is necessary to maintain the established prestige by constantly telling the people the same story about the pertinent facts. In this way the prestige is maintained at its pristine value and, therefore, so long as the process continues without cessation, the sales resistance against it will be found to decline gradually.

Prestige, of course, is always a delicate and tender flower, although so powerful in its effects. It rapidly fades and withers, and is always liable to the attacks of other prestige-values, based upon competing articles.

Maintenance of prestige, however, is a subject which would demand a whole book to

itself, a book which would be, in effect, a treatise upon the philosophy of advertising. We are at present more concerned with the philosophy of salesmanship and shall, therefore, continue to assume that the prestige-values are maintained at their original or even at their highest possible value.

The Law of Steps

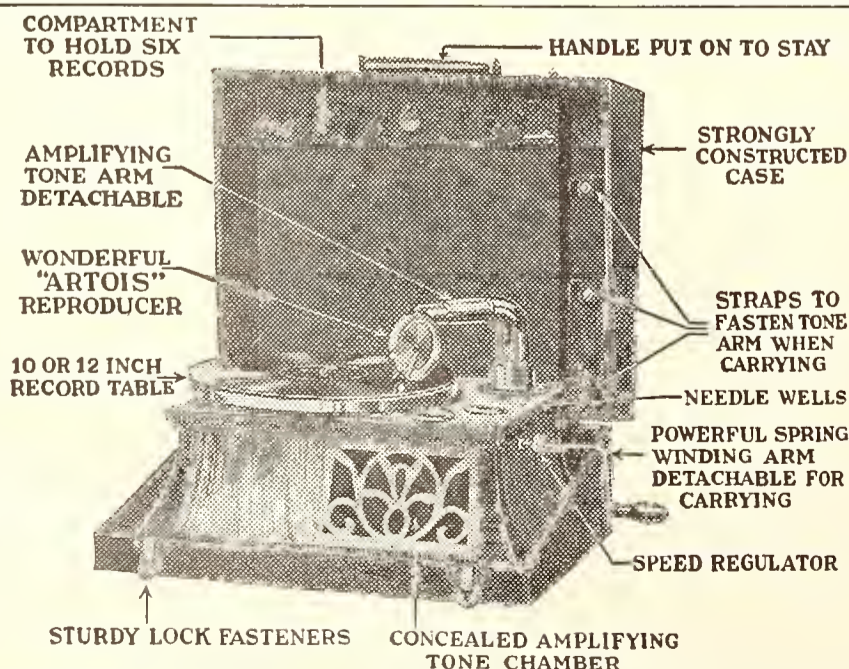
Now, in salesmanship it is always a cardinal principle not to confuse the mind of the prospective purchaser by introducing new ideas through wide leaps. In other words, in proceeding from the ideas or beliefs already and unmistakably held by the prospect towards beliefs we wish to impress upon that person, we must be careful always to proceed step by step, and so carefully that the mental distance between the steps is not too great to be taken with the utmost ease. For this, among other reasons, it is very foolish indeed, usually, to talk the mechanics of the article which is under sale. Mechanics especially are never to be talked, short of compulsion, save where the very nature of the article demands such a treatment. In the music industries there is scarcely a single article to be named in which technical talk during salesmaking can be said to do any good. Such talk is rankly foolish when one is selling music and not machinery.

Capitalize Prestige Value

In fact, the very best advice that can be given to the salesman is to capitalize the prestige-value which the instrument may possess and so far as possible to confine the remainder of the selling process to musical demonstration.

Thus, if one is wise, one will simply emphasize in every way the right to confidence which the instrument, the records or the house which sells them, have earned by their long establishment and their acknowledged merit. It is, of course, not necessary to tell the customer that a house of long establishment and high reputation is certainly not going to swindle any individual buyer; that is not necessary to put the truth in such brutal language. But it is often necessary to remind the customer diplomatically that the house's own familiar and long-established policy is in itself the strongest of guarantees that the article sold is what it is represented to be.

In a word, salesmen must never forget that the strongest sales weapon is found in the property of prestige, and that if the article has it in any way or form the possession should be capitalized to the utmost; while if the article has not yet established it, the retail house itself must make use of what property itself possesses.



The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---
Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE
FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

WHAT IS THE MATTER WITH BUSINESS?

PEERLESS answers "Nothing is the matter with business!"

A Few Sales Suggestions for July and August

1. Keep in touch with outdoor musical events.
2. Give talking machine concerts in the local parts.
3. Keep alive in your community the public's interest in music.
4. Keep following up your customers and prospects whether they remain at home or wander to the seashore or mountains.

Phil Ravis

THE Summer months are with us, and the usual question during this time of the year is "What's the matter with business?" For those talking machine dealers who go after business energetically during the next few months there is plenty of business, but it is going to require hard work and intensive effort.

PEERLESS offers the suggestion that during July and August talking machine dealers should encourage their customers to develop group record collections. This idea was advanced by PEERLESS over a year ago and dealers who have adopted the suggestion have found it a profitable one. We have made a very careful study of this sales plan and the PEERLESS Classification System is one of the solutions of this important problem. Let us tell you more about this classification system and how it can be used to develop record business.



PEERLESS PRODUCTS

DeLuxe Albums
 All Grades of Record Albums
 "Big Ten" Albums
 Record-Carrying Cases
 Interiors for Victrolas and
 Phonographs

Classification Systems
 Record Album Sets for
 All Make Machines
 Record Stock Envelopes
 Delivery Bags
 Supplement Envelopes
 Photo Albums

Peerless Record Carrying Case

The Peerless Carrying Case is built as a traveling companion to all portables, even the finest instruments.

Its finish and workmanship match the high standards of the best talking machines and it can be sold at a price low enough to insure the dealer a rapid turnover, whether it is sold separately or with a portable.

We urge you to place your orders *now* while there is yet time to prepare your stock to meet this big and promising demand.



PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY CO.
 San Francisco
 and Los Angeles.

636-638 BROADWAY
 NEW YORK

L. W. HOUGH
 Boston
 20 Sudbury St.



(Registered in the U. S. Patent Office)

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NEW YORK, JULY 15, 1923

AGGRESSIVE SPIRIT NEEDED IN RETAILING

THERE is great need for a more aggressive spirit in the retail talking machine industry. Dealers and salesmen are not boosting their business and its marvelous possibilities as they should in many cases, and there is too great a tendency evident to allow other and newer simulators in the musical field to occupy a commanding share of public interest.

When one considers the position of the talking machine as an educator and a stimulator of musical taste and appreciation, it seems as if we all were not doing our full share in proclaiming the marvelous position which it occupies. Through its use not only can the best of music be heard in the home, but the very personality, as well, of the great leaders who dominate the orchestral, operatic and concert stage. It is clearly the duty of every manufacturer, dealer and salesman to act as a missionary, to the end that they bring home the merits of the talking machine and its concomitant, the record, to larger audiences of Americans.

We have been preaching, month after month, on the necessity of campaigns of actual contact—getting out and reaching the people rather than having the people come to the store. This is a vital necessity if we are to increase, particularly, the sales of records. It means work, of course, but those who succeed in any business have to work. This effort can be made a pleasure if the dealer or his sales force develop a campaign intelligently and systematically.

During the next two months plans should be perfected so that the dealers can enter the Fall season with a definite purpose and a sincere desire to make a sales record that will excel anything hitherto on file. Even during these Summer months, with their extended periods of excessive heat, there are dealers who are carrying on sales campaigns that are netting them a good profit, thanks to their enthusiasm and their will to win.

Sometimes it seems as if there were not enough real *active dealers* in the talking machine industry—we mean dealers of initiative, who realize that business can only be developed by intelligent and well-considered effort—judging from the limited volume of sales transacted by the vast army of dealers now handling talking machines and records, but who are not moving them very rapidly.

THE QUESTION OF ADVERTISING IN SUMMER

WITH the arrival of Summer there has been a noticeable decrease in the volume of advertising done by talking machine dealers in the various sections, although the curtailment, as a rule, has not been as large as has been the case in other years. It appears that the retail dealers are coming to realize, slowly, perhaps, but surely, that it is just as essential to continue advertising regularly throughout the Summer and the so-called "dull" period, as it is during the livelier Fall and Winter months, and, in fact, generous advertising is even more necessary if Summer sales volume is to be kept on a substantial basis.

Harold A. Thurlow, well-known advertising man of Boston, in commenting upon Summer publicity, said recently: "Merchants who believe they know their business would look aghast if someone should suggest that they close up their store during the Summer months, yet they will curtail their advertising to that point where they practically drop out of existence so far as the busy man and woman of to-day is concerned.

"Progressive retail merchants know that properly prepared newspaper advertisements produce worthwhile results. During the Summer months make your advertising seasonable. Fill it full of interesting store news. It is a well-known fact that many women prefer the metropolitan newspapers that carry the most big department store advertising. Capitalize on this habit and make your advertisements newsy."

It is perhaps overoptimistic to express the belief that Summer business can be made as profitable as that handled at other seasons of the year for the reason that various conditions operate against it, but it is not beyond reason to insist that the maintenance of a regular advertising campaign, with copy that suits the season, together with a fairly energetic selling effort, can make Summer business pay a worthwhile profit.

When the retailer simply accepts the Summer season as is and rests upon his oars he is simply facing the necessity of making up during the remaining months of the year the losses that are bound to accrue in his business during the period of Summer rest.

THE CONVENTION FROM A SALES STANDPOINT

THOSE in and out of the trade who profess to see a falling off of interest in the talking machine would have been enlightened had they attended the conventions of the allied music trades in Chicago last month, where a score or more of the manufacturers of talking machines and accessories had exhibits at the Drake Hotel. The exhibit period covered four days, and it is significant that, without exception, every representative of the talking machine industry reported that the volume of actual orders booked the first day more than compensated him for the expense and trouble involved in making the exhibit.

It is to be admitted that the industry has its problems, and that the demand for certain lines of goods may not be as active just now as it has been in the past, but there is reason to believe that this condition is only temporary. Certainly the retailers have shown sufficient confidence in the future to place orders that involve considerable money, and this is a matter worth considering seriously.

Next year the convention of the allied music trades will be held in New York, and it is expected that exhibits will, as usual, be placed in the convention hotel. In such an event, those in the talking machine trade who seek to get in touch with the maximum number of dealers at a minimum cost might well consider the possibility of being included among the exhibitors, whether or not the convention program in itself gives much attention to the problems of this branch of the music industry.

LOWERING THE COST OF DOING BUSINESS

THE retailer, and for that matter the manufacturer and wholesaler, who does not know exactly what it is costing him to do business is sailing an uncharted sea and is taking a serious gamble against landing on the rocks of disaster. And yet there are a surprising number of retailers, even in these days of income and excess profits taxes and reports, who have no definite idea of just what part of the selling price of their goods goes into the overhead and what part, if any, remains as net profits.

The trouble appears to be that too many merchants are inclined to take the gross profit figures too lightly and to accept a

margin of 40 or 50 per cent of the selling cost as a very liberal figure without endeavoring to learn just what amount is charged against that margin before they can have the money that may properly be called profit.

The retail talking machine dealer, for instance, who does a business of \$60,000 a year is liable to be too greatly impressed with the fact that the gross profit on that turnover may amount to \$24,000 or \$30,000 and neglects to study the situation to determine whether that gross sales total represents a proper return for his cost of doing business. When he figures rent, light, advertising, help, insurance, freight and delivery charges and the thousand and one items that enter into the conduct of business, he is liable to find that he has been working all year for the honor of the thing and that the success of the business is more or less visionary.

There is little excuse for the talking machine dealer not having an accurate knowledge of business costs for the reason that he is dealing in fixed factors. His goods have a definite value and he buys at a definite discount. All that remains for him to do is to see that he includes in his overhead every single item of business expense and then analyze those figures to determine whether his sales force and his advertising are bringing in sufficient return to warrant the costs. If it is not there are two avenues open—either to reduce the sales force and the advertising appropriation to keep the costs within bounds, or to jack up the sales staff and the advertising writer with a view to getting increased results from the existing organization. The latter plan is certainly preferable.

CO-OPERATION ON CREDIT INFORMATION

A SIGNIFICANT feature of the conventions of the various divisions of the industry held within the past year has been the attention given to the matter of credits. Piano manufacturers, their dealers, musical merchandise and band instrument men and the music publishers and dealers all have gone seriously into the question of extended credit information, and with a satisfying degree of success. It is but natural, therefore, that the talking machine trade give thought to this problem. Perhaps the manufacturing situation is such that an interchange of credit information is not considered vital, but for the dealers, particularly those in the larger

REMOVAL NOTICE

The headquarters of The Talking Machine World are now located in spacious NEW QUARTERS AT 383 MADISON AVENUE, NEW YORK.

This change has been made in order to take care of the space requirements of our rapidly expanding business and also in order that we may serve the trade with the additional advantages that are only possible through our being located in the new center of the advertising and publishing business.

We ask the readers of The Talking Machine World to kindly make note of the change in our address and we wish at this time to extend a most cordial invitation to all our readers to visit us in our new establishment. We value very highly a personal acquaintance with you all, and we are anxious that you be familiar in a first-hand way with the character and scope of our organization.

EDWARD LYMAN BILL, Inc.

Publishers of Business Papers for Over 44 Years
383 MADISON AVENUE, NEW YORK

metropolitan centers, such information honestly given and honestly received is calculated to reduce materially the losses suffered through doing business with those of no financial responsibility.

The Talking Machine Men, Inc., the organization of retailers in and about New York, has given this matter attention, and it is to be hoped that there will be some definite plan developed that will work for the protection of the retail talking machine man just as the furniture dealer and others who do instalment business have managed to protect their interests through co-operation in the matter of credits. As a matter of fact, a reliable credit service among dealers in New York and other large cities should have the effect of considerably curtailing the activities of "gyp" dealers who offer so serious a problem to the legitimate merchant just now, for it follows that the undesirable customer who cannot buy at regular stores will be forced to patronize the "gyp," and the increasing quantity of that sort of business is not going to be profitable to the gentleman who uses the private house as his business headquarters. This is an angle that in itself should stimulate more earnest interest in credit matters.



Doubles

As a dependable partner Pearsall always covers his court.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, President

Tested Stunts That Have Boosted Sales

W. Bliss Stoddard Tells How Chicago Trade Cashed in on Convention—Mysterious Music Makes 'Em Stop—Alarm Clocks Aid Sales

The leading moving picture houses are showing scenes from the music trades convention which convened recently in Chicago and there is a keener interest in music generally than is usual at this season of the year. A number of the window trims that were used during the convention week have been left in, slightly modified, and Wabash avenue during June presented an interesting appearance, with appeals about equally divided between the June bride and portable instruments for vacation.

The Cable Piano Co. featured one of the new popular records, "Swinging Down the Lane." A canvas drop in the background showed a large white house through the trees and in front were lifesize cardboard cut-outs of youth and maiden "swinging down the lane." At either side were talking machine cabinets of different design and in the front center was a cluster of records of "Swinging Down the Lane."

Lyon & Healy featured records. The walls and floor were brown, hung with blue velvet curtains, while blue velvet drapes trailed across the floor. A number of the new records were scattered over the floor and a panel card announced: "The new June records are here." In this panel the word "June" was made of floral wall paper.

People have been taught to reduce their weight by music, and to learn French and Spanish through records, and now they are learning to play golf through the instrumentality of the phonograph. Records are shown containing instructions in the fundamentals of golf laid down by Chick Evans, the golf champion. A sporting atmosphere was given to the display, as the scene represented the veranda of a country club. Against a wicker rocker leaned a bag of golf clubs, while on the table were a portable talking machine and a number of golf balls. In other chairs and on the floor were a number of copies of the golf records.

The Wurlitzer Co. showed in the rear an archway hung with daisies. At one end was a grand piano, at the other a harp and in the center a talking machine cabinet, while standing in the archway, in long veil and orange blossoms was a June bride—the figure borrowed from a local department store. The Cable Piano Co. had a somewhat similar display, but in this

case the room was given a drawing room setting and only a piano and phonograph were shown. On a pedestal in the center was a shower bouquet of tulle ribbons, white roses and lilies of the valley. Cards attached to the piano said "From Dad," and to the phonograph, "From Paul and Maizie."

Music From Underground

A simple, yet efficacious method of attracting the attention of the passing public was recently tried by the Brunswick Shop, of Indianapolis, Ind. The shop sells phonographs, but the usual plan of letting the passers-by hear the music through the door or window was too stale to appeal to their up-to-the-minute manager. Those who passed the store saw the horn of an instrument pressed close to the glass, but after an instant they realized that the sound did not come from there. People watched and listened and finally located it. It came from one of the circular manholes in the sidewalk, down which coal is shunted. The sales manager had had holes bored in the man-hole cover, set a phonograph under it and set it going, and while the public gazed at the silent instrument in the window they heard the strains from the one under the pavement. The plan drew and held the crowds, and as they stood around and listened, they looked in the window and saw the instruments, with cards stating the terms—and as the manager says, "the more lookers, the more buyers."

Alarm Clock Sale Boosts Business

J. S. Williams & Son, Shenandoah, Pa., recently set a new record in getting out a crowd in the sultry Summer weather. The firm had a big stock of machines and records which they wished to move and they felt that all that was necessary to make them sell was to get people to see them at close range. Accordingly, they purchased a hundred good quality alarm clocks, which they distributed at all points throughout the store. Each of these clocks was set to ring at a different time and all were timed to "go off" some time between 8:30 and 5:30, the opening and closing hours of the store. They then announced through the papers that they were going to hold a one-day alarm clock sale, but that the alarm clocks, instead of being sold, would be given away. The idea was that when-

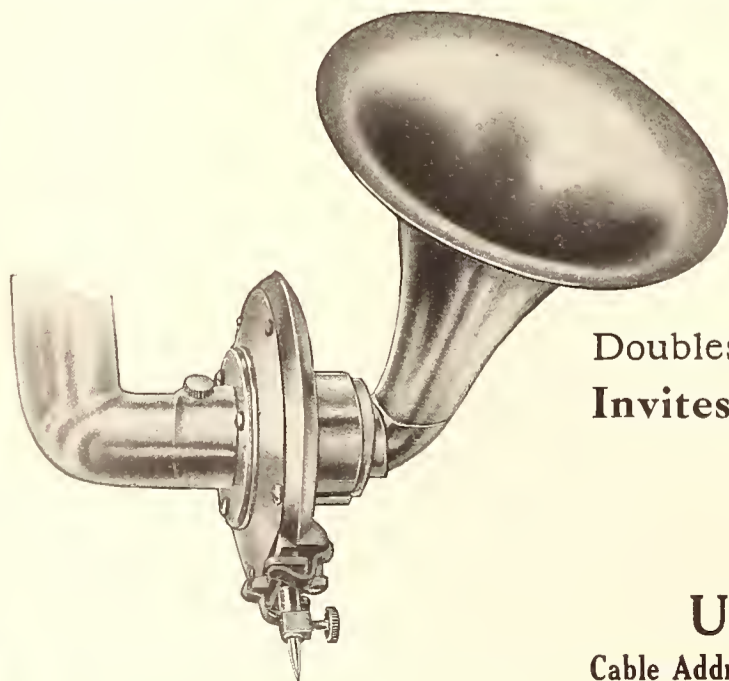
ever any of the alarms went off the clock was given to the person who happened to be standing nearest to it. The plan provoked much merriment in different houses throughout the town, but it was efficacious, as people flocked to the store out of curiosity, if nothing else. Knowing, too, that this was the season when the Fall brides and grooms were beginning to look around for house furnishings, the firm further announced that a good, practical present would be given to the first one hundred men and women in front of the store when it opened for business that day. This announcement was made along with cuts and quotations on the stock they desired to move, and the brides and grooms were told in advance that if they were contemplating matrimony and wished to take advantage of this sale the goods would be stored free until they were wanted. In the large front windows were shown a young couple (the models borrowed from a local dry goods store) inspecting a talking machine, while set about the window were tabourets, tables, tea wagons and other articles of house furnishing, each with a small card stating the price attached to it. When the one-day sale was held the crowd in front of the store was so large that the sidewalk was blocked and the distribution of the articles of merchandise to the first one hundred became a rather difficult matter. Inside the store the intermittent ringing of the alarm clocks kept people constantly on the qui vive and the store was filled the entire day—while a very good volume of sales was recorded, and those who did not buy that day had it impressed upon them that this was the phonograph store of the city.

PURCHASED PEORIA MUSIC SHOP

PEORIA, ILL., July 2.—Lacey's, Inc., 424 Main street, this city, one of the most prominent music concerns in this section of the State, recently purchased the Peoria Music Shop, 216 South Adams street, which is an exclusive Victor establishment. The stock of the latter concern has been moved to Lacey's store, which handles the Edison and Victor machines and records and, in addition, a complete line of pianos, etc.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A revelation in sound reproduction

ESPECIALLY ADAPTABLE TO PORTABLE MACHINES

Incomparable for Dancing

Doubles the volume, yet improves the quality and detail.
Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

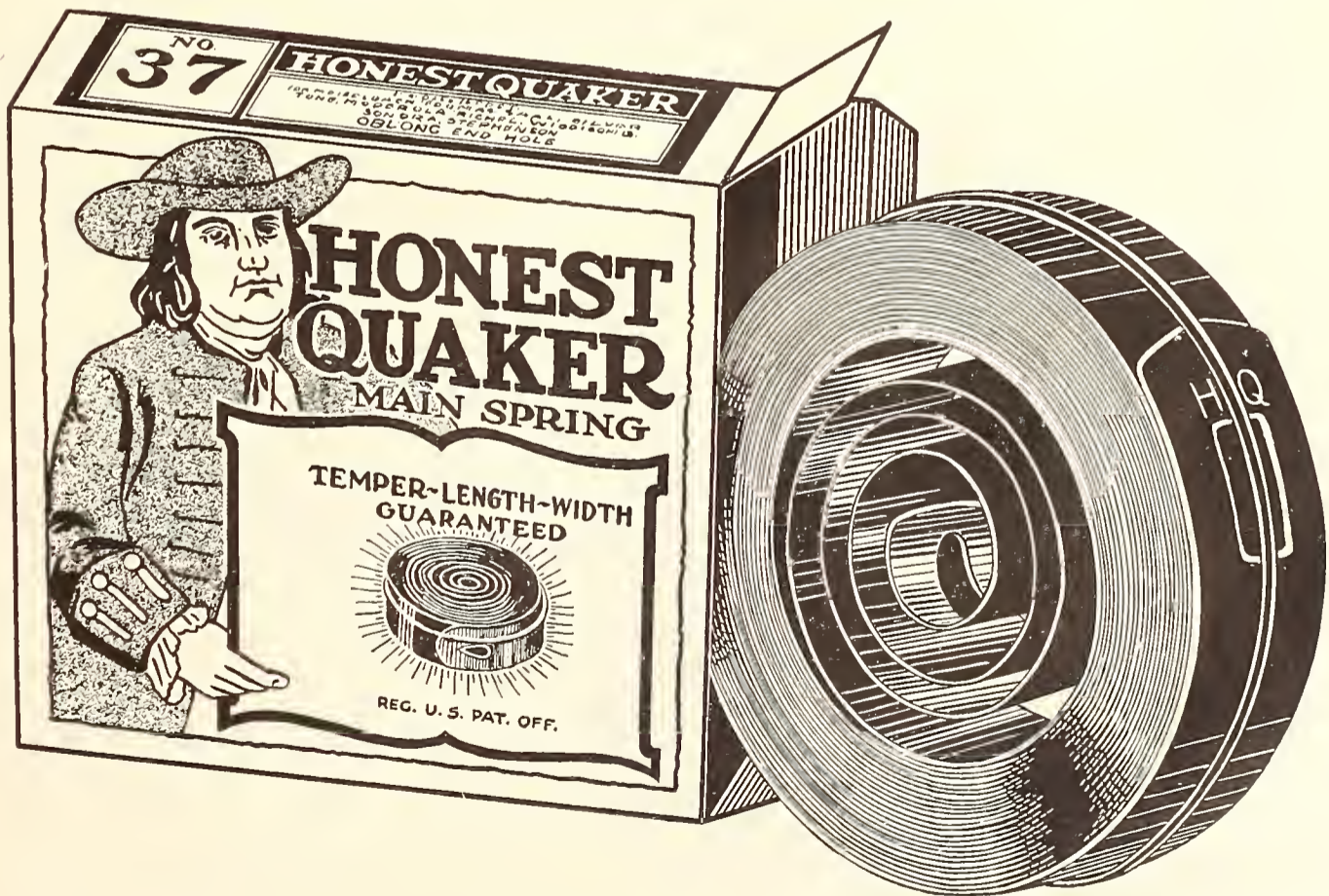
UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

A NAME EASY TO REMEMBER

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



A SIZE FOR EVERY PHONOGRAPH MOTOR

July 2, 1923.

Announcement

TO THE TRADE:

We have purchased the entire Victor merchandise and goodwill of the wholesale business of the Knickerbocker Talking Machine Co., New York Victor wholesalers, effective June 30, 1923, after which date the Knickerbocker Co. will discontinue as Victor wholesalers.

This move on our part is in line with the progressive Blackman policy and in keeping with our conviction that a reduction in the number of Victor wholesalers will be beneficial to the trade. We hope it will pave the way for increased sales and corresponding economies in wholesale distribution, in which the dealer may eventually share.

The financial strength of our Company—the character of our organization, and the completeness of our stock, will insure a continuation of Blackman Dependable Service to our present Victor dealers and to any new friends we make.

Very truly yours,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN,
President.



AEOLIAN CO. OUTLINES ITS NEW DISTRIBUTION POLICY

Instruments Now Being Sold Direct to Dealers Instead of Through Wholesalers—Vocalion Co. of Chicago to Continue as Jobber—Big Fall Advertising Campaign Planned

The Aeolian Co., New York, issued an important statement this week, briefly outlining its new policy of merchandising the Aeolian-Vocalion phonograph. In discussing the plans for this merchandising campaign R. M. Kempton, manager of the wholesale Vocalion department, stated as follows:

"We are now selling our instruments direct to our dealers, instead of through jobbers, except in the city of Chicago, which is handled through our jobber, the Vocalion Co. of Chicago, and the metropolitan district will be handled by the wholesale metropolitan dealers' department. This is a change in our policy, but, due to the general change in the phonograph business to-day, we find this working out to a better end than our previous policy. This enables us to keep in closer touch with our dealers and we are limiting the number of accounts to just one dealer in a town, except in very large cities, where we have two.

"With this new policy we are also able to give our dealers a very much larger discount than we did before. This larger discount enables the dealer to do a certain amount of local advertising and we are very glad to furnish mats of our ads from one column to full-page size.

"All instruments are being shipped from our Grand Rapids factory, where we have concentrated on the manufacture of the Aeolian-Vocalion.

"The line which we have to offer this year we believe to be the most attractive proposition on the market to-day. Our new catalog and price list of our instruments cover our complete line, starting with the new console we are bringing out of Queen Anne design, which will retail for \$150 and will be ready for shipment some time in August.

"Besides our line of conventional and period cases we are having the leading interior decorators bring through some very beautiful pe-

riod cases for us. These cases are being designed and made by the following interior decorators: Tiffany Studios, D. S. Hess & Co., W. & J. Sloane, Charles, of London, Wm. Pierre Stymus, Jr., Inc., Wm. Baumgarten & Co. and H. F. Huber & Co., and will be installed with our own motors, tone arms, horns and Gradolas. We feel these cases will add greatly to our present line. We can assure you that we are going after Aeolian-Vocalion business in a very aggressive manner this Fall and our advertising campaign, outlined briefly, is as follows:

"Aeolian-Vocalion national advertising during the coming season will appear in the following magazines, and others to be selected later: Atlantic Monthly, Century, Harper's, Review of Reviews, Scribner's, World's Work, Architecture, Art and Decoration, Country Life, Garden Magazine, House Beautiful, Vogue, Vanity Fair, House and Garden. These magazines have a combined circulation of 1,200,000. The percentage of duplication is very small. They cover the quality market of the United States with a large margin. They are subscribed for and read by people of means, good taste and culture, by the people who appreciate music and purchase musical instruments.

"There is not a worth-while home in the territory of any Aeolian representative where one or more of these magazines does not go each month, not a family whose patronage is desirable which does not read the Aeolian message each month it appears. The advertising to be started next Fall in these splendid periodicals is unique. In dignity, beauty and impressiveness we believe it is in advance of anything hitherto done in the music industry. If this campaign as a whole could be shown it would be almost overwhelming. It will, undoubtedly, create the greatest sensation of any advertising campaign in recent years.

"The follow-up—the means by which every

representative may obtain the benefit of the national advertising—is also indicated. The main feature, the illustrated letters, was used in New York this Spring, with extraordinary effect."

MANY NEW EDISON ACCOUNTS

Phonograph Corp. of Manhattan Doing Excellent Business in Jewish Edison Recordings—Some of the Latest Popular Releases

Among the new Edison dealers recently established by the Phonograph Corp. of Manhattan, Edison distributor, are the following: Nunn Phonograph Co., Hackettstown, N. J.; H. W. Steere, Walden, N. Y.; Jacob Bros. Piano & Phonograph Co., Brooklyn, N. Y., and the Graham Music Shop, Jersey City.

In view of the large Jewish trade which the dealers in the Metropolitan district are serving, the Phonograph Corp. of Manhattan has been doing an excellent business in Jewish records, and the Edison library of this class of records has been materially augmented in the last few months, and will be further amplified by at least twelve more releases between now and the first of September.

Among the Jewish recent releases referred to are the following: "Bris Mile" by Cantor Shapiro and chorus, coupled with "Der Pedler" by Sam Silberbusch and Sadie Wachtel; "Die Greene Yente" by Morris Goldstein and Lizza Tuchman, coupled with "Mein Weibs Shegun" by Morris Goldstein; "Der Telegraph" by Sam Silberbusch and Sadie Wachtel, coupled with "Der Ez-Hadas" by Sam Silberbusch.

The new releases will be by various artists, including several singers who are new to the Edison catalog.

CARL FLECH ON EUROPEAN TOUR

After an extended European tour Carl Flech, Edison artist, is scheduled to come to the United States about Christmas time. His work entitled "The Art of Violin Playing" has made its debut, both in German and English, and is making an excellent impression.



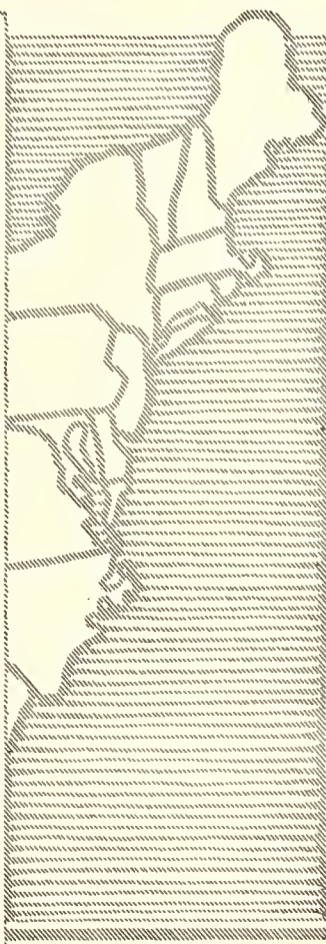
Sherman, Clay & Co.

*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



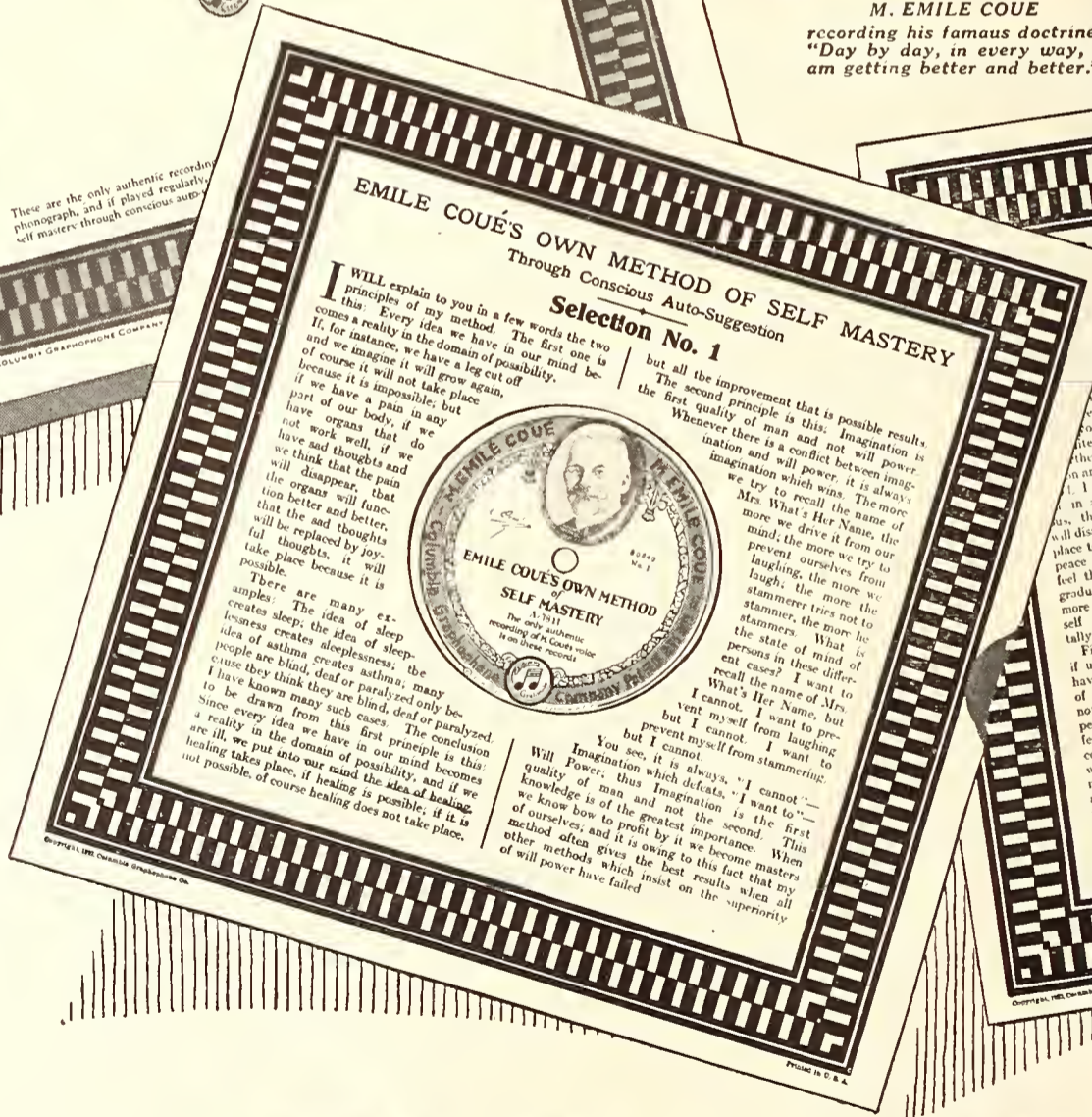
5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

EMILE COUÉ *himself* on



M. EMILE COUÉ
recording his famous doctrine,
"Day by day, in every way, I
am getting better and better."

These are the only authentic recordings of Emile Coué's phonograph, and if played regularly, you will find yourself mastering through conscious auto-suggestion.



EMILE COUÉ'S OWN METHOD OF SELF MASTERY Through Conscious Auto-Suggestion Selection No. 1

I WILL explain to you in a few words the two principles of my method. The first one is this: Every idea we have in our mind becomes a reality in the domain of possibility. If, for instance, we have a leg cut off and we imagine it will grow again, of course it will not take place because it is impossible; but if we have a pain in any part of our body, if we imagine that we have organs that do not work well, if we imagine we have sad thoughts and we think that the pain will disappear, that the organs will function better and better, that the sad thoughts will be replaced by joyful thoughts, it will take place because it is possible.



but all the improvement that is possible results from this. The second principle is this: Imagination is the first quality of man and not will. Power is imagination and will power. It is always imagination which wins. The more we try to prevent ourselves from laughing, the more we stammer; the more we stammer, the more he the state of mind of persons in these different cases? I want to recall the name of Mrs. What's Her Name, but I cannot. I want to prevent myself from laughing but I cannot. I want to prevent myself from stammering but I cannot. You see, it is always, "I cannot" - Will Power; thus imagination which defeats, "I want to" - knowledge of man and not the second. This we know how to profit by it we become masters of ourselves, and it is owing to this fact that my other methods which insist on the superiority of will power have failed.

tomorrow night and every night, as soon as you wish to go to sleep, I do so until that time in the morning you wish to awake. You will only and soundly without any effort. You will feel well, happy, quite rested. After digestion, assimilation and sleep all being in any way nervous, this nervousness will disappear and give place to a sensation of peace and you will feel that you become gradually more and more master of yourself physically, mentally and morally. Finally and above all, if up to the present, you have felt a certain distrust from yourself this distrust from now onward will gradually disappear and will give place to a feeling of confidence in yourself and this confidence will enable you to do what you want to do well, even very well, what may be, on condition naturally that it is able. Therefore, whenever you wish for a thing that is reasonable, a thing which is duty to do, believe that, as it is possible, it is easy. Therefore such words as "impossible", "I cannot", "It is strong", "I cannot help it", "I cannot prevent myself from..."

Columbia

Columbia *New Process* Records

EMILE COUE, the little druggist-philosopher of Nancy, France, is one of the outstanding personalities in the world to-day. His message of health, happiness and prosperity for every one, through "Self Mastery," which has stirred the world and which he personally brought to America, aroused here an interest, the endurance and intensity of which is sensational.

Thousands eagerly listened to his lectures. Tens of thousands bought his book. Had affairs permitted him to remain here, his time would have been indefinitely engaged for a continuous lecture tour.

Realizing that if he could personally talk to the multitudes who wanted to hear him, they would the more perfectly absorb the principles of his teaching and be benefited, M. Coue arranged with the Columbia Graphophone Company to perpetuate his doctrine in his own words and make it available to every one everywhere.

The Coue Records, "Self Mastery Through Conscious Auto-Suggestion," are ready. The set—two double-faced Columbia *New Process* Records, with the super-silent new surface, tastefully enveloped and boxed, with the text of Coue's own words printed on the envelope, are listed to sell at \$3.50, less regular dealer discounts.

It is M. Coue's desire that every one be given the opportunity to secure these records. This coincides with the policy of Coue's clinics in Nancy and we are glad to co-operate.

Columbia has the exclusive rights to Coue Records. These Columbia *New Process* Records are the only genuine recordings of his voice.

The multitude of Coue's followers will be overjoyed at the opportunity to secure these records spoken in this teacher's sincere and magnetic voice.

Visit the Columbia Branch in your territory and examine the set.

Columbia Graphophone Company
New York



SELF MASTERY

...tely from your
fish. You hear
peat it. What is
ed "I can". With
will accomplish

...have a pain, in any
tever of the body it
in the foot, the leg,
nee, the back, the
it does not matter
ere, I say to you that
on this moment, the
ause of this pain, call
t arthritis, or by any
other name, the cause
will diminish and di-
minish in the domain
of possibility, and the
cause having disap-
peared, the effects which
t caused will, in their
en, disappear also. And
this pain seems to come
make it disappear im-
e. For this purpose, go
om: sit down, shut your
om: sit down, shut your
your hand gently across
mental distress, or upon
it is a pain in any part
t the words "It is going,
ry rapidly like this: "going,
y in French. "Ca passe, ca
se, etc." In a few seconds,
In every case your uncon-
the necessary to obtain all
tain.

New Process Records

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

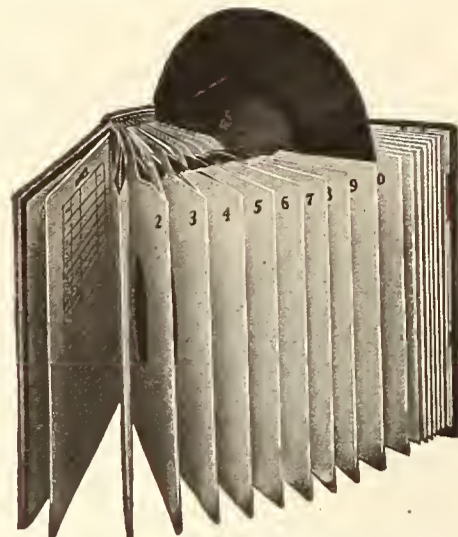
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

ALBERT M. BLACKMAN GRADUATED

Son of J. Newcomb Blackman Graduated From University of Pennsylvania—Will Enter Business World This Fall—He Is Well Equipped

J. Newcomb Blackman, president of the Blackman Talking Machine Co., accompanied by Mrs. Blackman, attended the graduation exercises held at the University of Pennsylvania,



Albert M. Blackman and His Parents

Philadelphia, Pa., recently, where their son, Albert M., was graduated from the Wharton School of Commerce and Finance. After four years of hard work, during which he was an honor pupil in every year, Albert M. Blackman received the degree of Bachelor of Science in Economics, securing the distinguished mark in economics. For his research paper he selected "Commercial Arbitration" and during his senior

year prepared an exceptionally fine sales manual on the sale of Victor products from a retail angle.

Although devoting a great part of his time to his studies Albert M. also gained prominence as a tennis exponent, appearing with considerable success in several Forest Hills and Kew Gardens tournaments. He has always manifested a keen interest in sports, sharing his father's delight in outdoor activities.

According to J. Newcomb Blackman's present plans his son will enter the business world this Fall. These plans do not contemplate any immediate connection with the Blackman Talking Machine Co., as Mr. Blackman believes that the young college graduate should secure his business experience among strangers.

SOME RECORD FOR A RECORD!

R. S. Williams & Son, Ltd., of Montreal, Canada, recently advised the Edison Co. that they had discovered that the record number 4676 entitled "Three O'Clock in the Morning" was played on a "Penny Arcade" machine 5,210 times, and it is still in good condition.

Mr. and Mrs. Rappaport, who operate M. Rappaport's Music Shop, Victor dealer, 880 Westchester avenue, New York City, are on an automobile vacation tour of the New England States.

A. H. CURRY ON WESTERN TRIP

Vice-President of Phonograph Division, Thomas A. Edison, Inc., on Tour of Important Distributing Centers in the West

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., left on an extended Western business trip on June 25. His first stop was in Chicago, where two days were devoted to a special session of the Executive Committee of the National Association of Edison Disc Jobbers, during which consideration was given to the matter of increasing production for the Fall and Holiday seasons. From Chicago Mr. Curry went to Minneapolis, from there to Omaha and thence to Kansas City. He then proceeded to Dallas, Tex., to look over the business of his company, The Texas-Oklahoma Phonograph Co., in that city. He expects to return via one or two other Edison jobbing points and to be back in Orange about the middle of July.

NEW OFFICERS OF DAVEGA, INC.

Knickerbocker Talking Machine Co. Now Holding Company for Davega, Inc., Retail Dealers—Lurie Interests Withdraw

The Knickerbocker Talking Machine Co., New York City, formerly Victor wholesaler, the Victor distributing end of which was purchased by the Blackman Talking Machine Co., has now become the holding company for Davega, Inc., operators of a well-known metropolitan chain of talking machine and sporting goods stores. The Lurie interests have been withdrawn and the reorganization of the company has been accomplished. The new officers of Davega, Inc., are S. B. Davega, president; R. A. Davega, vice-president, and Abram Davega, chairman of the board, treasurer and also vice-president.

APPOINTS NEW REFLEXO JOBBER

Progressive Musical Instrument Corp. Metropolitan Distributor for Reflexo Products

Reflexo Products, Inc., sole selling agent of Reflexo blue steel needles and Gilt Edge needles, both products of W. H. Bagshaw Co., Lowell, Mass., announces the appointment of the Progressive Musical Instrument Corp., New York City, as Reflexo distributor in the metropolitan district.

Louis J. Unger, general manager of the Reflexo Co., reports that an increased output has been made in the production of Gilt Edge needles and attributes this increase in a large measure to the new Gilt Edge display stand, which includes the dance tone needles.

Alice Verlet, the distinguished soprano who records for the Edison, arrived from Europe early in July, after a very successful tour abroad.



FOR THE FIRST TIME,

since last September, we are in a position to establish a few more Edison Dealers in the Metropolitan District.

OUR POLICY,

during a shortage, is to give all goods possible to the merchants who have been Edison Dealers and who have previously spent their time and money in working up sales and prospects.

CONSEQUENTLY,

and because we are now making up our Fall and Winter requirements, we invite inquiry from merchants who are located at good trading points, who believe in fair profits and who consider quality necessary to success.

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

Famous Orchestras Maintain

OKeh Supremacy

in the dance field

OKEH RECORDS early took the lead in the production of fast-selling dance records. Today, that supremacy is still maintained by offering monthly, our notably large and early releases of the latest dance hits played only by dance orchestras whose fame and popularity are firmly established.

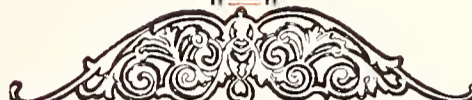
Take, for example, Vincent Lopez and His Hotel Pennsylvania Orchestra, holders of the record-breaking nine consecutive weeks' vaudeville engagement, made at America's premier vaudeville house, Keith's Palace, New York. Where is there another dance orchestra that can parallel their tremendous popularity? Take Markels Orchestra, "Society's Favorite"—the orchestra that is almost unanimously the first choice of Society's discriminating "400" for the dance music at their very exclusive social functions. Take Rega Dance Orchestra, under the personal direction of our recording laboratory manager; it is one of the most versatile phonograph record dance orchestras in the country today.

Or take any one of the orchestras listed on the right. Each one is individually famous in their own respective cities or districts. Each one has its own host of admirers who fully appreciate the opportunities that OKeh Records give for hearing the music of their favorites right in their own homes. At the same time, by means of OKeh Records, the accomplishments of all these orchestras are available to the dance-lovers throughout the nation.

Is there any wonder with such an array of famous talent to choose from that OKeh Records continue to reign as "the best dance records"?

OKeh Records

The Records of Quality



A few representative dance orchestras that record for OKeh

- * Vincent Lopez and His Hotel Pennsylvania Orchestra
- * Markels Orchestra
- * Rega Dance Orchestra
- * Herbert Berger's St. Louis Club Orchestra
- * Finzel's Arcadia Orchestra of Detroit
- * Finzel's Detroit Society Orchestra
- * Guyon's Paradise Orchestra
- * Hotel Cleveland Dance Orchestra
- * Handy's Orchestra
- * George Kelly and His Original Six
- Blue Ribbon Trio
- Tampa Blue Jazz Band
- Original Dixieland Jazz Band
- Blue Diamond Dance Orchestra
- Glantz and His Orchestra

** Exclusive OKeh Artists*



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York



Mail Orders Help Business Development

Talking Machine Dealers Have Excellent Opportunity of Expanding Business by Going After Mail Orders—Factors to Consider

Newspaper advertising brings the message of the talking machine dealer to a large circle of prospective customers. Direct-by-mail literature brings the dealer's message to a smaller and more select group of prospects. These are the two forces which enable the live merchant to extend his business far beyond the borders usually limited by the activities of the outside sales organization, window displays, clever store arrangements and other forms of publicity which affect only those people within a narrow radius of the establishment.

Extending Through Mail Orders

Every talking machine dealer has it in his power to extend his trade by the establishment of a mail order business on a small scale. The opportunity is there. It merely awaits development. True, the process of building up a mail order demand is slow under ordinary circumstances. For example, let us consider the opportunities existing in the record end of the business. Unlike the large mail order houses, who are compelled to publish more or less elaborate catalogs at periodical intervals, the talking machine merchant is supplied with catalogs (record supplements) each month. Of course, trying to build up a mail order demand merely by sending these supplements to out-of-town prospects or those residing some distance from the store is practically a useless procedure. The dealer must go much further than this. In short, he must develop a campaign which has for its object the building up of mail orders.

Many Factors to Consider

A campaign of this character may take many forms and there are a number of important points to consider. In the first place, there is newspaper publicity—advertising in the papers which reach the people who live in the particular communities which the dealer is trying to reach. This advertising must do much more than advertise the products which the merchant handles, or the service which the firm is in a position to extend to patrons. While these things should play a part in the publicity, the main function of the campaign should be to bring home to the readers of that newspaper that the Blank Music Co., or whatever the name may be, is prepared to take care of mail orders. Bring the fact that you are able to extend first-class service by mail home to the owner of a talking

machine who lives some distance from the nearest talking machine establishment and the chances are that you will get some business. Repeat orders will come in a measure equal to the satisfaction of the customer in your service and the enthusiasm of the talking machine owner in his or her instrument.

Payment Should Accompany Order

Unless patrons who desire to order records by mail have purchased at your establishment before credit in the case of records should not be extended. It is a simple matter for the prospect to send in the order accompanied by a money order or a check. The sending of cash through the mail should be discouraged because quite often letters go astray, the weight of coins tears the envelope and the money is lost, or other contingencies may arise in which the customer is at the losing end of the deal, with consequent loss of confidence in the plan and a feeling of irritation which the dealer will find difficult to overcome.

Orders should be filled as quickly as possible after receipt. Nothing so irritates a customer who is anxious to secure a product as long, tedious delay. Remember, the average patron is not disposed to look at the matter in a lenient manner. Service is expected and where it is lacking the merchant is, eventually, the loser. Service in the mail order business is not limited to prompt shipment of orders. It extends equally to insurance that records ordered reach the purchaser in perfect condition. This necessitates the exercise of great care in packing. Here the dealer can follow the example of the jobber from whom he receives his records.

There is another way in which direct-by-mail business can be built up and that is, as often suggested by *The World*, by making direct mail contact with a list of prospects which the dealer has searched out by canvassing the country and communities surrounding the city or town in which he is located. This method will probably prove more effective in impressing on the minds of talking machine owners the special service which the merchant is inaugurating. The expense, in comparison to the ultimate returns, is comparatively small. However, and this cannot be emphasized too strongly, the letters which the merchant sends to customers and prospects should be prepared with great

care. It is not a wise plan to try and save a few dollars at the expense of loss of quality and, consequently, pulling power of the campaign. If a drive of this character is undertaken at all it should be made as effective as possible and no pains should be spared in putting the plan across.

All Dealers Have Equal Opportunity

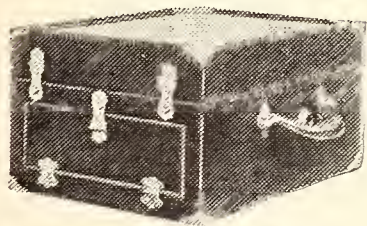
These few suggestions in regard to building up a mail order business apply with equal force to the talking machine dealer in the large city and the small town. In the large city the merchant has the advantage of many people within a few miles of his store, many of whom find it difficult to visit the dealer because of children, sickness and many other reasons. These prospects will welcome a plan which eliminates the necessity of going to the talking machine store or doing without the records they are anxious to secure. In the city a plan which might prove especially effective and can be run in conjunction with the mail order business is encouraging the receipt of orders over the telephone and delivering C. O. D. The small-town merchant has the advantage of being close to rural communities where the farmers very often find it difficult to make regular trips to the nearest town. This is especially so during the busy seasons of the year, when planting and harvesting are the order of the day. These people will take eager advantage of the mail order plan, if it is presented to them in the proper light. In fact, the large mail order houses in various large cities throughout the country are doing a tremendous business in talking machines and records with rural dwellers and much of this trade will go to the merchants who go after it aggressively enough and follow a definite campaign.

TALKING FILM CORP. CHARTERED

The United States Talking Film Corp., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State to deal in talking pictures, with a capital of \$1,000,000.

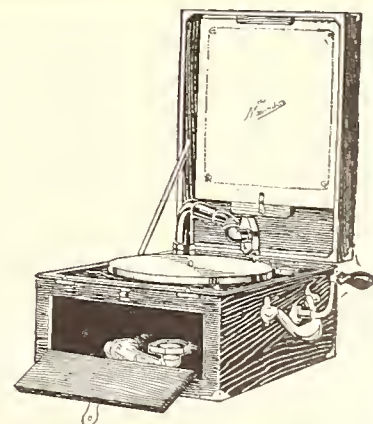
INCREASE CAPITAL TO \$300,000

The Toledo Talking Machine Co. has increased its capitalization from \$200,000 to \$300,000.



The
Modernolette

Retail Price —East of Mississippi —\$35.00
—West of Mississippi —\$40.00



ARE you getting your share of the portable business? Are you selling the right machine? The Modernolette is selling fast. It is constructed of solid walnut, wax finish. Has a reliable motor and tone arm. In quality, it is in the high priced class. In price it is low. We still have some valuable territory open for jobbers.

Manufactured by

MODERNOLA COMPANY

JOHNSTOWN, PA.

New York Distributor: PROGRESSIVE MUSICAL INSTRUMENT CORP., 319 Sixth Ave., New York, N. Y.

New Patrons as a Source of Information

The Successful Methods of Securing Information From New Customers Used by a Mid-West Dealer Outlined by Frank H. Williams

"There used to be a time," said a successful Middle Western music merchant, "when I was merely thankful to see new customers come into the store, and when the only thing I did with these new customers was to see that they got what they wanted and give them a warm invitation to return to the store when they were again in the market for any of the goods we handle. But now I go considerably farther than that—I endeavor to learn things from the new customers which will be a real help to me in getting more business.

"Let me tell what I learned in this way and just how I use this knowledge in going after more trade and bringing more people into the store.

Questions Show Source of New Trade

"I make a point of personally asking these questions of the store's new patrons: 'What brought you into this store? Was it our advertising? Was it the recommendation of some one of our regular patrons? Was it our window displays, or just what was it? What thing about the praise given us by one of our old customers, or what thing about our advertising or window displays particularly got your attention and made you want to patronize this institution?'

"These questions are put to customers in a diplomatic way, of course, which won't make them feel as though they were going through a third degree examination, and in practically all instances the customers seem to be perfectly willing to answer them.

"The answers to these questions show me where the new trade originates. It is interesting to know that 75 per cent of all our new trade comes to us through the praise or recommendations given us by regular customers who have been patronizing us right along.

Valuable Information Secured

"Our questioning has given us some valuable information upon which to work in building up still more business for the establishment. When it becomes evident that the good will and satisfaction of the regular customers of the store are so tremendously important in bringing in new trade, it shows that the best sort of business for us is to do everything in our power by means of service to please every customer who comes into the establishment. Thus, not only do we make sure of getting the future trade of that particular customer, but we also make sure of having that customer recommend us to other people who will in turn patronize us. In this way we are developing our business in a constructive, worth-while manner all the time.

"The questions also show us that our adver-

tising and window displays run just about neck and neck in developing new trade.

"It was an immense satisfaction to me to find this out, because I had been rather dubious about the value of my advertising and had been thinking of cutting it out. We had thought our window displays were instrumental in bringing in new patrons, and it was also a satisfaction to find out definitely that this was actually the case.

Securing Facts on Advertising

"The answers to the questions show us that the things about our advertising which are most successful in bringing new people into the store are the timeliness of the ads, the local and personal touch which we give them. Let me illustrate what is meant by all this by telling of some of the things said by new customers as to why our ads had brought them into the store.

"Your advertisements are always interesting,' said one woman who had never before been in our store, 'and one of the things which have really been instrumental in bringing me into the store have been your reports on the music which is most popular with your patrons, and in the dance halls of the city. I have some young children who dearly love to dance, and I've been very anxious to get the sort of music that would make them want to stay home in the evenings and bring their young friends to the house, but I didn't know what sort of music to buy, until I read your ads. That's why I'm here now—because I want to buy the sort of music that you say is most popular.'

"Another woman had this to say about our advertisements:

"I never read your advertisements very closely until I saw in one of them where you told about Professor Smith, of the European School of Music, giving a summary of the proportion of jazz music and popular music and classical music which should be in every home. Now at our house we have always specialized on classical music, and our musical library is rather top-heavy as a result. My children are always making a fuss because we haven't enough popular music, and I have come to the conclusion that it will be a mighty good thing to vary our library.'

"These two quotations will be sufficient to indicate the value of the advertising copy we are constantly running and will show how our copy is most instrumental in getting people into the store.

Window Displays Not Neglected

"When it came to finding out from the new customers who had been brought into our store by our window displays just what things about

our displays attracted their attention and made them want to patronize our establishment, we discovered some particularly interesting things. For instance, one new customer had this to say, 'I've always liked to stop and look at your show windows because the displays are always clean and attractive with a choice variety of goods shown. Whenever anyone is greatly interested in all kinds of music, as I am, window displays which show a wide variety of goods are particularly interesting. It helps a person in getting the right slant on the whole realm of music. The particular window display that brought me into your store is the one in which you are showing all the different kinds of stringed instruments you have in stock. I had no idea you carried such a big variety of stringed instruments, and because I'm particularly interested I've come in here to purchase one of those shown in the window.'

"Another new customer had this to say about our show windows: 'The thing about your window displays which has made me come into your store and become a regular customer is the fact that you change your displays frequently. I never go by this store without seeing something new and interesting in your windows—something that makes me want to come into the store and look at the goods on display and try them out.'

"All of this information learned from our new customers has been really of immense help to us in determining what to do in order to attract still more new customers to the store, and in order to do even more business than we are now doing.

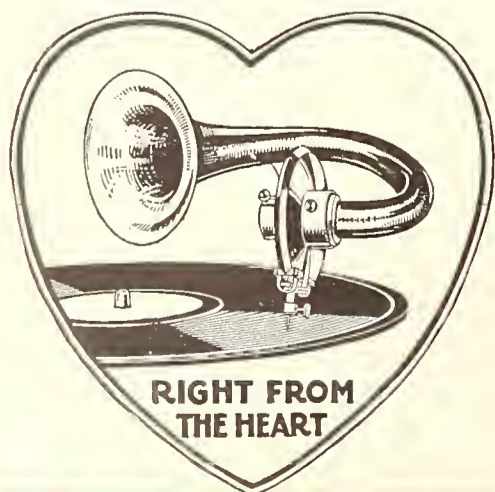
"Here in this store we consider the new customer the most important one we have. If we can get enough new patrons and make regular customers out of them our business will grow splendidly, and we will make money accordingly."

Aren't there some worth-while suggestions presented herewith which will help other music stores in getting more new customers?

GRANBY LINE AT FURNITURE SHOW

GRAND RAPIDS, MICH., July 1.—The entire line of phonographs made by the Granby Mfg. Corp., of Newport News, Va., was attractively exhibited on the ninth floor of the Ringe Building during the Grand Rapids Furniture Exhibition in this city. This exhibition draws visitors from all sections of the country, and the Granby display, accordingly, was well attended. J. F. Stapleton, sales manager of the company, was personally in charge.

NATURELLE



For
Portable
and
Cabinet
Phonographs

The Naturelle Co.
125 East 23rd St.
New York, N. Y.

*"Your Naturelle Phonograph
is everything I've been
hoping for a great deal more"*

*"Enclosing check for the sample Naturelle,
with compliments to you for putting this
invention on the market"*

*"Will push the instruments as I am
personally quite enthusiastic over their merits and am very pleased
with the tone and distinctness of undertones produced by use of the
instrument."*

The Golden West

THERE is a real "Golden West" awaiting manufacturers of talking machine products who are making quality merchandise and selling it at a fair price, *but* the unlimited, tremendous sales possibilities for this merchandise on the Pacific Coast must be developed by a sales organization that *knows how to do it in the most resultful way.*

The Munson-Rayner organization, although a comparative newcomer in the talking machine industry, has already attained a substantial measure of success. It has built up an efficient, capable sales staff that visits talking machine dealers on the Pacific Coast every working day of the year. It has developed and fostered a spirit of dealer good will and friendship that is invaluable.

In other words, the Munson-Rayner Corporation has not only sold \$500,000 worth of talking machine merchandise to dealers on the Pacific Coast in a period of only nine months, but has established a good will that is far more important than sales totals.

If this successful organization can assist you in developing Pacific Coast distribution for your product, please submit your proposition in detail. The Pacific Coast market for talking machine merchandise represents one of the greatest buying powers in the industry, but it is a market that requires and deserves concentration, knowledge and experience.

Munson-Rayner Corporation

643 South Olive Street Los Angeles, Cal.

Branch Offices: *San Francisco - - Cal.*
 Portland, Ore. (Opens Aug. 15)

Distributor of Cheney talking machines.
Vocalion Red records and standard talking machine accessories.

Types of Men Who Make Best Salesmen

An Interesting Analysis by Walter S. Jenkins, of Chicago, of Method of Determining Whether Applicants Can Become Salesmen

I have been asked to state, according to my own experience, what type of man, untrained in salesmanship, can be molded into the best talking machine salesman.

It would seem that every type of humanity was placed on this earth for a special purpose, and that each has certain inherent qualities which the others lack. But let us, however, leave the human family for a moment to get an example to prove the point.

Suppose we were asked what type of horse is swiftest. We would naturally think of that branch of the equestrian family that nature built for speed—a race horse. Certainly we could not conceive of a dray horse coming down the home stretch leading the field. But if we attempt to state which kind of race horse is fastest we will likely lose quite a little money before we learn, as the old darky said, "we can make money on a race but not on the races," meaning it is a gamble to try to pick in advance the survival of the fittest.

Made for Selling Purposes

There seems to be just as clearly defined a species of humanity made for selling purposes as there is a type of horse created for speed; but it does not always follow that every man is a successful salesman that belongs to the salesman's class. A man may be classified properly but also outclassed by his contemporaries, for there appears to be just as much difference in commercial results between the natural born salesman, but lacking in some essential, as between thoroughbred horses that are short some quality. The winners are always in the minority, but they come from the class that produces winners nevertheless, and we want to study the salient features which separate the selling class of humanity from the others that were created for other purposes.

Now that we may get a mental picture of a successful salesman as sketched from psychological research and practical results, let us analyze the two following types:



This is the Shakespearean type. The kind that makes a good floor salesman, but who is not so successful elsewhere. He is a quick thinker, logical, artistic, frail in body, does not like hardships, and might be called lazy when physical effort is required; therefore,

he is not suited to outside hustling.

Here we have the athletic type. This type is capable of success both in and out of the sales-room. His characteristics are doing, compelling, initiating, pioneering, would rather rough it than to visit picture galleries, etc. (Professor Myron A. Lee, of Cornell University, has written several interesting articles on character analysis.)



Since, for this article, there is but space enough for a mere sketch of the skeleton of the law of character analysis, the difference between the requirements of the city and country salesman will not be touched upon. We simply assume the candidate before us is one of the above types and rates well in health, appearance, personality and mental ability.

Resourcefulness the Basis

From my own experience I have found many failures among men that pass all of the tests up to this point, simply because they lack resourcefulness. A salesman may read all the books on salesmanship and study psychological principles, points of contact, motives that make men buy, persistence, tact, views of the merchants, etc., but if he lacks resourcefulness he will become nothing more than a plain "parrot."

A man apparently lacking all of the qualifications of the salesman except one often makes a sale, and that is a sale—is it not? Proving that his resourcefulness overshadowed to a great degree all his shortcomings. There are, on the other hand, a great many old-time salesmen in the music field whose heads are full of knowledge regarding musical instruments, yet they are failures, simply because they cannot solve unexpected problems.

Resourcefulness makes a dreary, rainy day into a forerunner of a million-dollar crop and of the revival of business. It puts smiles on the storekeeper's face, even if the storm keeps away his customers, and it discovers the secret entrance to business when all the regular doors are closed and locked.

It is comparatively easy to find a resourceful man if one takes the trouble of asking the applicant to obtain certain information which may not be easily secured, or by inquiring for a solution of a certain selling problem. A little effort in this direction will often show you at once whether the applicant is a "leaner" or a "lifter."

A Real Example

When P. T. Barnum brought Jennie Lind to this country he sold her to New York so enthusiastically that 30,000 persons went down to the dock to meet the boat. People crowded on the roofs in the neighborhood, crowds followed her to the hotel, torchlight parades took place at midnight, while 20,000 people watched and cheered. The tickets for the first concert were sold at auction, and Tenin, the latter, a man not musically inclined, paid the goodly sum of \$225 for a ticket.

No great musical artist had ever visited America before, and high-class music was understood but by only a few, and yet Jennie Lind's ninety-three concerts under Barnum's management yielded \$712,161.34 in a period of nine months. Mr. Barnum knew nothing of high-class music, had never seen Jennie Lind before she appeared in this country ready to sing at the first concert—in other words, he did not know his goods, but he was resourcefulness

personified and all obstacles were forced to melt away.

The Formula

My little formula, therefore, for selecting salesmen from raw materials is as follows:

First—Decide if the candidate is for inside or outside.

Second—Select the type best suited for the work—"mental."

Third—From the applicants choose the most resourceful.

Of all the words in salesmanship there is none bigger than "resourcefulness."

ETHEL MILLER AGAIN WITH JENKINS

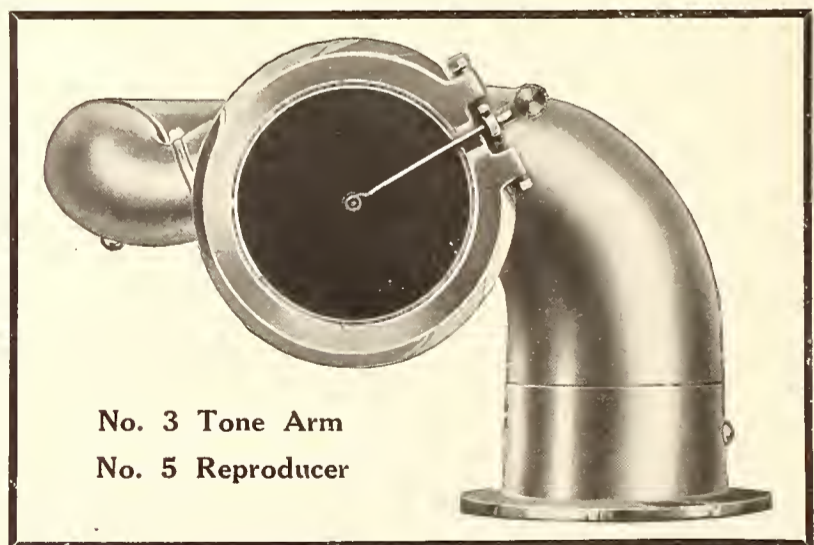
Well-known Record Saleswoman Placed in Charge of Record Department of J. W. Jenkins Music Co., Kansas City, Mo.

KANSAS CITY, Mo., July 5.—Miss Ethel Miller is again with the J. W. Jenkins' Sons Music Co. and is now in charge of the buying and distributing of the records through the retail store, 1013 Walnut street. Miss Miller has been constantly learning things since she was with the J. W. Jenkins Sons' Music Co. four years. "Above everything," said Miss Miller, "I have learned the commercial value of records."

Miss Miller established the Paul Talking Machine Shop in Kansas City and the exclusive shop in the south part of Kansas City, known as "Von Hershner-Trudell." Miss Miller also spent a Winter in the Arkansas hills, where she established the Melody Shop at Fort Smith.

Since returning to the J. W. Jenkins' Sons Music Co. she has been putting into practice a new system she highly approves of and recommends, which is the personal work of following up monthly releases with post-cards and the writing of monthly letters to customers, making suggestions along the line of their musical interests.

The Melody Music Shop, Saul Bluestein, proprietor, Memphis, Tenn., is featuring the Sonora and Brunswick instruments.



No. 3 Tone Arm
No. 5 Reproducer

“OLD RELIABLE”

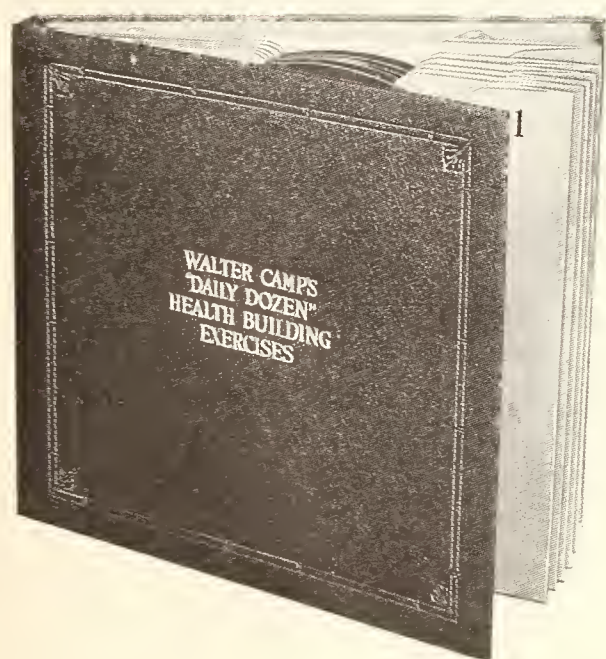
For several years this throw-back, ball-bearing Tone Arm has been the biggest seller in our catalogue. WHY?

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CANADA
Exclusive Distributors for Canada and All Other British Possessions
INDUSTRIALS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico



Walter Camp's "Daily Dozen" *for the* Summer Camp

In many of the largest organized camps throughout the country, the campers keep fit by beginning the day going through Walter Camp's "Daily Dozen" on Health Builders' sets. Many smaller camps of which we have no record are also doing the same thing.

This demand provides opportunities for summer sales by the dealer. Every retailer who carries Health Builder sets should cash in on this. If you haven't taken on the line as yet, don't delay any longer. Write us today for full information.

HEALTH BUILDERS, Inc.

DEPARTMENT W7

334 FIFTH AVENUE

NEW YORK, N. Y.

A Chain of Successes—

**CAROLINA
MAMMY**

*A Real Southern
Mammy Song*

**YOU'VE
GOT TO SEE
MAMMA
EV'RY NIGHT**

*A Lonesome Blues
Fox Trot*

**SWINGIN'
DOWN THE
LANE**

*An Old Fashioned Song
With a Fox Trot Swing*

"You can't go wrong—With any 'FEIST' song"

THE WORK OF JUNIOR MUSIC CLUBS

National Bureau for Advancement of Music Issues Most Interesting and Valuable Volume Covering Development of Such Clubs

The National Bureau for the Advancement of Music has just issued a very interesting and attractive volume on the History and Outlook of the Junior Department of the National Federation of Music Clubs, by Mrs. William John Hall, National Junior Club chairman. The book, which is handsomely printed and attractively bound, gives a detailed history of the various junior music clubs in the different States of the Union and offers a fund of information regarding the activities of these organizations that should prove a revelation not only to the members of the trade, but to those who have taken active interest in the development of musical appreciation among children.

C. M. Tremaine, director of the National Bureau for the Advancement of Music, has written an introduction for the book in which he tells the reasons for the volume and something of the manner in which the Bureau has tied up with the junior club movement. The volume, if anything, proves that this junior club idea has progressed far beyond the experimental stage and that these organizations of juveniles have progressed to the point where they represent a real factor in the musical life of the country. On this premise they are to be considered seriously by the members of the trade who believe in the cultivation of the child as a means for promoting future demand for musical instruments.

With a copy of the book at hand the local dealer is in a position to find out just what is being done by the junior music clubs in his locality and to lend his active support to the movement to the ultimate benefit of his business and the trade in general.

BLUE'S STORE IN BANKRUPTCY

BIRMINGHAM, ALA., July 3.—Blue's Music Store, which has been located on Dexter avenue for a number of years, has just filed a voluntary petition of bankruptcy in the United States Court here. Their liabilities amount to \$18,266.97 and their assets \$2,015.39. The latter are listed as merchandise and real estate, while the liabilities consist chiefly of open accounts.

ARMENIAN TENOR'S FIRST RECORD

Armand Tokatyan Makes Vocalion Record of "Miserere" From "Il Trovatore" With Rosa Raisa—Listed in the July Supplement

The opera-going public has long been familiar with artists of various nationalities appearing on the opera stage, such as Americans, Italians, French, Irish, etc., but peculiar interest attaches to the high position won in the opera field by Armand Tokatyan, an Armenian tenor, who has recently joined the ranks of the Metropolitan Opera Co.

Particularly interesting from the trade angle is the fact that Tokatyan makes his debut as a record artist in the Vocalion supplement for July, singing with Rosa Raisa a splendid recording of the "Miserere" from "Il Trovatore." Tokatyan will shortly be heard on a number of other Vocalion records, as it is said his recording voice is unusually good.

REDUCTION IN FREIGHT RATES

Export Bureau of Chamber of Commerce Secures 25 Per Cent Cut in Freight Rates on Musical Instruments to Australia

Through the efforts of the Advisory Committee to the Export Bureau of the Music Industries Chamber of Commerce, a reduction of 25 per cent in the freight rates on musical instruments to Australia has been obtained and it is hoped that a reduction will also be secured in the rates to Mexico.

The Bureau has compiled a very complete and up-to-date list of importers and dealers in American musical instruments in practically all foreign countries, a copy of which will be sent on request to any member of the Chamber who is interested in foreign trade.

IN CHARGE OF RECORD DEPARTMENT

CANTON, O., July 5.—Miss Marguerite Falor, for many years in charge of the sheet music department of the George Wille Music Co., is now in charge of the record section of this well-known music store.

Miss Falor, since assuming charge of this department, has made many changes in the arrangement and now has one of the most systematic departments in this city.

ADVISES READING OF TRADE PAPERS

Robt. N. Watkin, New President of Merchants' Association, Urges Dealers to Read Trade Publications to Increase Business Knowledge

Robert N. Watkin, the new president of the National Association of Music Merchants, has long been a staunch believer in the value of trade papers and has repeatedly called attention to the valuable information he has gleaned from the columns thereof.

It is significant, therefore, that one of the first official statements issued by Mr. Watkin as president was one urging that music dealers get the habit of reading their trade papers in order to learn how their fellow merchants handle the various problems. In this connection Mr. Watkin said:

"The arrival of your weekly or monthly trade papers should be looked forward to with eagerness. Their cost to prepare, both in dollars and in brain work, is enormous. They are prepared by men who have had practical experience in music stores and have the ability to tell others about it.

"The editorial pages contain helpful, business-promoting ideas. Their advertising pages constitute a market place of musical instruments. No matter where the music merchant lives, a live up-to-date trade paper will keep him informed as to what is going on in the music business.

"We strongly recommend that every merchant in the National Association of Music Merchants, and those who are not members, get the habit in 1923 of reading their trade papers."

WILLIAMS STORE TO OPEN

CAMBRIDGE, MASS., July 3.—A new music house has been opened at 750 Massachusetts avenue, known as the Williams Music Store. Musical instruments and phonographs are sold.

WILEY PIANO HOUSE TO OPEN

CHARLESTON, W. VA., July 5.—The Alfred Wiley Piano House, temporarily located at 419 Stratton street, has opened for business.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

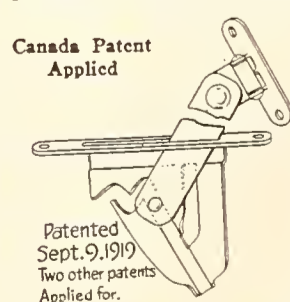
**The Standard Case for Talking
Machines and Radio Sets**

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

SECOND YEAR SUCCESSFUL LEADER

**The Most
Dependable and
Inexpensive
Lid Support
on the Market**



Canada Patent
Applied

Patented
Sept. 9, 1919
Two other patents
Applied for.

flexible and bent.

Samples on request.

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

Reviving Interest of Record Customers

When a Customer Ceases to Make Purchases There Is Something Wrong—A Letter That Succeeded in Regaining Lost Patronage

The problem of the lost record customer is one that at various times serves to worry practically every talking machine dealer. It happens often that an individual will buy a machine and several records and later on will continue to add to the record library. Eventually, however, the customer suddenly ceases buying records or cuts his purchases down to an insignificant point. It is to meet just such a situation that a card list of record customers, showing their purchases, becomes of practical value to the dealer, because it enables him to check up promptly on those who have cut record purchases and prevents his overlooking those who, for one reason or another, dropped by the wayside. When the volume stops, for instance, the dealer is in a position to make a direct appeal to the customer for the reason as to the lapse of interest. It may be that interest in the talking machine itself has waned, but there is still a possibility that some failure of service or some other grievance may be the cause of the trouble.

A number of dealers, too, have found that excellent results are obtained by writing direct to the customer, sending either a personal or a form letter and inquiring as to the reason for the stopping of record purchases. This course does not always result in increasing the individual's record purchases, but at least it gives the dealer the information as to why there has been a change of heart and with this information at hand he can govern himself accordingly.

If it is a matter of waning interest and the customer admits the fact the dealer has a

chance of bringing to the attention of the customer special records that he believes will serve to revive that interest. If, on the other hand, some failure of service has been responsible for the loss of sales, the dealer can make proper restitution or correct the trouble so that it will not cause the loss of any other customers, whether or not it brings that particular individual back into the fold.

It is generally maintained that what is palpably a circular letter does not get any great measure of attention from those who receive it, but the fact remains that if the letter is properly worded it will receive attention in a surprising number of cases, particularly if information is sought and the recipient does not feel that he is placed under any obligation to spend money. The letter to the delinquent customer, therefore, that asks for information that is calculated to help the dealer improve his service has an appeal to the machine owner that brings satisfactory results.

As an example of such a letter we reproduce herewith a form used by the Will A. Watkin Co., Dallas, Tex. This letter is signed personally by the manager, and is general in character without any attempt being made to hide the fact that it is a circular letter, and it has produced results that have warranted its continued use. Retailers who are seeking ways and means for getting old record customers back into line might well study the letter with a view to developing one for themselves that will meet a corresponding situation:

Dear Customer: Looking over our records the other day, I noticed that you haven't been so good a customer

of ours as you used to be. That interested me at once, because I have a notion that whenever I lose a customer I also lose a friend. I puzzled a good deal over the things that might have happened to cause you to take your trade away, but I couldn't figure it out.

Finally I decided to drop you a line and ask you to tell me frankly just what the trouble was. Have we done anything that seemed to you discourteous or unfair? If so, I want a chance to do the right thing without delay. I may be able to afford to lose customers when the fault is in no wise ours, but I can't afford to lose even a single customer when it is.

In spite of all that any one can do, accidents will happen—oversights and slips occur. I think many of the difficulties of life arise from the fact that people don't try to clear up misunderstandings—just let them pass as if they were trifles. From my point of view, the loss of a customer isn't a trifle. If there's anything I can do to bring you back as a regular customer, I don't want to lose a minute about doing it.

Won't you write me personally (use the back of this sheet) and tell me just how you feel about dealing with us? With kind regards and the hope of hearing from you promptly, I remain, Sincerely yours,

.....
Manager, Phonograph Record Dept., Will A. Watkin Co.

H. S. BROWN OPENS NEW STORE

GARDNER, MASS., July 2.—H. S. Brown, prominent New England music merchant, who operates a large music store in Lynn and another in Fitchburg, Mass., has opened a new talking machine establishment in the Rome Building, this city. The local store has been fitted with the most modern equipment obtainable and presents an attractive appearance.

The Lang Bros. Brunswick Shop, formerly located at 114 East Wayne street, South Bend, Ind., has moved to 439 South Michigan street.



A Mark of Service

Each month we prepare several hundred sets of attractively painted show cards featuring the new Victor Records, as pictured here.

This service is considered a most important item in the M. I. S. extensive and thorough plan of sales co-operation with the dealer, as experience has shown that the strikingly designed and colorful cards, in their very refined gold frames, have a real selling ability, in direct proportion to the manner in which they are exhibited.

We are not actively interested in the sale of show cards, beyond their value as a medium for promoting Victor business. Our reason for extending the service, on a cost-share basis to Victor dealers, outside of our immediate representation, is to secure a larger subscription list which will permit still greater investments in art work.

Write for descriptive circular.

Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York



The NEW P H O N O



*An Idea—
An Ideal and
Three Million Dollars*

The only phonograph that dares the test

EDISON

G R A P H

THE success of the New Edison was made possible through the soundness and practicability of the idea that suggested its development, the unusual ideals upon which it was built, and the unlimited facilities for the laboratory research which was completed only after years of scientific study and at an expenditure of \$3,000,000.

That the New Edison has lived up to expectations in the Re-Creation of music is now past history. Its numerous tests of direct comparison with the living artists before audiences in various parts of the United States and Canada proved beyond all possibility of contradiction that the devices perfected by Mr. Edison have leaped the gap between ordinary reproduction and actual Re-Creation.

It is indeed gratifying to witness the hearty acknowledgment accorded this greatest of all Edison triumphs by an appreciative public and the steadily increasing corps of Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

of direct comparison with living artists



You simply can't keep that fellow Cohen away from telephones. This month he both talks telephones and uses them in "Cohen On Telephone Etiquette" and "Cohen 'Phones The Plumber," Record A-3904.

Here you have the original and only authentic Cohen, Joe Hayman, in two numbers that loose buttons and burst stays as of old.

COLUMBIA GRAPHOPHONE CO.
New York

THE PACIFIC COAST AS A POTENTIAL FIELD FOR SALES

Interesting Talk With R. L. Rayner, Vice-president, Munson-Rayner Corp., Los Angeles, on New York Visit—Cheney Talking Machine and Vocalion Record Distributor Makes Important Deals

R. L. Rayner, vice-president of the Munson-Rayner Corp., Los Angeles, distributor for Cheney talking machines and Vocalion Red records, as well as for other lines of talking machine merchandise and accessories, was a recent visitor to New York. Mr. Rayner when seen by The World was enthusiastic over business conditions and prospects on the Pacific Coast, where, as he expressed it, there is a large buying public with a plentiful supply of money at its command. "Not only are the industries prosperous on the Coast," declared Mr. Rayner, "but those who come to us from the East, in the great majority of cases, come well supplied with money which they have accumulated in trade and which they use to make life pleasant in our country."

While in New York Mr. Rayner closed a deal whereby his company will act as distributor for Vocalion records in Oregon and Washington, in addition to the California territory now covered, and in order to take proper care of the growing business a branch office of the company has been opened in San Francisco and another office will be opened in Portland about September 1.

The Munson-Rayner Corp. is a firm believer in advertising and has started on an extensive billboard campaign along the leading motor

highways in California and adjoining States. Already 100 de luxe billboards, all of them painted and half of them equipped with electric lights, have been placed. Later in the year it is planned to have several thousand such boards along the Pacific Coast highways. The billboard advertising at the present time is devoted entirely to the Cheney talking machine, and possibly some of the boards will be devoted to the exploitation of the company's other lines as the campaign progresses.

An idea of the volume of business transacted by the Munson-Rayner Corp. may be gleaned from the fact that during the last nine months it has had a turnover of over \$500,000, thanks to a well-organized executive policy and a sales staff of hustlers, nine of whom are on the road constantly in touch with dealers and covering veritably all of the leading merchandising points in California.

The secret of the success of the Munson-Rayner Corp. is due to the fact that the organization keeps in close touch with the dealers. It stimulates them to new activities, and the results are satisfactory not only to the Munson-Rayner Corp., but to the dealers themselves. In brief, this corporation is teaching the dealers how to merchandise goods.

California is one of the greatest States per

capita in the purchase of musical instruments, and the buying market has been enhanced considerably, thanks to the splendid work of the Munson-Rayner Corp.

Mr. Rayner announced that both the Cheney talking machines and Vocalion records were enjoying increased demand all along the Coast, and that the principal question at the present time was that of getting sufficient stock from the East to take care of orders promptly.

While in New York Mr. Rayner arranged to take on in his company's territory Brilliantone steel needles and the new Cesco record repeater.

BRUNSWICK STAFF HOLDS MEETING

Eastern Phonograph Division Has Interesting Business Session—H. A. Beach Outlines Plans for Extensive Summer Campaign

The Eastern sales staff of the phonograph division of the Brunswick-Balke-Collender Co. held an interesting meeting recently at which plans were made for a vigorous Summer campaign. The morning hours were spent at the company's recording laboratory, where new Brunswick recordings were played, and after a luncheon at Keene's Chop House the meeting reassembled at an uptown club.

At this point Harry A. Beach, Eastern sales manager of the Brunswick phonograph division, outlined to the staff his plans for a Summer campaign, and commented on the fact that dealer applications had been received that very morning from every sales division in the Eastern territory, which in itself indicated the rapid strides being made by the Brunswick product in the East. Mr. Beach reviewed in detail the various happenings at the Brunswick meetings held in Chicago during convention week, and gave statistics of the Eastern Brunswick business, which in some divisions showed better than a 100 per cent increase over last year, with a general increase for the entire division. Dinner was served at the club and the evening was spent in discussion and exchange of ideas.

MOVIE ADS ATTRACT ATTENTION

Aggressive Merchant Secures Exclusive Rights to Advertise in Local Theatre

Advertising on moving picture screens has been conceded to be as effective as any other medium of publicity in bringing the merits of the talking machine before a large number of people. Henry W. Berry, Victor dealer, 505 Massachusetts avenue, Cambridge, Mass., has secured the exclusive rights to advertise talking machines in one of the leading local moving picture houses. Twenty-three slides, all relating to Victor products handled by this progressive house, have been prepared, and these are regularly flashed on the screen. When it is considered that practically every patron who attends the show eagerly reads everything flashed on the screen, the value of publicity of this character may be realized.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and
Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

SOME SALES STIMULATORS

Dealers in communities close to the farming districts are often at a loss as to the best way to reach the farmers. There are a number of ways in which this may be done, among several recently described in *The World* being the compiling of a farmer prospect list through personal canvass and then sending out literature to them by mail. Heim's Music Store, operating stores in Danbury and Ridgefield, Conn., and in Brewster, N. Y., has found the local Farm Bureau publication a valuable means of making contact with rural dwellers. Regular advertising in this publication designed along lines likely to appeal strongly to the farmers has brought excellent returns.

Keeping the prospect list up-to-date means saving money. Where the list remains for a year or more without undergoing a weeding out process the merchant is constantly sending out literature to people who are not and never will be interested. In several years the time, trouble and expense involved in sending out this material reach considerable proportions. The prospect list should undergo the weeding out process at least twice each year, and, of course, where people have moved out of town, died, or for any other reason are unlikely as prospects, the names should be dropped from the list. There are enough people who may develop into customers so that the dealer cannot afford to waste time and money on long chances. The Temple of Music, Scranton, Pa., sends out at regular intervals to people who are in the seemingly "impossible" class a postal card enclosed in an envelope. The card is worded in such a way that if the customer re-mails it to the store he or she signifies the desire to remain on the mailing list. Over 60 per cent of these cards sent out to the patrons and prospects of the store some time ago were returned. The others were dropped from the list as worthless, as far as sales were concerned.

Here is a stunt which dealers in the larger towns and cities can take advantage of if they are willing to co-operate. It was originated by several merchants in a Middle Western city, who got together and printed a little monthly booklet entitled "Favorite Records Review." These booklets were inserted in local theatre programs. In cases where two or three dealers combine in producing something of this character the expense is reduced to a minimum for each one and a more elaborate little booklet can be prepared than would be possible if only one dealer financed the whole thing. No better place could possibly be found for the distribution of these little monthly publications than in theatre programs. Both from the standpoint of economy and because of the fact that the booklets are most likely to be digested this method of circularization is the best.

A certain dealer who was determined to build up a clientele of wealthy patrons stationed a man on the thoroughfare on which his store is located to take down the numbers of all automobiles which stopped in his block. In a week he had quite a long list of numbers which he checked against the automobile registry, thus securing the names and addresses of the owners. To these he mailed sales letters designed to appeal particularly to this class of people. A fine grade of bonded paper and envelopes were secured for this direct-by-mail work. The results were very satisfactory. The merchant whose store is located on a high class business thoroughfare may find this a profitable means of securing some live prospects.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., July 10.—In the summary of exports of the commerce of the United States for the month of April, 1923 (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:

Talking machines to the number of 4,710, valued at \$175,916, were exported in April, 1923, as compared with 4,406 talking machines, valued at \$154,891, sent abroad in the same period of 1922. The ten months' total showed that we exported 49,381 talking machines, valued at \$1,912,518, as against 29,951 talking machines, valued at \$1,250,545, in 1922.

The total exports of records and supplies for April, 1923, were valued at \$121,634, as compared with \$101,912 in April, 1922. The ten months ending April, 1923, show records and

accessories exported valued at \$958,553, as compared with \$1,274,881 in 1922.

The countries to which exports were made in April and the values thereof are as follows: France, \$2,293; United Kingdom, \$6,814; other Europe, \$6,067; Canada, \$39,703; Central America, \$4,256; Mexico, \$13,676; Cuba, \$13,442; Argentina, \$4,821; other South American countries, \$9,112; China, \$736; Japan, \$20,214; Philippine Islands, \$3,192; Australia, \$10,761; Peru, \$3,123; Chile, \$14,394; other countries, \$23,312.

In the above report the imports are not included and this is explained by the Bureau of Foreign and Domestic Commerce, which informs *The World* that "Only the exports of domestic merchandise by articles and principal countries are published at this time on account of the delay in the import reports. The corresponding statement of imports will be published when the delayed reports are received."

Some salesmen achieve the best results when they receive encouragement and others do their best work when they are forced.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

REG. U.S. PAT. OFF.



\$1
Complete Book

25c
Individual Records

Ready NOW---the loose leaf juvenile record album!

It gives just twice the ordinary juvenile record value!

SIX DIFFERENT SELECTIONS on three **SEVEN-INCH DOUBLE-FACED** records with beautifully colored picture and verse cards in a handsome loose leaf book—retail price \$1.00.

INDIVIDUAL RECORDS are 25c each—two selections on a seven-inch double-faced record with picture and verse cards packed in a novel loose leaf pocket to fit the book.

Liberal discounts to jobbers and dealers. Write NOW!

REGAL RECORD CO.

20 West 20th Street

New York

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Do you get the best class of trade?

Do discriminating phonograph buyers award you their esteem and patronage?

PEOPLE of taste and refinement admit unhesitatingly the two-fold appeal of the Widdicomb—its unusual tonal beauty and faithfulness of reproduction, and its exquisite cabinet work in popular period styles.

Merchants handling the Widdicomb find that they are building a steadily increasing patronage and prestige among the most discriminating buyers. Are you getting *your* share of this class of trade?

Investigate the Widdicomb franchise, learn how you, too, can command the business and the esteem which accrue to the Widdicomb dealer. Write today for complete catalog and full particulars.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street CHICAGO: 327 S. La Salle Street



Sheraton Model 5—finished in Red or Antique Mahogany and Oak. Equipped with partitions for records, automatic stop and patented tone control.



Chippendale Model 4—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. They are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices of the various models range from \$90 to \$260.

How Others Make Canvassing Successful

Some Tested Plans Outlined by Martin L. Pierce, of the Hoover Suction Sweeper Co., at Pittsburgh Meeting of Victor Dealers

It is recognized that one of the secrets of success in the development of a retail business in the talking machine field as well as in others is to go after the sales where they are and not wait for them to come to the store. This means the organized efforts of a competent canvassing and outside sales force, not always an easy thing for the man who has not had actual experience in this work. We believe, therefore, that the following paper on "How Dealers Are Making a Success of House-to-House Selling," which was read by Martin L. Pierce, of the Hoover Suction Sweeper Co., at a recent meeting of Victor dealers held in Pittsburgh under the auspices of the Standard Talking Machine Co., and which appears somewhat abbreviated, should prove of general interest to the trade. Certainly there should be something found in the experiences of the various concerns referred to that could with profit be adopted by talking machine dealers.—EDITOR.

House-to-house selling is not a new method of merchandising. It is one that has been used by the old-fashioned pack peddler for many years. It is, however, a comparatively new method of distribution for the legitimate retail dealer. The method has proved especially effective during periods of unusual sales resistance. This method of selling is just as scientific and requires just as careful preparation as any other method being used. The fact that so many concerns have failed to make good on the method is nothing against it. To-day many industries are dependent absolutely upon this method of selling in order to keep them going. House-to-house selling is just as dignified and requires just as high a type of salesmanship as any other kind of merchandising.

George D. Gaw, of Chicago, has built up one of the largest envelope businesses in the country by going out after the business. He says, "I turned every doorknob that might lead to a

sale." The method he used was to go into a district and canvass it absolutely clean.

During the dull period of 1921 the Stratton-Bliss Co., New York distributor of Dodge automobiles, needed business mighty bad. It sent out door-to-door canvassers and co-operated with them by sending out direct-mail advertising. The canvass actually sold more cars than enough to pay for the work done besides giving them a valuable prospect list. They secured over 100,000 prospects during the drive. When the prospect had been located they simply arranged a satisfactory and convenient time for a demonstration.

The following methods of house-to-house canvassing have been used successfully by the electrical industry:

The Commonwealth Edison Co., of Chicago, has electric trucks into which it loads all kinds of appliances, also from ten to fifteen salesmen. These trucks go out into various parts of Chicago and are located on some convenient corner. A stock man remains with the trucks and the salesmen begin house-to-house canvassing, radiating from the truck as a center. The city is divided into districts with definite boundaries. In making the canvass they go to the back door where the lady of the house is found who does her own work and who particularly appreciates labor-saving devices of all kinds. This company maintains eight trucks with a force of 120 such salesmen. They are given an initial knowledge of the appliances they are to sell. Their educational work comes from the Central Station Institute. The men are not turned over to the captains until after they have passed

successfully this preliminary preparation. By this method the appliances that are sold are delivered on the spot.

E. N. Hurley, president of the Hurley Machine Co., of Chicago, manufacturer of the Hurley washing machine, places canvassing first in his merchandising scheme. All its advertising either is to apply as a suitable background for the canvasser or to introduce him to the homes of prospective buyers. The Hurley Co. in Chicago maintains a chain of forty retail stores. Fully 95 per cent of its sales are made either by the canvasser direct or by people coming into the store as a result of the canvassers' solicitations.

The manager of the Eureka Vacuum Cleaner Co. recently stated that the outstanding essentials for success in selling vacuum cleaners were, first, a competent house-to-house selling force; second, local newspaper advertising; third, telephone campaign, and, fourth, complete canvass of prospects. He stated, "My observation leads me to believe that retail salesmanship by soliciting orders by personal calls at the homes comes first. The salesman must use his head, but he can't use that unless he uses his feet generously."

The Trobaugh Hardware Co., of Morristown, Tenn., has, for some years, been booking orders from the farmers by personal solicitation. Its argument is that when you take the farmer's order in his home you have eliminated competition.

The Toledo Railway & Light Co. has divided the city into twenty-eight districts. Each of these districts is assigned a salesman. This

(Continued on page 34)

A Combination That Can't Be Beat!

The New GRANBY
Queen Anne Console Model No. 215
List Price \$100



Granby Uprights, \$100, up
Granby Consoles, \$100, up

The strong appeal of Granby Phonographs to the buying public is to be found in:

- 1.—Their superb elegance and careful workmanship and construction.
- 2.—Their wonderful tone and performance.
- 3.—Their reasonably low price.

These are the three most important considerations by which the public judges a phonograph and they are met in a greater degree in

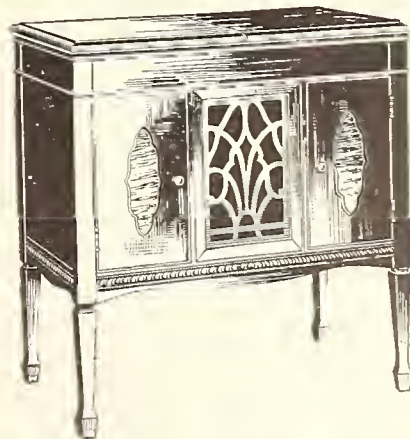
Granby

PHONOGRAPHS

than in any other machine. In addition to the ease with which the Granby line sells, there is another advantage that makes a Granby franchise worth while, and that is the unusually liberal discounts we allow the dealer.

If you would like to have full particulars of our proposition to dealers, phone or write.

The GRANBY "Baby Grand"
Short Adam Console Model No. 225
List Price \$135



Granby Manufacturing Corporation

Offices and Factory: Newport News, Va.

New York Branch: 37 West 20th St., New York Telephone Watkins 4508



"As Mellow as Southern Moonlight"

prosperity

All sales records are broken. Bagshaw Needles are selling far beyond our greatest expectations. On every product quality always wins the public and Bagshaw quality has brought us the largest needle business in the industry.

BAGSHAW NEEDLES

For two reasons we advise dealers not to wait until their supply of Brilliantone, Petmecky and Combination Tone Brands runs low. First, because we are running ahead of capacity and need a little more time to fill orders; and second, the rising cost of raw products may bring a sudden increase in price. Get in on the low market now and have no future regrets.

W. H. BAGSHAW CO.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Factory, Lowell, Mass.

Canadian Distributors: The Musical Mdse. Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City

Western Distributor:

The Cole & Dumas Music Co.
50-56 West Lake St.
Chicago

Pacific Coast Distributor:

Walter S. Gray Co.
942 Market St.
San Francisco, Cal.

This Idea went over big!

BRILLIANTONE
REGISTERED TRADE MARK
RECORD CLEANER and
NEEDLE CONTAINER
500
NEEDLES



The record cleaner side is here illustrated. It's a feature that takes instantly. Everybody that sees this display carton on the counter stops, looks and buys!



Packed in this attractive Counter display Carton.



The container side illustrated above contains 500 Brilliantone needles to sell for 50c. It multiplies your needle business by 5. It creates a 50c sale where you made a 10c one before.

NO longer a novelty—no longer a fad, but an assured and permanent success. The increasing demand everywhere, the rapid fire repeat orders prove that the public wants this new 50c. idea in preference to 10c. envelopes. Orders are coming in so fast that this item is becoming the biggest feature of the biggest needle business in the industry.

Our Special Introductory Offer

of 10 cartons, each containing 20 packages to a carton, that costs you \$60 and sells at \$100 may soon be withdrawn.

Our Advice is Order Your Fall Requirements **NOW** at Present Prices

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Pacific Coast Distributor:
 Walter S. Gray Co.
 942 Market St.
 San Francisco, Cal.

Western Distributor:
 The Cole & Dumas Music Co.
 50-56 West Lake St.
 Chicago

Canadian Distributor:
 The Musical Mdse. Sales Co.
 79 Wellington St., W.
 Toronto

Foreign Export:
 Chapman, Ltd.
 8-10 Bridge St.
 New York City

Three Novelty Fox Trots—

**BLUE
HOOSIER
BLUES**

A Real Homesick
Blues Fox-Trot

"You can't go wrong
with any 'Feist' song"

**RUNNIN'
WILD**

An Ebony Fox-Trot
Tune

**DUSTING
THE KEYS**

A Dusty Rag
Fox-Trot

HOW OTHERS MAKE CANVASSING PAY
(Continued from page 31)

salesman is protected on all sales going into this territory. On the sales that he makes in the territory he gets approximately 10 per cent. On the sales that are made to people in the store, to whom he has demonstrated, he gets approximately 5 per cent, and people from his territory who are sold in the store to whom he has not demonstrated he gets 1 per cent or 2 per cent. As the salesman proves successful he is moved into territories from which a greater quantity of business can be secured. These salesmen are brought in each morning at 8.30 for a meeting, where prospects that were secured the previous day at the office are distributed to the salesmen. The salesmen are required to report on the number of calls they made the previous day and as to sales that they made both as to quantity and dollars and cents. This system has been operating successfully for several years.

The New Orleans Railway & Light Co. has a system similar to this, but its men are not given territories. It uses what it calls the "nine block system." A salesman is assigned a territory of nine blocks, three each way. It requires approximately three weeks to cover this territory. Any time during the three weeks he is not more than three squares away from a prospect,

or a person to whom he has made a sale. If, in the squares that he canvasses to-day, people are away, to-morrow he can go back to those homes and not be compelled to walk more than three or four squares to get all of them. This system saves car fare and automobile expense. The salesman can easily make from ten to twelve back calls, as well as the necessary demonstrations for the appliance which he happens to be selling, each day.

Experiences of a Talking Machine Man

For several years Leslie King, of the Morehouse-Martens' department store in Columbus, and now with the Brunswick Co., had charge of the sales of Victrolas and Hoover sweepers. He had the same type of organization selling both lines of merchandise. He assigned his men to streets. After using this method for three years he reported the following results: For every 100 houses canvassed the salesman would find ten live prospects. From every ten live prospects on the average the salesman would make four sales. Mr. King also made it a practice to follow up the reports of his salesmen with women selling records. They were to go to every home that had a talking machine with a basket of records, the thought back of this being to get the people headed towards Morehouse-Martens' to buy their records regardless of what kind of a machine they had.

The following are some of the outstanding characteristics of the successful house-to-house salesman.

Usually it is better that he have no experience selling your type of merchandise than to have had competitive experience. Regardless of how honestly the salesman may accept your merchandise, if he has at any time been connected with a competitor the likelihood is that in his subconscious mind he still has stored away his competitor's arguments against your merchandise or the competitor's arguments in favor of his own merchandise. He will nearly always be found to be a little "touchy" when his old methods of selling or the merchandise that he used to sell are referred to in sales conferences or by his fellow-salesmen. It is usually a good thing to get men who have nothing to unlearn before they can give you whole-hearted allegiance.

The salesman should have had some experience in selling to women. Men who have worked at some kind of retail selling usually make good in house-to-house selling.

The Kind of Salesmen Who Win Out

The prospective salesman should be a man of responsibility. When it is only necessary for a fellow to make \$15 or \$20 a week for spending money, who lives at home and eats off his father or mother, he will never develop into a successful house-to-house salesman. He should be married or at least have a mother or sister or somebody dependent upon him. This keeps him steadily in the traces and gives him an objective worth working for. A short time ago a young man who had been making \$100 a month was taken on the Hoover sales force.

By high-pressure methods our district manager worked him up until he made \$350 in a month. He resigned and went back to his old job, stating that he would not work that hard for anybody. This is a typical experience where pressure is put behind such men.

This type of salesman should have a high school education or its equivalent. In many organizations college men have proved most successful. This is particularly true of the Wear-Ever Aluminum Co. The preliminary training should have outlined to the prospective salesman the mechanical features of the product, its use, its outstanding sales points, arguments for meeting objections and a clear-cut statement of the competition that the salesman is apt to meet.

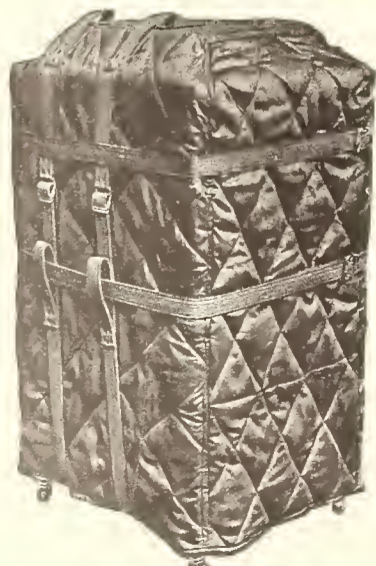
Training on the job. The prospective salesman should spend some time in homes with an experienced salesman. This will show him just how his preliminary instruction is to be used. He will be able to see first-hand how demonstrations are made and the usual objections disposed of. He will also gain confidence readily as he himself commences to sell by being conscious that there is someone present who will back him up if he stubs his toe. This training on the job is very essential and is used almost universally by house-to-house merchandisers.

School instruction. After the salesman has proved that he can sell the commodity and is able to make a living at it, he becomes eligible to a higher type of instruction which most organizations are now giving at their home offices or to groups in the field.

The Value of Sales Meetings

Sales meetings. Every organization of house-to-house salesmen must have regular sales meetings if they are to be kept up to their full efficiency. Many organizations have daily meetings either in the morning before going to work or in the evening after the work is over. Many have weekly meetings. Some have a combination of the two, a morning meeting for reports, and one night a week for a full discussion of sales problems, planning and outlining sales programs and policies. The big objective of these meetings is to continually give the men more selling material and new points of approach so they will not at any time grow stale on the job.

**Ward's Padded Khaki
Moving Covers**



for
Pianos
and all
Models of
Upright
and
Console
Machines

Distributors

BRISTOL & BARBER, INC.

3 E. 14th St. New York City

SHERMAN, CLAY & CO.

741 Mission St. San Francisco, Calif.

THE C. E. WARD CO.

Manufacturers

NEW LONDON

OHIO

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

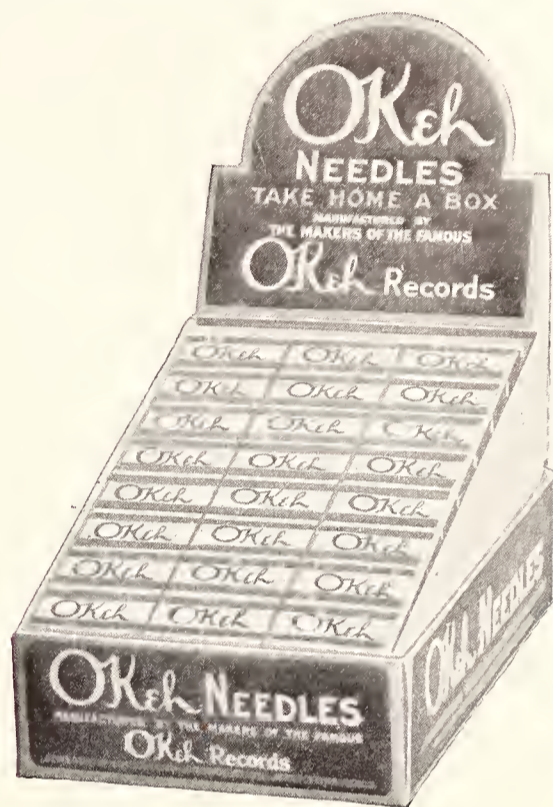
Clague Rd.

Bay Village

OHIO

OKeh NEEDLES

“A Famous Name for a Perfect Needle”



Now Packed in ENVELOPES
and BOXES

Extra Loud—Loud
Medium — Soft
Half-Tone

OKeh Needles are known for their
Uniform Points
Uniform Lengths
Perfect Reproduction

Every dealer handling OKeh Needles
will be furnished with attractive display
material for store, counter and booth.

*Your distributor is equipped to give your orders
immediate attention*

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

CHECKING UP ON CLERKS' VALUE

Effective Plan for Keeping Track of Earning Value of Clerks Worked Out by a Merchant in the West—Non-producers Found Out

A music dealer on the Western Coast has worked out a plan that keeps him informed at all times on just which clerks and departments are paying their way and which are simply burdens to the store.

There are two simple records in his system. They are headed "Sales by Clerks" and "Sales by Departments." The "Clerk" slips have a date line at the top and vertical columns with the names of each of the clerks at the top.

When the time comes to adjust salaries this merchant consults his "Record of Sales by Clerks" and thus those with good records are rewarded, while the poor ones, after being given warning and a fair trial, are dropped.

O. W. RAY SAILS FOR EUROPE

General Manager of Vocalion Record Department on Extended Trip Abroad

O. W. Ray, general manager of the Vocalion Record Division of the Aeolian Co., sailed for Europe from New York recently on the S. S. "Mauretania."

NEW McFARLAND STORE OPENS

SPRINGFIELD, O., July 5.—The formal opening of the H. H. McFarland Music Store in its new location, at 14 South Fontaine avenue, took place recently.

CHATTANOOGA CO. CHARTERED

CHATTANOOGA, TENN., July 3.—The Chattanooga Music Co., which has been organized about a year, filed corporation papers in the county clerk's office recently.

RAYMOND L. FRENCH IS RE-ELECTED

General Traffic Manager of Columbia Graphophone Co. Re-elected President New England Traffic League at Boston Meeting

Raymond L. French, general traffic manager of the Columbia Graphophone Co., Bridgeport, Conn., was unanimously re-elected president of the New England Traffic League at the recent annual meeting held in Boston—one of the most active and largely attended meetings ever held.

Mr. French has been active in the league for a number of years, having served on the executive committee prior to his selection as president. He has conducted the league in the past year most successfully during a period when transportation was most difficult and the problems many.

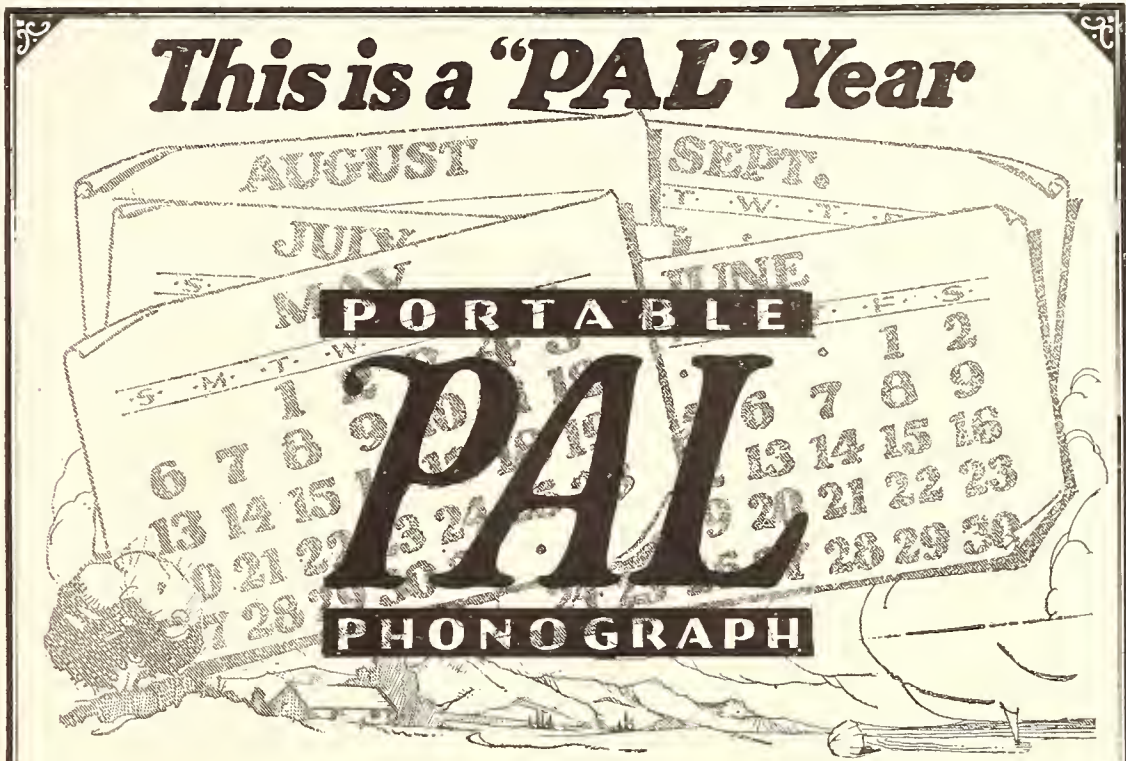
organizations and acquitted himself most favorably. At the close of the meeting the membership tendered Mr. French a vote of thanks for the service which he has rendered.

H. UFFNER SAILS FOR EUROPE

H. Uffner, vice-president of the Peerless Album Co., New York, and one of the veterans of the album industry, left the city July 10 on the steamer "Resolute" for a vacation trip abroad, accompanied by his wife and daughter.

SADLER'S MUSIC STORE MOVES

NAPERVILLE, ILL., July 3.—Sadler's Music Store, Inc., handling Brunswick phonographs and records, sheet music, etc., has secured new quarters at 9 West Jefferson avenue.



July---August---September--- the outdoor months!

PORTABLE time. Portable profits. But always you must emphasize price and quality.

With "PAL" you merely need show your customer the machine and tell him the price. Thus you emphasize both price and quality simultaneously.

Light. Compact. Beautiful to

"PAL"—in Mahogany, Walnut, or Fabrikoid

List \$35

Liberal Discounts Offered F. O. B. New York

PLAZA MUSIC CO.

18 West 20th St., New York

"Every time you sell a 'PAL' you make a friend."

look at. Good to listen to. Built to last. And sold at a price that is actual proof to the buyer that he is getting his money's worth.

Sell "PAL" and you'll make friends.



\$5,000,000

worth of Discontinued Models

COLUMBIA GRAFONOLAS

SOLD to the public in a three days' sale by the leading department stores throughout the country.

Unexpectedly we discovered that we still have a few thousand of these Grafonolas ready for shipment.

Wire or write for models and finishes still available.

PHONOGRAPH JOBBERS CORPORATION

RUDOLF KANAREK, President

56 Bleecker Street

New York City

Telephone Spring 7197

REACHING AND MAKING SALES TO SUMMER VACATIONISTS

Some Suggestions for Locating Prospects During the Summer and Boosting Sales of Machines and Records to Vacationists Set Forth by Frank V. Faulhaber for The World

Instead of letting business lag during the Summer months, the enterprising talking machine dealer will strive to interest such prospects as can easily be sold. There are many people going on their vacations who should be in the market for at least some portable machine, to say nothing of records. Reach these prospects! You can go after them from now until the approach of Fall, thus keeping your establishment not only busy, but emphasizing your aggressiveness.

There are, of course, divers ways of interesting the Summer vacation prospects. Almost any sort of sales-efforts with them in mind is better than none. Special newspaper advertisements can be devoted to bringing about this business and specific circulars and sales-letters will be timely, the work of some clever canvasser also being productive. The business is right there, even in your own neighborhood; so don't hesitate to broach your proposition.

Sometimes in your local newspapers appear announcements of residents leaving for vacations; these particular people should be very good prospects. And the work can be followed within your own store. Tactful questioning will bring to light information whether and when your customers are going on their vacations. If a patron tells about his or her coming vacation the salesman can explain the advantages of a portable machine with records right then and there. Some of your customers can give you tips regarding other people's vacations; secure the names and addresses, then write them a letter discussing your proposition. A personal visit to these prospects should bring worthwhile responses in many cases.

The talking machine dealer should not want for prospects. To the contrary, these specific

prospects can be obtained from various sources. Small, suitable prizes to children might be offered to get more of this particular information. At the same time, run displays that tie up with your object here, so people will be reminded in different ways and be more certain to give you their business.

You can also write those people residing in your neighborhood, likewise referring to the telephone book. Now let us cite a specimen letter here that will convey a good idea of the possibilities. The following can be used to good advantage by the talking machine dealer:

"Dear Mr. McFee:—We must tell you about our many portable talking machines which we are sure will interest you now. Many people, vacation-bound, are securing such an instrument from us, together with a liberal assortment of records. Last year one pleased customer, immediately following her vacation, came to us to acknowledge her gratification. She declared: 'I am sure we would not have enjoyed our extended holiday so much had we been without that small talking machine you brought before my attention. I thought I had taken many records with me—but once we got started in camp the younger people could not get enough. Next year I shall surely take more of them with me, for they contribute so much to one's enjoyment. We had many dancing parties in camp, all because of that machine, which we also played while on the water. I cannot thank you too much!' Let us tell you more about these machines, Mr. McFee. We will welcome you at our store or gladly send a representative. Send a letter or card, or use your phone; you will procure prompt information."

Go after this vacation business, now!

CLASSIFICATION SYSTEM A SUCCESS

Group Plan for Selling Records Introduced by the Peerless Album Co. Has Proved Successful in Considerably Enlarging Sales

Over a year ago Phil Ravis, president of the Peerless Album Co., New York, introduced the classification system for record albums. The



Phil Ravis

result has been that the classification system of selling records has not only met with general approval, but has been found to be a very successful method of selling records in group lots. The numerous classifications which can be

used to increase the volume of record sales, add considerably to record libraries and at the same time assure the consumer of the best service for his instrument are quite comprehensive and, indeed, the idea might still be termed as in its infancy. In fact, in seasons to come carrying out the idea of the group sale of records will be one of the most appropriate and profitable functions of the successful record salesman.

It might also be added that the classification idea, or group plan of record sales, came at the most opportune period in the history of the talking machine industry. Record sales were, undoubtedly, at their lowest ebb. Record enthusiasts, who during the inflation period had purchased records in quantity, had reached the stage where single record purchases were their maximum. The group sale plan, following closely on this period, was most timely.

The importance of group sales has now come in for general recognition. So much so that sales managers everywhere are advocating the idea. And new suggestions, of which the classification idea is the basis, are constantly being brought forward.

According to Mr. Ravis the Peerless Co.'s classification systems are sales stimulators everywhere. The fact that the trade is behind the idea demonstrates that the retailer is quick to accept practical merchandising plans.

PRAVDER MUSIC HOUSE CHARTERED

The Pravder Music House has just filed incorporation papers under New York State laws and will operate in Brooklyn. The officers of the company are P. and C. Pravder and O. Seifert. S. F. Swinburne, of New Rochelle, will act as attorney.

PEARSON OPENS BRANCH STORE

PORTLAND, IND., July 2.—The Pearson Piano Co., of Indianapolis, has opened a branch store in this city on Meridian street, with T. B. Reddington in charge




REGAL
50c
RECORDS




"It's surprising," writes a dealer, "how REGAL RECORDS sell now—despite July."



It is not surprising. Summer is a big season for the REGAL dealer for it brings innumerable prospects who want to save money on their summer records.



Naturally, all the old customers plus so many new buyers bring a real "height of the season" rush right thru July and August.



That is why the Regal Dealer's record sales are continually at their high normal—even in July!

REGAL RECORD CO.
20 W. 20th ST. NEW YORK

MOTORS

Ready for Delivery

Double Springs; plays 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 Hidden Eye Values of Sonora Instruments



Baby Grand
\$200

BELOW the surface your prospects find the story of Sonora superiority told at a glance. Here they see the many features which create distinctive tone quality; laminated, all wood amplifier, all wood and brass tone arms and scientifically correct reproducer. Likewise they see the well built, heavily plated, smooth running motors; three quarter inch cabinet walls; thorough interior finish and sound, lasting construction throughout.

It is the sum total of *interior* eye value and universally recognized tonal superiority added to exterior beauty which makes Sonora such a profitable success for the aggressive dealer.

Why not become acquainted with Sonora selling possibilities? Wire or write today.



Serenade
\$150

SONORA PHONOGRAPH CO., Inc.
279 BROADWAY NEW YORK

Canadian Distributors
SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World



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

State of New York

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

Gibson-Snow Co.,
Syracuse, N. Y.

State of New Jersey.

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

State of Indiana.

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa.

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States.

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

The Magnavox Co.,
115 Jessie St., San Francisco, Cal.

Southeastern Part of Texas.

Southern Drug Company,
Houston, Texas.

Lower Michigan, Ohio and Kentucky.

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of North Dakota, South Dakota, Minnesota and Northern Iowa.

Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma.

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo., St. Joseph, Mo.

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs.

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Illinois and Eastern Iowa.

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan.

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Co., of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia.

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

All of Brooklyn and Long Island.

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island.

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St., New York

Putting Originality in Window Displays

A Strong Sales Appeal Can Be Made Through Window Displays if the Beaten Path Is Shunned and Something "Different" Is Tried

During the last year a number of talking machine dealers in various parts of the country have attracted a great deal of attention to their establishments, secured live prospects and gained considerable free publicity through staging unusual stunts of various descriptions. Invariably, where dealers have succeeded in getting out of the beaten path in bringing their lines to the attention of the public, the returns have more than justified the time, money and trouble involved. Many of these sales promotion stunts have been described in the columns of *The World*, thus broadcasting successful plans which those merchants who are awake to real opportunities could take advantage of.

Originality Is Necessary

The same old thing done in the same old way, week after week, and month after month, takes the freshness out of any business, particularly window displays. Along this line the talking machine dealer has an unequalled opportunity of making his store known to everyone who passes his door. Simply displaying a few machines in the window in the usual stereotyped manner will not attract the attention of the public. Put something in the window which is different than the usual run of talking machine window displays and the story is different. The idea is to make people stop, look and then, when they have passed by, remember.

It is much more advantageous to spend a few dollars in making the window a thing of beauty than to curtail expense in this direction and have a display which is so similar to the average run of such exhibits that no one pays any attention to it. In fact, a regular appropriation should be allotted for window publicity purposes each year when the advertising appropriation is made out. This appropriation need not be large because, as the dealer accumulates window display materials, he will find that much of it can be used time and time again for different displays to good advantage.

Human Interest Appeals

Originality is the one vital thing needed in window displays, especially in the talking machine business. A little touch of human interest in the window is worth much to the dealer. In New York a concern manufacturing a new type of so prosaic a thing as a furnace has its showroom. When the furnace, without any attempt at placing it in the proper setting, was placed in the window the display was conspicuous for the number of people who passed by without more than a perfunctory glance. One day, however, the display was changed. The furnace was placed in its proper setting, a room in the home. An artist must have been at work

on that window. Instead of merely placing the furnace in a room the greatest nicety of detail was observed in making that room a living and breathing thing, even to lifelike figures of a gray-haired woman comfortably seated in a rocking chair knitting and a fatherly-looking old man reading a newspaper. Now, from morning until night, people stop in front of this display, not merely for a moment, but many of them remain for some time, studying the various details. Of course, the furnace is displayed in such a way that it cannot escape the attention of onlookers.

This incident is not related because in itself

GALLI-CURCI IN LAWRENCE CONCERT

Gardner's Temple of Music Enjoys Increased Sale of Famous Victor Artist's Records Following a Largely Attended Concert

LAWRENCE, MASS., July 2.—Gardner's Temple of Music, Shawsheen Manor, this city, has enjoyed



Fred Gardner—Mme. Galli-Curci
an unprecedented demand for records by Amelita Galli-Curci, famous Victor artist, who recently

it can help the dealer, but simply to illustrate the point that, no matter how unromantic a product may be, there is always an opportunity of making a window display which is bound to arrest attention. And the talking machine is far from prosaic. The merchant who desires to do so has the opportunity of arranging displays which should bring a steady stream of people past his doors just for a look. This sounds like a fantasy of the mind, but it has been done. Here and there throughout the country there are dealers who have created a distinct name for themselves through the attractiveness of their window displays.

appeared before a large audience in the Empire Theatre, this city. While here Galli-Curci visited Gardner's, which is one of the finest and most progressive music concerns in the city. The illustration shows Mme. Galli-Curci and Fred Gardner, proprietor of the music house bearing his name, at Shawsheen Manor. Immediately before and following the concert the aggressive sales organization was kept busy supplying the demand for Galli-Curci records. Fortunately, every record made by this artist was carried and as a result no trouble was experienced in supplying the demand.

Gardner's Temple of Music carries a large stock of fine instruments. The talking machine lines include the Victor and Brunswick and in addition Ivers & Pond and Bjur Bros. pianos are handled by a competent sales force.

LOPEZ BECOMES A MINER

Famous Okeh Artist Descends Into Mines at Scranton—Orchestra's Enthusiastic Reception

SCRANTON, PA., July 5.—Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, visited this city recently for the purpose of playing at a mammoth dance. Upon its arrival here the orchestra was met by a committee of city officials, a crowd of enthusiastic citizens, a brass band and the Anthracite Miners' Sextet. Mayor Durkan conducted the members of the orchestra on a tour of the city, including a call at the International Correspondence Schools and the Von Storch coal mines.

Upon arriving at the Von Storch mines the Lopez Orchestra was serenaded by the Miners' Sextet and, after this part of the entertainment was finished, Vincent Lopez and his men donned miners' costumes and descended into the mines. Okeh dealers in Scranton were well prepared for the appearance of the orchestra and newspaper advertising and posters were used to advantage.

A FEW JOBBING TERRITORIES STILL OPEN

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.



THE STYLE XIX STARR PHONOGRAPH

STYLE XIX
Oak, Walnut or Mahogany

Height, 33 inches; width 36 $\frac{1}{8}$ inches; depth, 21 $\frac{1}{8}$ inches; adjustable tone-arm for playing all disc records; high-grade, silent, Starr-made motor; twelve-inch turn-table; speed control; automatic motor stop; tone regulator; nickel-plated hardware; one package steel needles; filing system.

The Style XIX Starr is an instrument you'll be proud to have on your floor. Not only has it the features and refinements now expected of the modern phonograph, but it possesses beauty and dignity throughout and is replete with that quality of workmanship which has made all products of Starr origin famous for half a century.

Silver Grain Spruce, "the music wood of centuries," forms the path for the perfect tone reproduction through the "Singing Throat" of the Starr Phonographs. All tones are produced with exact fidelity to the original. That is why we say "The difference is in the tone."

You'll marvel at the tone of Style XIX as well as its other features of obvious merit. Let us send you further information.



Silver-grain Spruce, "The Music Wood of Centuries," Makes the Difference in the Tone of the Starr Phonograph

The Starr Piano Company

Established 1872

Richmond, Indiana

NEW YORK

CHICAGO
CLEVELAND

LOS ANGELES
INDIANAPOLIS

BIRMINGHAM
BOSTON

DETROIT
LONDON, CANADA

CINCINNATI



Someone must have slipped Eddie Cantor a nut sundae just before he sang "I Love Me." Of a certainty, you never heard nonsense song rendered with more infectious hilarity than Eddie works into this hymn to him.

As an encore, he puts another swift one right over the plate with "Ritzi Mitzi," a snappy, peppy ditty of flappers and such. Record A-3906.

COLUMBIA GRAPHOPHONE CO.
New York

HOW LIVE DEALER DREW CROWDS WITH ARTISTS' TIE-UP

Fine Example of How Dealers Can Capitalize on Appearance of Popular Record Artists—Crowds Hear Vincent Lopez and His Hotel Pennsylvania Orchestra, Okeh Artists, in Schuler Music Store

BUFFALO, N. Y., July 6.—The Schuler Music Store, of this city, Okeh dealer, was quick to take advantage of the recent appearance in this city of Vincent Lopez and His Hotel Pennsylv-

but the Schuler Music Store went a step further and arranged for a concert in its establishment. A capacity audience attended the concert and, in fact, hundreds of dance enthusiasts were

MEYER MUSIC CO. MAKES DEBUT

KALAMAZOO, MICH., July 2.—The Meyer Music Co., 316 West Main street, has opened for business in its up-to-date quarters in the Henderson-Ames building. A complete line of musical instruments, including Victrolas, pianos, sheet music, records and small goods will be handled. Harris Meyer, the proprietor, is still a young



Enthusiastic Crowds in Front of and Inside Schuler Music Store, Buffalo, N. Y., to Hear Vincent Lopez, Okeh Artist

vania Orchestra, exclusive Okeh artists. This enterprising dealer realized the fact that an exceptional opportunity was being presented for effective and timely dealer tie-up, with the result that Lopez Okeh records enjoyed a phenomenal sale at the Schuler store.

When Lopez and His Orchestra arrived in Buffalo to attend the opening of the new Hotel Statler detailed plans were made for launching an intensive publicity campaign. J. A. Sieber, advertising manager of the General Phonograph Corp., New York, manufacturer of Okeh records, and J. F. Gillespie, business manager for Vincent Lopez, spent several days in Buffalo prior to the arrival of the orchestra and in their publicity campaign received the hearty co-operation of the Iroquois Sales Corp., Okeh jobber in this city.

Practically every Okeh dealer in Buffalo devoted his windows to featuring Lopez records,

unable to gain admission. Lopez played a number of selections which he has made famous on Okeh records and received an ovation.

There is no doubt but that the Schuler Music Store, in addition to stimulating the sale of Okeh records, added materially to the prestige of the Okeh line in this territory through its initiative and aggressiveness. This dealer set an example for other Okeh retailers to follow wherever Lopez and His Orchestra appear and Mr. Schuler has been congratulated upon the aggressiveness that characterized his tie-up with the Lopez appearance at the Hotel Statler.

TENNESSEE JEWELERS TO MEET

The annual meeting of the Tennessee Retail Jewelers will be held in Memphis, Tenn., some time this Summer. Many of these jewelers handle talking machines.

man, but is thoroughly acquainted with the music business. In addition to being a competent organist, he has had many years' experience with his father's business.



QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture.

Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

EARLE POLING CONGRATULATED

Popular Victor Retailer Wins Good Wishes From His Many Friends in Trade—Now Sole Owner of Windsor-Poling Co.—Has Interesting Plans Under Way for Coming Season

AKRON, O., July 6.—The recent announcement in The World to the effect that Earle Poling had become sole owner of the Windsor-Poling Co.,



Earle Poling

of this city, Victor dealer, has brought Mr. Poling letters of congratulations from his friends throughout the country. All of these letters have commented upon the fact that Mr. Poling has won a well-deserved success; a success based on initiative, progressiveness and hard work.

According to Mr. Poling's plans Akron music lovers will be given an opportunity to hear many Victor artists in this city during the coming year. This plan of bringing Victor artists to Akron was inaugurated by Mr. Poling several years ago, and during his first year in business he brought thirteen famous artists to this city, including John McCormack, Schumann-Heink, Sousa, Harry Lauder and others. He engaged the armory, the largest building for concert purposes in this city, and every artist played to capacity audiences.

Because of his activities in the concert field Mr. Poling's Red Seal business has practically equaled the sale of other records in the catalog, an achievement that has been attained by very few dealers in this country. Courtesy and service are two of the main factors contributing to Mr. Poling's success and, as sole owner of the Windsor-Poling Co., he will be in a position to carry out his plans and policies with maximum efficiency and thoroughness.

PAUL L. BAERWALD SAILS FOR EUROPE

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., New York, sailed on Wednesday, June 27, on the steamer "York" for a six weeks' stay abroad. Mr. Baerwald plans to make this trip a combination pleasure and business journey, although he is taking the voyage primarily to visit his mother in Germany. Mr. Baerwald has a host of friends abroad who will, undoubtedly, give him a royal reception during his stay in Europe.

McMILLAN MUSIC CO. TO OPEN

MIAMI, OKLA., June 30.—The McMillan Music Co. will open its new store in the City Book Building in a few days and will handle a stock of musical instruments. Fred Frevert will act as manager.

TALKING MACHINE MEN'S OUTING

Preliminary Plans Completed for Annual Outing of Talking Machine Men, Inc., to Be Held at Karatsonyi's on Tuesday, August 14

Preliminary plans have been completed for the annual outing of the Talking Machine Men, Inc., which will be held on Tuesday, August 14, at Karatsonyi's, the popular outing resort at Glen Head, L. I. This year the talking machine men and their guests will travel to the picnic grounds by boat, the committee having chartered the steamer "Seagate" for that purpose. The party will leave Pier A, North River, at the Battery at 9 a. m. sharp and will land at Karatsonyi's shortly before noon and in time for a first-class luncheon.

The committee in charge of the outing, including Sol Lazarus, chairman, together with Messrs. Goldfinger, Kurtz, Berlow, Brown, Goldsmith, Abelowitz, Conn, Galuchie and Davin, motored to Glen Head recently in order to look over the situation and see to it that the best of everything was ordered for those who will attend the outing.

The tide table showed that the water will be high in the afternoon of August 14, which will make it ideal for a long list of water sports, including swimming races and diving contests. There will also be the usual baseball game and various sports on the commodious grounds adjoining the hotel, after which there will be dancing until such time as the boat starts back for New York. Naturally, an elaborate shore dinner with all trimmings will be one of the features.

Single members of the party are urged to bring their best girls, for the committee promises a moonlight sail on the return trip and, even should the moon fail to show, the outing committee insinuates a dark deck with the right kind of girl is not so bad after all.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use

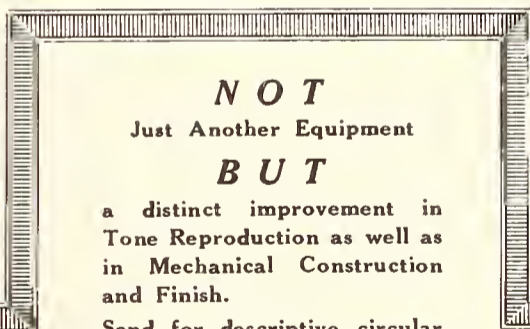


Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison



NOT
Just Another Equipment
BUT
a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago


 UNITED


A Move That Doubles Our Producing Capacity

Demand for "United" Phonograph Motors so far exceeded the capacity of our old plant on Lake Shore Drive that we were forced to look for new and larger quarters. We now have exactly the plant we needed.

We bought this fine modern factory with its 60,000 square feet of floor space and its eight acres of land—for future extension in order that we might better serve our customers.

The plant could not be more ideally arranged or equipped. Light streams in from all sides and thru the glass-clad saw-tooth roof. The whole factory is one solid floor of concrete on one level. A switch track at our loading platform brings in our raw materials and takes out our finished products. A truck platform performs the same service for local and express receipts and shipments.

Later, we will show interior photographs of the various departments—how the raw materials move, in an orderly manner, thru the various manufacturing, finishing, inspecting and testing and packing processes.

This move, and our increased working

capital, is one of the first accomplishments of the new management of this old-established concern.

All this means at least a *doubled* producing capacity — 1,500 motors a day.

It means greater promptness in filling orders and—if such a thing is possible—a better product.

"United" Phonograph Motors, with their protecting cast iron housings and automatic capillary lubrication, are in such world-wide demand among both manufacturers and dealers that we look forward to a not-distant time when even this great plant will have to be extended to keep pace with the demand.

You are invited to visit us in our new home. It is near the Burnside Station (95th Street) on the Illinois Central; while the Cottage Grove Avenue electric cars stop at the door.

Send for our new book—"The Heart of the Phonograph."

UNITED MANUFACTURING AND DISTRIBUTING COMPANY
9507 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

Advertising for Foreign Trade at Home

The Great Percentage of the Population in the Larger Cities May Be Reached Through Publicity in Foreign Language Newspapers

Although talking machine record manufacturers have for many years featured strongly records in foreign tongues for the use of the domestic trade and have advertised those records consistently and persistently in foreign language newspapers, it still is evident that a large number of talking machine retailers are not yet inclined to take full advantage of the opportunity of tying up the manufacturer's campaign to their own advertising in such newspapers, and thereby reaching into what may be considered a comparatively new field.

The fact that in New York City, for instance, as well as in a number of other cities of the country, those of foreign birth or the children of foreign-born parents make up the bulk of the population is not to be ignored from the standpoint of business, for it develops a situation that makes it necessary for the merchant who seeks to reach the majority of citizens to take into consideration the problem of the foreign population and how it may be approached.

The Large Foreign-speaking Population

According to the census figures for 1920, New York City had a total population of 5,839,738, of which 4,294,629 were of foreign birth or the children of foreign-born parents. This means that close to three-quarters of the population of the city might be said to represent the foreign element, even though something over two million were actually born in this country, but of foreign parents.

It is only necessary to make a casual survey of New York to realize the extent of the foreign influence in many localities. The large Jewish population, or at least the bulk of it, is congregated in two or three centers, the lower East Side, sections of the upper West Side and in the Bronx and northern part of Brooklyn. The Italians also have well-defined colonies in the lower sections of the city, in Brooklyn and on the upper East Side. The Russians, Hungarians and Germans are also more or less clannish, and although they do not congregate as strongly in certain districts, they, nevertheless, stick close to many of the Old World customs and traditions.

No stronger evidence of the clannishness of these foreign peoples is to be found than in the fact that a number of newspapers published in foreign tongues have circulations that compare well with certain accepted American dailies. That these newspapers have such large circulations means that just so many people are not reached by the newspapers printed in English, and, therefore, cannot be appealed to by the advertising published in such papers. It happens, too, that a great proportion of these readers of foreign newspapers are thrifty, well fixed financially and willing to buy musical instruments to be installed in well-furnished homes.

Various talking machine dealers in the metropolitan district have for many years used various foreign language newspapers, but have generally confined their publicity to one or two dailies in that class. In short, if a store is located in a strong Jewish section Jewish newspapers would be used, if in an Italian, the Italian newspapers, etc., or, perhaps, the merchant being of a certain race would feel inclined to appeal to others from his native country through his own foreign language newspapers.

What the Aeolian Co. Has Done

It apparently has devolved on the Aeolian Co. to emphasize the manner in which the foreign-speaking population and those who read foreign newspapers can be reached in a general campaign. For some time past the Aeolian Co. has run display advertising featuring both

Vocalion records and pianos regularly in half a score foreign language newspapers, including the New Yorker Staats-Zeitung and the New Yorker Herald (German), the Forward and the Day (Jewish), the Il Progresso Italo-Americano, the Corriere D'America and the Bollettino Della Sera (Italian), the Amerikai Magyar Nepszava (Hungarian) and the Novoye Russkoye Slovo (Russian), and the results have thoroughly justified the campaign which has made its effects evident in the increased volume

the circulation of any single American daily. Three-quarters of a million represent over 12½ per cent of the total population of the city, including men, women and children, and is a factor to be reckoned with.

Can Be Done in Many Cities

The experience of the Aeolian Co. is cited in this case to show what can be done in the covering of the foreign field and what has been done in New York can be done in a number of other cities of the country, such as Phila-



Some Examples of Aeolian Co.'s Advertising in Foreign Language Newspapers in New York City

1. Russian
2. Jewish
3. Italian
4. Hungarian (Magyar)
5. German

of business experienced by the company's stores, particularly in the Brooklyn branches and in the Bronx. The copy used was not drafted with the particular view of meeting the foreign idea, but simply represented a translation of corresponding copy used simultaneously in the regular American dailies.

It is maintained in general advertising practices that the larger the circulation the more likely is the advertisement to bring results for the reason that the more people to whom a sales talk can be presented the larger number of sales that must result, figured out purely on the basis of percentage. The foreign language newspapers, at least the representative ones such as those used by the Aeolian Co., have a daily circulation in excess of three-quarters of a million copies, the aggregate being larger than

delphia, Detroit, Cleveland, Chicago, etc., where the foreign born, or children of foreign-born parents, make up a substantial percentage of the population.

The talking machine manufacturers long ago realized the possibility of cultivating this foreign trade at home, so to speak, with the result that not only is special newspaper advertising run in the leading foreign dailies, but special window hangers and posters were prepared in foreign tongues for the use of dealers in localities where there are many foreigners.

The success of the retail talking machine business lies in cultivating every field intensively and in searching for and developing new fields, and a direct appeal to the foreign-speaking population has brought excellent results in practically every case in which it was tried.



A view of Brunswick Exhibit of Phonographs at Drake Hotel, Chicago, during Music Dealers' Convention.

Brunswick Creates Quick Profits while building dealer prestige

The Leviathan and Brunswick

When the giant Leviathan of the U. S. Shipping Board Fleet sailed July 4th, on her first trip, she carried four Brunswick phonographs for the entertainment of her passengers. Two Brunswick phonographs were installed in the first-class section and one each in the second and third-class quarters.

In the kingdoms of Europe a dealer gains prestige by adding to his firm name the words: "Purveyor to His Majesty the King."

In these United States the dealer gains prestige by representing a house whose products have grown famous through high quality and constant advertising. Products that are in big demand.

The Brunswick line of Phonographs and Records is a prestige line. It stands pre-eminently among the greatest. To be a Brunswick dealer establishes a merchant, or enhances his standing. For Brunswick has built in a short term of years an enviable position in the music world.

But Brunswick is not only a prestige line. It is a high profit line. So the dealer who handles Brunswick gains prestige and profits. Brunswick phonographs pay generous returns. Brunswick records are so skillfully merchandised that with a limited catalog and a small inventory the dealer has a quick and frequent turnover. Profits are multiplied this way.

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

THE BRUNSWICK-BALKE-
CHICAGO NEW YORK



Brunswick

PHONOGRAPHS AND RECORDS



Another view of the Brunswick Exhibit of Phonographs at the Drake Hotel, Chicago, during the Music Dealers' Convention.

What The Brunswick Franchise Means besides prestige and profit

The Brunswick line is not only the premier line of prestige and profit. It also insures to Brunswick dealers the preservation and protection of their rights and privileges.

When you handle Brunswick Phonographs and Records you deal with the manufacturer direct or with those distributors governed by the manufacturer's policy—not with middlemen whose conflicting interests may work to your disadvantage.

Brunswick Phonographs and Records are distributed through Brunswick branch houses. So dealers are assured at all times fair treatment, square dealings, equal privileges.

This is one of the many reasons why Brunswick dealer franchises are in ever-increasing demand.

Brunswick selects its dealers carefully.

Therefore, the sign "Brunswick" on a dealer's store is a sign of musical prestige.

COLLENDER CO. *Manufacturers—Established 1845*
CINCINNATI TORONTO

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

Brunswick

PHONOGRAPHS AND RECORDS





A prominent young evangelist, John Ross Reed, sings two of his most successful hymns, "I Come To Thee" and "The Lost Sheep," in Record A-3899.

Reed is reputed to have appeared before more persons than any other singer in this country, and his magnificent baritone voice is heard with great effect in these two numbers.

COLUMBIA GRAPHOPHONE CO.
New York

S. KAMINSHINE BECOMES SECRETARY

Of Wall-Kane Needle Mfg. Co.—Capacity of Needle Display Stand Is Increased—President Cohen on an Extended Business Trip

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced that S. Kaminshine has been appointed secretary of the company. In addition to his duties as an executive of the organization he will continue to have full charge of the sales. Mr. Kaminshine recently completed a successful trip through Middle West



S. Kaminshine

territory. He found business good and everyone optimistic over the Fall outlook.

The Wall-Kane Needle Mfg. Co. recently questioned its customers relative to the advisability of increasing the capacity of the Wall-Kane needle display stand from sixty boxes to one hundred boxes of needles. In practically every instance the opinion was strongly favorable and, therefore, it is announced that in the near future new stands will be produced containing one hundred boxes each.

N. Cohen, president of the company, reports that the factory is very busy filling orders, with a fair apportionment of the demand between the Wall-Kane line of ten-time needle and the concert and jazz one-time. The trade has responded well to the announcement of price increase on the Wall-Kane line, effective September 1, and many jobbers have anticipated their

Fall requirements and are taking advantage of the present prices.

Mr. Cohen, accompanied by Mrs. Cohen, left on July 1 for an extended trip, which will combine both business and pleasure. All the principal cities throughout the United States will be visited, with a side trip to the Hawaiian Islands when San Francisco is reached. Mr. Cohen expects to be gone for nearly three months.

PLAN TO CELEBRATE ANNIVERSARY

F. C. Kent Co., Manufacturer of Talking Machine Equipment, to Celebrate Tenth Anniversary—Plant Working to Capacity

The F. C. Kent Co., 67 Grace street, Irvington, N. J., will shortly celebrate its tenth anniversary as manufacturer of talking machine attachments and equipment. Originally the Kent organization manufactured, exclusively, attachments for the Edison machine. The company still produces large quantities of such attachments and counts that portion of its product as its most important item. In recent years, however, this concern has manufactured tone arms and sound boxes of standard size and dimension and specially designed products on order. This department of the Kent Co. is now running at full capacity and in certain seasons the plant finds it necessary to run overtime.

F. C. Kent is the head of the company that bears his name. Prior to entering the talking machine industry he had many years' experience, particularly in the field pertaining to intricate mechanisms and fine jewelry. W. S. File, secretary of the company, devotes most of his time to the sales and advertising end of the business. He is a statistical expert of some note and has had more than a little experience in sales efficiency methods.

F. C. Kent, in speaking of the present trade trend, said: "While it is true our business in attachments is quite considerable we find the other departments of our business constantly in need of enlargement. This is especially true of our brass tone arm, which is manufactured and shaped under hydraulic pressure. A considerable amount of our present output is being shipped to manufacturers of the console type of machine. The growth of this type of product is quite large and, seemingly, it is the model that will be in demand for the next few years."

POSSIBILITIES OF FREE PUBLICITY

Contributing to Music Section of Local Newspaper Opens Way to Increased Prestige

One enterprising dealer in a fairly large city developed quite a reputation as an authority on artists and things musical by contributing regularly to the musical section of his local newspaper. He made it a point to write brief stories of interesting incidents in the lives of the leading record artists, and he also prepared quite a number of small contributions on various difficulties encountered in making records. The result has been that he and his business have become widely known in his city, and many people have come to him to purchase instruments and records, as well as to ask advice, who never would have done so otherwise. This is a splendid opportunity for gaining prestige and free publicity.

MAKE OKEH RECORDS IN CHICAGO

Ralph S. Peer, of the Okeh executive staff of the General Phonograph Corp., New York, returned recently from a trip to Chicago, where he met Fred W. Hager, director of the Okeh recording laboratory, and Charles Hibbard, technical chief of the Okeh library. While in Chicago the three Okeh executives co-operated with E. A. Fearn, president of the Consolidated Talking Machine Co., of this city, Okeh jobber, in making a number of special recordings for the Okeh library.

**Victor
Wholesalers**



**The House
of
Mellor
in
Pittsburgh
since
1831**

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

1000-1002 Pine Street

St. Louis, Mo.

The New Pathé Products

The New Pathé Records

play on all phonographs with steel needles. The only nationally known trade-mark record on the market at a popular price. Catalog complete with the latest dance and vocal hits of the day. Also classical and operatic records by world famous artists, all double-faced at the same price.

The New Pathé Phonograph Line

Beautiful new designs in Upright and Console Models with the new Pathé oval horn. Also the new *Pathé Portable Model*, compact but complete including record file.

The Pathé Actuelle Phonograph

The Pathé Actuelle Phonograph is new, novel and different from any other phonograph in the world.

The Pathé Radio Loud Speaker

The radio world acclaim a new marvel. The Pathé Radio Loud Speaker marks a new epoch in radio reception; reproduces with any desired volume, speech that is natural and clear and, without distortion, music that is pleasing.

The Pathé Skyscraper Record Rack

enables dealers properly to display their records. Constructed of steel; beautifully oxidized and polished. Built in sections (like a sectional bookcase); you add new units as you need them. Comes knocked-down but is very easily assembled. More substantial and better in every respect than anything on the market—and cheaper.

Pathé the World Over

THE NEW



On every continent on the face of the globe, in the remotest corners of the earth, the Pathé Red Rooster is known. It is the most famous trade-mark in the world today. For thirty long years, Pathé's world-wide organization has been manufacturing acoustical products.

That is why

- the new Pathé records that play on all phonographs with steel needles are the equal of any records in the world, irrespective of selling price.
- the new Pathé line of phonographs is handsome in design and supreme in tone.
- the Pathé Actuelle is different from any other phonograph in the world—a new principle in the art of sound reproduction.
- the Pathé Radio Loud Speaker is recognized by leading radio engineers and the public at large as the best Loud Speaker on the market.
- thousands of dealers from coast to coast are today handling the new Pathé products and hosts of new dealers are continually being added to the list.

This is the Meaning of Pathé the World Over

Fill out the coupon, sign and mail it to us to-day.

PATHE PHONOGRAPH & RADIO CORP.
 20 Grand Avenue, Brooklyn, N. Y.

Mail descriptive matter, prices and discounts on items checked.

Pathé Records That Play on All Phonographs with Steel Needles.

Pathé New Phonograph Designs.

Pathé Actuelle Phonographs

Pathé Radio Loud Speaker.

Pathé Skyscraper Record Rack.

Address.....

.....

.....

T.M.W.



Take a dash of Grieg. Add a generous measure of brass, banjo and saxophone. Mix all with the masterly musicianship of Paul Specht and His Orchestra. Pour into a record.

Now you have "Morning Will Come" and "Don't Cry Swanee"—Record A-3910—one of the finest fox-trot releases ever offered the American public. Simply gorgeous.

COLUMBIA GRAPHOPHONE CO.
New York

POINTS TO QUALITY AS SALES AID

Herbert D. Berkley, Manager of Bloomingdale's Phonograph Department, Describes Results of Featuring Right Merchandise and Methods

An interesting article on "Quality in Merchandise and in Merchandising" by Herbert D. Berkley, manager of the talking machine department of Bloomingdale's, New York City, recently appeared in the "Sonora Bell," the live house organ of the Sonora Phonograph Co. The article, based on facts covering many years of experience, showing the trend in demand, presents some thoughts on the talking machine



Herbert D. Berkley

business which are worth the attention of the entire trade and, therefore, it is reproduced:

"Customers judge the firm through impressions made upon them by salesmen. True, we know that. But how many salesmen think of it when selling?

"One of our steadfast rules is to employ only specialists to sell phonographs, men who know the business thoroughly, so that we can be represented intelligently. We have found, as no doubt others also have, that the salesman whose knowledge consists of just enough to 'get by' resorts repeatedly to misstatements. Misstatements are harmful all around. Men of this cali-

ber are too expensive to experiment with. Don't do it!

"We have whipped a live-wire organization into being, given them the right kind of merchandise to sell, a broad and liberal policy to back them up and generous publicity, newspaper and otherwise. To us it has spelled results—satisfactory and profitable.

"But we have come to realize that our success depends, aside from the splendid organization, on quality merchandise for a foundation. 'Quality first' has been, is and always will be our slogan. To that, more than any one thing, we can attribute an ever-increasing volume of business; a self-advertised business!

"Merchandising phonographs in a department store is a little different from the retail phonograph shop. Yet the same basic principles apply. The difference is in turnover, upstairs location, periodical window displays and other elements which are of themselves handicaps to the very nature of the business. Yet department stores are a very important outlet as distributors of phonographs.

"The phonograph is being purchased by discriminating buyers. They are buying with as much an idea for style, design and interior decorative effect as for phonograph purposes. This accounts for the remarkable business being done in period console models, in which we have shared to no small degree.

"But tone and constructional care in cabinet work are being carefully scrutinized. Real honest-to-goodness merchandise is having first call. It is the call of quality!"

STATHOPOULO INCORPORATED

A new musical instrument concern called the House of Stathopoulos has just been incorporated in New York City with a capitalization of \$10,000. The following are the proprietors: M. A. Stathopoulos, A. G. Malamas and F. Lynch. Acting as attorneys are Kramer, Bourke & Galgano, 130 West Forty-second street.

TWO NEW MUSIC STORES OPEN

CONCORD, N. H., July 5.—Two new music stores have just been opened in Newport and Lebanon, according to announcement by the proprietor, William H. Avery, of Concord.

NEW QUARTERS IN CLEARFIELD, PA.

E. E. Smith Holds Formal Opening of Elaborate New Home in That City—Handles Complete Line of Victor and Brunswick Instruments—Many Attend Celebration

CLEARFIELD, PA., July 5.—E. E. Smith, who entered the piano and talking machine business in this city in 1914, recently found it necessary to procure more space to handle his growing business and, as a result, held the formal opening in an elaborate new business home in this city last month. A reception was held at the new warerooms in the evening, for which Benjie Krueger's Orchestra furnished the music, and later about 150 guests attended a dance at the Dimeling Hotel, where the same orchestra held forth during the entire evening and into the next morning.

It was estimated that over 5,000 people visited the store on the opening date and elaborate decorations were prepared for their benefit. Each visitor was presented with a flower as a souvenir of the event.

The new building erected by Mr. Smith comprises two stories and basement, fifty feet by fifty feet. All the floors are of hardwood and the interior color scheme is buff, ivory and mahogany. A special system of indirect lighting has been installed and ninety-four feet of show window space has been provided. In addition to E. E. Smith, proprietor of the business, the organization includes Miss Helen Cole, manager of the record department; Miss Bernice McDowell, furniture department; Miss Mada McDowell, office manager, and Flynn Smith, salesman.

Mr. Smith carries a complete line of Victor talking machines and Brunswick Phonographs and records, in addition to an extensive line of well-known pianos and player-pianos which are featured. Among the trade representatives from out of town who attended the opening were H. A. Mills, of the Weaver Piano Co., Inc., York, Pa.; Edward A. Ferguson, of the Standard Talking Machine Co., Pittsburgh, and Jack Endress and Walter Badger, of the Brunswick-Balke-Collender Co.

NEW RECORD DELIVERY BAGS

The New York Album & Card Co., New York City and Chicago, manufacturer of the well-known "Nyacco" line of talking machine albums, has just introduced to the trade a new line of heavy craft paper record delivery bags of the string and button type. Max Willinger, president of the company, stated that it was planned to have the dealers' imprints appear on the side with the button and string, as it is believed that this side of the envelope is far more often seen than the so-called front. Samples that have been shown are reported to have created a number of initial orders. The album end of the business is reported going well, with a marked change in the demand towards quality albums.

Okéh Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

BENNY DAVIS SIGNS WITH EMERSON

Popular Songwriter and Singer to Record Own Numbers for Emerson Records

Benny Davis, the well-known songwriter and popular singer, has been signed by the Emerson Phonograph Co., Inc., to sing exclusively for Emerson records. Mr. Davis will sing his own numbers and other popular selections. The trade will particularly remember him as the writer of "Margie," "Dearest," "Say It While Dancing," "Stella," "Make Believe" and other successes.

In exploiting this new artist the Emerson Co. will issue a lithographed hanger for display purposes which will carry the monthly releases of his songs. The company has greatly extended its dealer service, particularly in the way of available advertising material, and is also including for trade distribution a monthly window strip featuring the selections of Irving and Jack Kaufman.

ATTACKING PROSPECTS' WEAK POINTS

Salesman Should Analyze Customers and Plan Sales Talks Along Most Effective Lines

During a discussion of the factors which contributed to the success of one of the business leaders of this country, one gentleman who had known the successful man for many years declared: "He always studies the people with whom he comes in contact and tries to find wherein they are weakest. He then attacks their weak points and never gives up until he gets what he is after."

There is some food for thought in this brief statement for members of the talking machine trade to ponder upon. The dealer and his salesmen are in business to make sales. Analysis of each customer should indicate along what lines the sales talk should be made. In other words, the weak point of the customer should be discovered if possible, and the salesman who is handling the prospective purchaser should hammer away along the lines where the customer is in a position to offer least resistance. Of course, tact and courtesy must be used and great care must be exercised so that the customer is not antagonized.

RECORD DEMAND TO CONTINUE

A. J. Baum, of the Independent Recording Laboratories, Analyzes Trend of Demand

A. J. Baum, of the Independent Recording Laboratories, who is at present doing the recording for various record manufacturers, states that indications show there is to be no drop in the demand during the Summer season. The tendency of record manufacturers is to lengthen their record lists this Summer. While it is true that some of the additions appeal to dance enthusiasts there is also, apparently, an increase in the demand for good popular songs. Vocal selections are returning to prominence and this indicates further additional sales for the retailer, inasmuch as sales of dance records are holding their own.

Arthur Bergh, musical director of the Independent Recording Laboratories, looks with much favor on this aroused interest in vocal renditions. It undoubtedly marks a return to works of the better sort. Mr. Bergh also stated that the care and attention now given to present-day orchestrations demonstrate that the purchasers of instrumental numbers are becoming more discriminating.

PATHE AT MERCHANDISE FAIR

The Pathé Phono. & Radio Corp., Brooklyn, N. Y., will exhibit at the forthcoming National Merchandise Exhibition. This well-advertised affair will be held at the Grand Central Palace, from July 23 to Aug. 3. The Pathé Co. has secured an attractive location at Booth 556, where the entire line will be well displayed.

YONKERS CO. OPENS THIRD BRANCH

Opening of Third Store in Yonkers, N. Y., by the Yonkers Talking Machine Co. Made Gala Event—Many Hear Musical Program

YONKERS, N. Y., July 6.—The Yonkers Talking Machine Co., one of the most rapidly growing music concerns in this city, recently opened its third branch at 457 South Broadway here. The formal opening of this new Victor establishment was made a gala occasion and the many music lovers who visited the store on that day were entertained by Brooke Johns and His Orchestra, Victor artists. The Victor Talking Machine Co. presented the management with a large floral piece and also congratulations.

A number of well-known members of the industry were present, including Otto May and Paul Carlson, of Chas. H. Ditson & Co., New York Victor distributors, and Mr. Martin, Victor jobber, with headquarters in Brooklyn, N. Y.

The dealer who operates a repair department is in a position to render service to patrons.

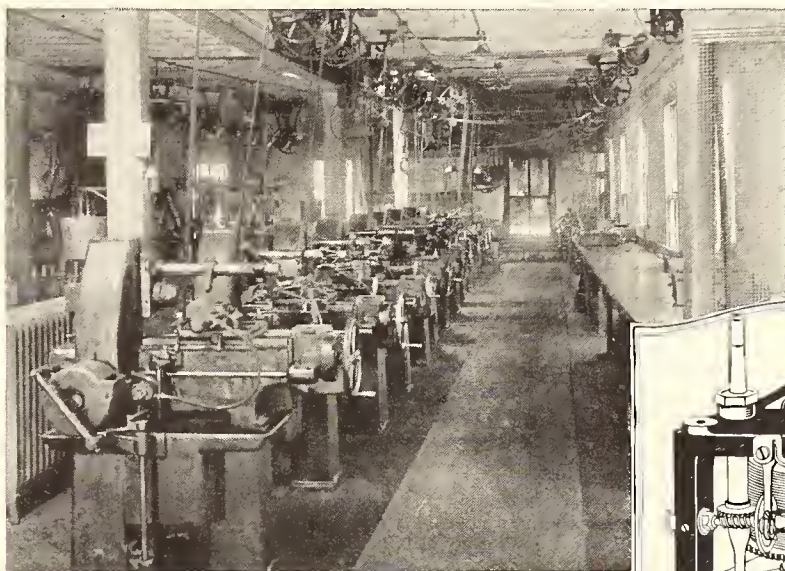
WALES FURNITURE CO. ADDS EDISON

New Building Under Construction for Florida Firm—Plans Fine Phonograph Department for the Edison Line in New Structure

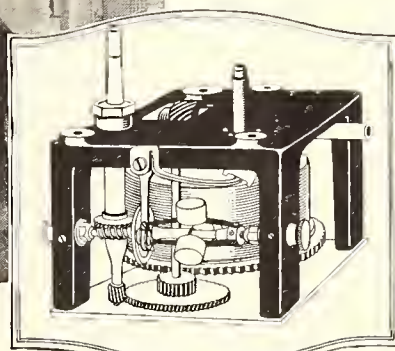
LAKE WALES, FLA., July 3.—The Wales Furniture Co. here has recently taken on the Edison line, having succeeded the Lake Wales Pharmacy. The deal was closed by Phonographs, Inc., Edison jobber, Atlanta, Ga.

H. E. Draper, proprietor of the Wales Furniture Co., has under construction at the present time a handsome new brick building facing two streets and will have some of the finest show windows in central Florida, as well as some of the best sound-proof booths in that part of the State. The Wales Furniture Co. will pay special attention to the Edison department.

Charles Durso, well-known talking machine dealer, of Somerville, N. J., recently added the Brunswick line of machines and records to his stock. Mr. Durso is planning a vigorous drive on his new acquisition.



Plays two 10-inch, or one 12-inch record at single winding.

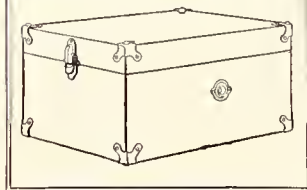


The
SPENCERTIAN
is absolutely guaranteed

A Fact!

In downtown Detroit, the following merchants are among our many customers:

- Cable Piano Co.
- Crowley-Milner & Co.
- Cunningham Drug Co.
- Detroit Music Co.
- Max Strassberg Co.
- People's Outfitting Co.



THINK of the sales you will clinch by telling your customers that the Spencertian is guaranteed thruout! Even the motor spring is guaranteed for one year.

Only the use of quality materials plus precision in manufacture make this sweeping money-back pledge possible.

For example, every part of the Spencertian motor is required to be perfect within less than $\frac{1}{5000}$ of an inch—less than half the diameter of a human hair!

Westphono backs you 100%. "Every claim handled promptly and satisfactorily," says one merchant. Isn't this a tribute to our co-operation!

LIST PRICE (East of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St. St. Paul, Minn.



The sweetly sad melody of the "Adagio—from 'Moonlight Sonata'" (Beethoven) never was presented with greater understanding than by Duci de Kerekjarto's sympathetic violin in Record 80802.

Legend has it that this number was Beethoven's farewell to a noble maid who spurned his love. Certainly, it is tinged with dramatic melancholy which Kerekjarto brings out with irresistible charm.

COLUMBIA GRAPHOPHONE CO.
New York

MILLER PIANO CO. OPENS NEW HOME

Formal Opening of Coatesville, Pa., Branch Attracts Many Music Lovers—Large Stock on Display in Attractive Quarters

COATESVILLE, PA., July 3—Elaborately furnished and decorated, completely equipped and conveniently arranged, the new store of the Miller Piano Co. was formally opened here late in June with great crowds filling the place both afternoon and evening.

Having just completed a sale of old stock in connection with the removal to a new room, the store was opened with a full line of pianos, talking machines and small musical instruments. One thousand Victor dogs were given away as souvenirs of the occasion, and even then the supply was not sufficient to meet all requests.

Webbies Orchestra furnished music and there were also musical numbers by Bennie Henton, of Conway's band; Mr. Knecht, of Sousa's band, and Mr. Liberetta, of Creatore's band. These gentlemen represented C. G. Conn, Ltd., manufacturer of band instruments, and presented a program of band instrument music, while Mr. Knecht, who is also a pianist of note, played a number of piano selections. There were present also representatives of the Victor Co., Thomas A. Edison Co., Cheney Sales Co., Weaver Piano Co. and other manufacturers.

The store presents a pleasing appearance from the street, with its two big display windows attractively arranged. At the front of the store are the cabinets containing records for talking machines and a cabinet for display of small musical instruments. Back of this, and divided by an elaborate partition, are seven sound-proof rooms for demonstration of talking machines

and player-pianos. The display of pianos occupies a large part of the floor space, while in the rear is the office of the firm.

Mr. Miller expressed great pleasure because of the splendid crowds which participated in his opening, and this morning stated that within a few months he will extend the building to the rear in order to provide even more space than is now used. With the opening of the new store the Miller Piano Co. has added the Victor line of machines and records.

B. E. BENSINGER "LEVIATHAN" GUEST

President of Brunswick Co. Makes Trial Trip on Famous Steamer—Four Brunswick Phonographs in "Leviathan" Equipment

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., Chicago, was one of the guests on the trial trip of the "Leviathan," the United States Shipping Board's world-famous steamer. Mr. Bensinger's presence on board was made doubly enjoyable by the knowledge that this "Queen of the Sea" includes in its equipment four Deluxe model Brunswick phonographs. Mr. Bensinger's attendance on this trip was caused by the fact that the Brunswick-Balke-Collender Co. has for many years been an active figure in export shipping circles, although it so happens that Mr. Bensinger is a personal friend of Chairman Lasker, of the United States Shipping Board.

OKEH RECORD FEATURES NOVELTY

"E. Z." Flute Used for Recording Purposes—Inventor Attains Excellent Results

The General Phonograph Corp., with its usual aggressiveness, has just issued a record by Sam Cook, the whistling minstrel, featuring on one side "Dearest" and on the other side "Crying for You." Mr. Cook's method of reproduction is a new "musical instrument" known as the "E. Z." flute, which is nothing more or less than the old-fashioned tin whistle dressed up and modernized. With a little practice an amateur can produce real tunes on the "E. Z." flute, but Sam Cook, its inventor, produces results that are exceptionally fine. His Okeh record is meeting with success and may be the forerunner of wide popularity for the "E. Z." flute.

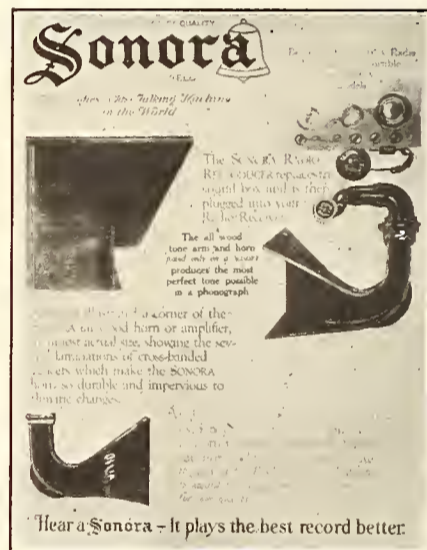
DOING NICE MAIL ORDER BUSINESS

LITTLE ROCK, ARK., July 5.—The Hollenberg Music Co., 415 Main street, this city, has succeeded in building up an excellent mail order business in records through the medium of a special coupon order slip and record list which is sent out to patrons and prospects. The records desired by the customer are noted in space provided for that purpose on the coupon, which is then mailed in to the store. Prompt filling of orders and efficient service have helped materially in making this plan a success.

POSTERS HELP CLOSE SALES

New Sonora Posters Designed to Help Dealers Sell Instruments—Show Distinctive Features of Product—Exceptionally Good Publicity

An important series of posters has just been prepared by the Sonora Phonograph Co.'s advertising department for the purpose of providing dealers with material which will give the story of the Sonora phonograph's interior construction and exclusive sound-reproducing fea-



One of Several Striking Sonora Posters. Besides forming exceptionally fine window and wall display material these posters have been designed to help the dealer sell Sonora instruments. It is suggested that the dealers frame these posters as permanent sales helps in order that they may be used to close sales and give prospective purchasers an adequate idea of the many distinctive features of the Sonora instruments.

CULP BROS. IN NEW HOME

FORT SMITH, ARK., July 5.—Culp Bros. Piano Co., one of the largest music houses in this city, has just moved into new quarters at 703 Garrison avenue. The new home has been thoroughly remodeled and ample provision has been made for the display of the large line of pianos, talking machines and musical instruments which the concern handles. This is now one of the finest music houses in the city.

ITALIAN Popular Music

AND

ITALIANSTYLE MUSIC ROLLS

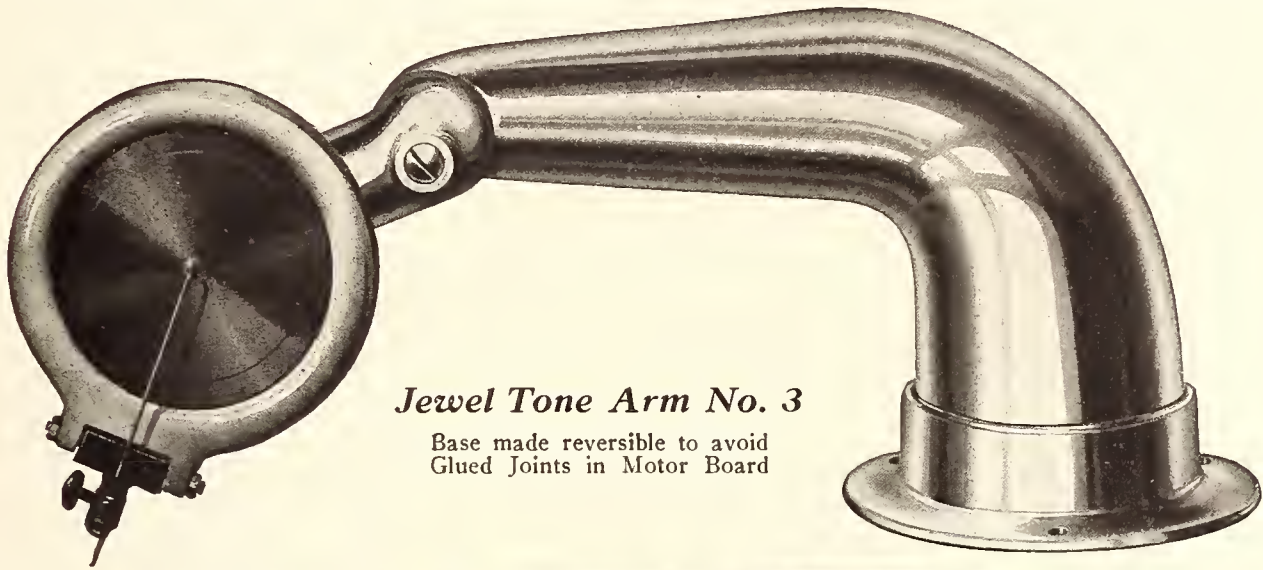
MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by
ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

Repair Parts, Main Springs, Motors

Single-spring Motors\$ 2.50
Double-spring Motors 3.25
Liberty Motors 6.00
Three-spring Motor 12.50
Four-spring Motor 15.00
Tone Arm and Sound Box, per set,	\$1.35 and up

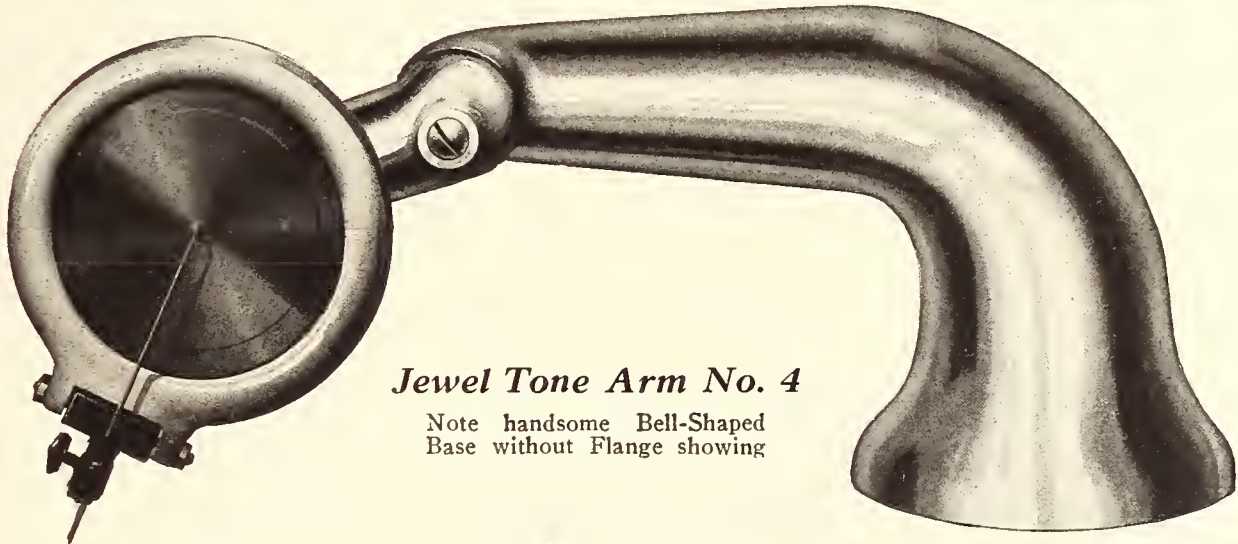
WRITE FOR CATALOG
PLEASING SOUND PHONO. CO.
204 E. 113th St. New York, N. Y.

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

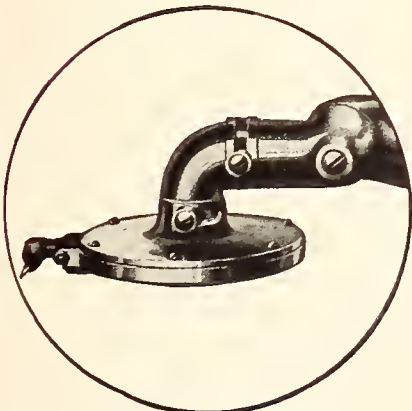
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

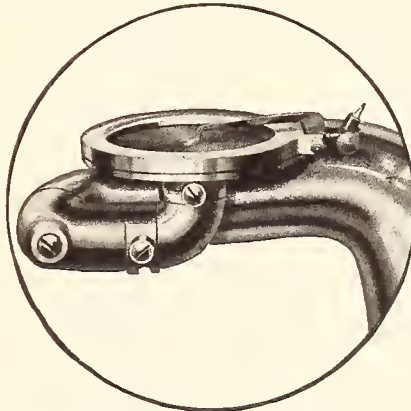
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

TRADE'S MUSIC WEEK COMMITTEE TENDERED A BANQUET

Officials of Talking Machine Men, Inc., Entertain Committee in Charge of Music Week Publicity for the Trade in Appreciation of Their Successful Accomplishments

The committee in charge of the activities of the local phonograph interests during the recent music week celebration, when full-page advertisements were run in several New York dailies and special advertising material was supplied to retailers with a view to having them hook up directly with the celebration, were the guests on Thursday evening, June 28, of President Irwin Kurtz and the executive committee of the Talking Machine Men, Inc., at an elaborate though informal dinner at the Hotel Pennsylvania. There were about thirty present and the affair was one of the most successful in talking machine trade annals. Good fellowship reigned supreme and everybody had a thoroughly good time.

During the course of the evening Abram Davega, chairman of the Music Week committee of the talking machine industry, addressed

the gathering and summarized the work of the committee and the results accruing therefrom. He was followed by Lloyd Spencer, treasurer of the committee, who made public a list of those who had contributed to the publicity fund, and gave an accounting of the expenditures. Otto Heinemann, president of the General Phonograph Corp., who had direct charge of the publicity campaign, was out of town and therefore could not be numbered among the guests.

President Kurtz, incidentally, announced that in view of the growing number of Okeh record dealers in the Metropolitan district, a special Okeh division of the Talking Machine Men, Inc., had been created for which a vice-president would be elected at a later date.

A generous amount of entertainment was furnished by representatives of the various music

publishing houses and the talking machine men joined heartily in the singing of "Yes, We Have No Bananas" and the other classics of the day, thus showing their appreciation of the better class of music.

The affair was so successful that it was somewhat of a task to recall all the details thereof. It might be well to cite the fact that if Mr. Volstead or William Jennings Bryan had been present they would have been awfully sore and discouraged.

Owing to the absence of a satisfactory outdoor course, a number of the guests confined themselves to that form of golf known as "African" to the satisfaction of some of the participants and the distress of others.

C. A. RICHARDS IS HONORED

Sonora Export Manager Honored by French Government—Sails on Long European Trip

C. A. Richards, manager of the export department of the Sonora Phonograph Co., returned recently from a four months' trip in



C. A. Richards

the interest of Sonora product to Mexico, Cuba and South America. On his return to New York he found a letter from the French Consul General, informing him that the President of the French Republic had conferred upon him the cross of "Chevalier de la Legion d'Honneur," in recognition of the services rendered by Mr. Richards to the French cause during the late war. Mr. Richards, accompanied by his wife, left on July 1 for a trip to Scandinavia, England, France and Italy.

MOVE EDISON DEPARTMENT

BIRMINGHAM, ALA., July 3.—The Edison department of Loveman, Joseph & Loeb, this city, has recently been moved from the fourth to the first floor of the building and, while they anticipate extending the department in the near future and taking more floor space, they have handsome display rooms and booths on the first floor of their mammoth building. Mr. Holstein, local manager, states that they will make still further improvements in the very near future.

POSTCARDS PROVE SALES BUILDER

Interest in records has been stimulated to a considerable degree by the use of postcards by the talking machine department of Bloomingdale's, large New York department store. The cards contain lists of the latest record releases and are headed by the following message: "Just telephone us. We'll send these special Victor records." The entire mailing list is circularized in this manner and the results have manifested themselves in many orders over the telephone.

WEST CO. LEASES NEW BUILDING

JOLIET, ILL., July 5.—The West Music Co. has just obtained a ninety-nine-year lease on the Alpine Building in Van Buren street, but will not occupy these quarters until the expiration of a three-year lease on its present location.

THE PHONOMOTOR CO.

121 West Avenue

ROCHESTER, N. Y.

The PHONOMOTOR

Trade Mark Reg. U. S. Patent Office
WM. F. HITCHCOCK, Proprietor

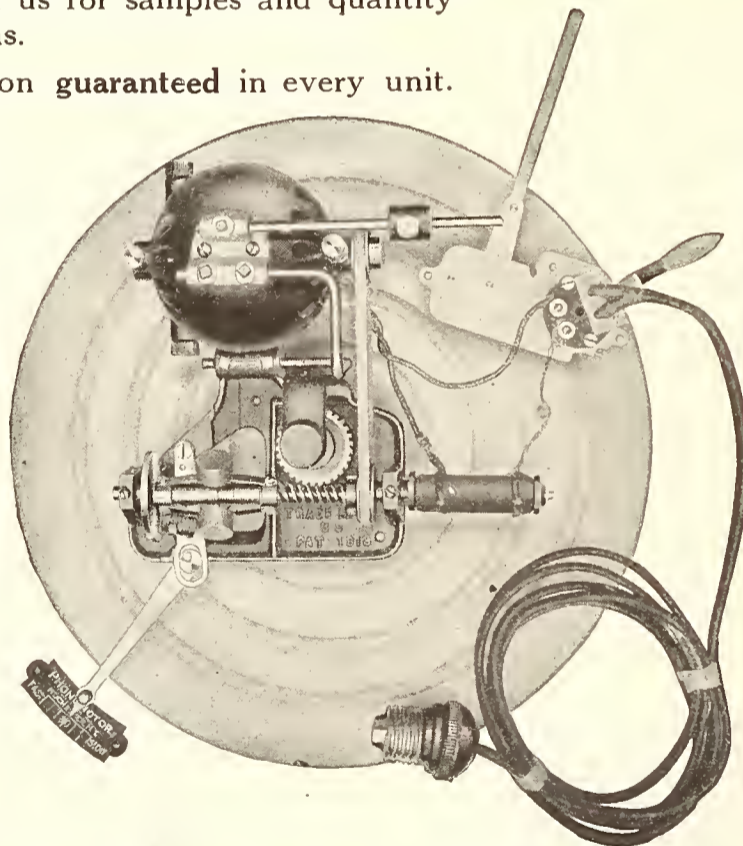
The Perfect Electric Phonograph Motor

Is again in the hands of the INVENTOR for exploitation.

Phonograph Manufacturers and Dealers are invited to communicate with us for samples and quantity quotations.

Satisfaction guaranteed in every unit.

Universal, alternating, or direct current without change or adjustment.



Complete with Cord, Plug, Turntable and Automatic Stop.

Reasonably priced at last.

This motor has a splendid reputation of eight years' multiple service, the only electric equipment remaining in the field since its start, and there are thousands of them running perfectly and with correct timing of records.

Let us prove all this to YOU.

Sample will be sent C. O. D. for \$25.00. Money refunded if not perfectly satisfied. Give size of motor board desired, for sample only.

Our PHONOSTOP is also the perfect automatic-stop for electric and spring motors. No phonograph complete without it.

Agents for installation of Phonomotors and Phonostops in old phonographs wanted in every city.

Write us immediately

"You can't go wrong - With any 'FEIST' song"

Three Melody Hits —

CRYING FOR YOU

A Fox Trot Ballad
By the Writers of
Why Should I Cry Over You"

WONDERFUL ONE

Paul Whiteman's
Sensational
Waltz Hit

SAW MILL RIVER ROAD

The Irresistible Fox Trot Hit
Another "McCarthy-Tierney" Masterpiece

WASHINGTON

Recent Shrine Convention Resulted in Increased Demand for Records—Louis & Co. Remodeling Quarters—Activities of Month

WASHINGTON, D. C., July 7.—The recent Shrine convention here, with the resulting influx of visitors, was responsible for a greatly stimulated demand for records. In addition to the two Shrine marches—"Nobles of the Mystic Shrine," by Sousa, and "Saracen Guard," by White—the hit, "Yes, We Have No Bananas," was just beginning its big run, and both local and out-of-town sales were excellent. Ansell, Bishop & Turner, Victor dealers, 1221 F street, N. W., reported a big mail business, records being sent to nearly every State in the Union. The Van Wickle Piano Co., 1222 F street, also enjoyed a good record business, shipments being made to nearly forty of the forty-eight States.

At Cohen & Hughes, Victor distributors, it was impossible to supply enough of certain records to meet all demands during the height of the run, but Leslie Lore, manager of the Washington office, states that the demand is slackening off somewhat now and he has been able to catch up with orders. Portable models of phonographs, it was explained, are going very well, although Mr. Lore has observed more activity throughout the territory around Washington than in the city itself.

Console models still lead in sales in this city, those with the new divided top being especially popular. Cohen & Hughes report much interest on the part of dealers in the release of the new art machine to be put out by Victor Co. and it is predicted that these will be in much demand.

Louis & Co., Victor and Brunswick dealers, located at Seventh and G streets, N. W., are busy remodeling their building. Up to a short time ago the talking machine department occupied the ground floor, while the second and third floors were taken up with toys and novelties, but recently the entire toy and novelty stock was sold to one of the big department stores in the city and the whole building will be given over to talking machines and records. Extensive changes are contemplated which will make this establishment one of the biggest talking machine stores in Washington.

Diplomatic representatives of the Latin-American countries on their way to the Los Angeles exposition were entertained on their trip across the country by a Brunswick model 212 and a library of records which were placed in their observation car by the store of Lansburgh & Bro., 420-430 Seventh street, N. W.

The Mt. Pleasant Music Shop, 3310 Fourteenth street, N. W., has inaugurated a canvassing campaign which is stimulating sales during the hot-weather period. It is taking the store to the customer, so to speak.

Console models are not so much in demand as they were three or four months ago, accord-

ing to R. H. Stuart, manager of the talking machine department at Gibson's, 917 G street, N. W. "Console sales are noticeably less at our store," he said. "During the Winter we sold many console models, but they are slowly giving way to the upright models now. The reason for this, as I see it, is that the average small house these days simply hasn't room enough for a large console and people are getting the upright models because they fit in better."

CHANDLER IN NEW BUILDING

SANTA ANA, CAL., July 3.—B. J. Chandler, engaged in the musical instrument business here, plans to move into his new building on its completion in about two weeks. The structure is two stories in height and will cost about \$50,000.

BRUNSWICK DEALER EXPANDS

Hurley-Tobin Co., Trenton, Opens New Annex—Phonograph Department Has Increased Space

TRENTON, N. J., July 5.—The Hurley-Tobin Co., of this city, Brunswick dealer, held a formal opening recently of its new annex on Hanover street and during the week of the opening Craft's Orchestra, a local musical organization, gave a series of concerts. The new annex accommodates the phonograph department, which has been given added space and equipment. The Hurley-Tobin store comprises about 43,000 square feet of floor space, which makes the establishment one of the largest merchandising houses in Trenton. Numerous telegrams and floral pieces were received at the opening, including a congratulatory offering from the Brunswick Co. The Hurley-Tobin Co. now operates seven large retail establishments in Trenton, Camden, Atlantic City and Bridgeton, N. J.; Wilmington, Del.; Hazleton and Wilkes-Barre, Pa., in which talking machines are featured.

Every social organization is a good prospect for a talking machine and records.

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

Presents a New Installation.



*The Eclipse Talking Machine Co.
Paterson, N. J.*

This is one of the 5 floors installed for the above concern in their new building at 168 Main St., Paterson, N. J. The installation is considered throughout the trade as the most complete and modern equipment in the entire state of New Jersey.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 2960

The AEOLIAN- VOCALION

High Quality at a Low Price



Queen Anne Period Model

Specifications: Height, 34 $\frac{1}{8}$ "; Depth, 21 $\frac{1}{8}$ "; Length, 34 $\frac{1}{8}$ ". Graduola—Velour Turntable—Nickel Hardware. Walnut Finish.

Priced
\$150

THIS high-grade phonograph at a popular price will prove a sensation in the music instrument field this season.



The fact that it is an Aeolian-Vocalion is a guarantee of its musical perfection and the high standard set by the Aeolian Company for superior cabinets means that at last the demand has been met for a quality phonograph at a popular price.



This model is equipped with the Graduola, which is to the phonograph what the artist's touch is to other instruments.

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS



Selvin's Orchestra

another popular attraction
which records exclusively for

VOCALION

RED RECORDS

Probably no group of musicians has set more feet a'dancing than the Selvin Orchestra.

Many thousands are enjoying, listening and dancing to the remarkable Selvin Vocalion Red Records which faithfully reproduce all the harmony and sway which have made Selvin's Orchestra the most popular on Broadway.

Have you these great records?

- 14583—A Kiss In The Dark—Intro. "Weaving My Dreams"—Waltz.
—Broken-Hearted Melody—Waltz.
- 14545—Don't Think You'll Be Missed—Fox Trot.
—Seven or Eleven—Fox Trot.
- 14544—Down Among the Sleepy Hills of Tennessee—Fox Trot.
—Don't Be Too Sure—Fox Trot.
- 14563—Old Time Waltzes—Part 7—Intro. Sunshine of Paradise Alley—She
May Have Seen Better Days—Take Me Out to the Ball Game—
Maggie Murphy's Home.
—Part 8—Intro. Daisy Bell—Bird in a Gilded Cage—Molly, O—My
Sweetheart's the Man in the Moon.
- 14532—Bambalina—Fox Trot.
—Argentine—Fox Trot.

The **AEOLIAN COMPANY**
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th 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.
- SONORA DISTR. CO.,
505 Liberty Ave., 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.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1751 California St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.

TOLEDO

Energy of Dealers Resulting in Good Summer Business—Many Merchants Add New Lines—The News

TOLEDO, O., July 6.—Talking machine merchants are obtaining a good Summer volume of trade. It is being secured, however, through hard, consistent plugging. Moreover, dealers have added many lines of merchandise the past month, and this, with the fact that salaries to workers in local industries have been increased, augurs well for future business.

The Toledo Talking Machine Co., Victor jobber, has enjoyed a 20 per cent increase in business during the six months just passed over the same period last year, Chas. H. Womeldorff reports. It is said also that the Victor dealers are well pleased with the special record releases,

for they bring customers to the store more frequently.

Warren L. Kellogg, of the traveling force, is vacationing at Chippewa Lake, Mich. A. S. Leybourn, office manager, and his family are now occupying the Leybourn cottage at Toledo Beach. C. H. Womeldorff recently made a business motor trip to Michigan points. Later he and his family will vacation at one of the northern Michigan resorts.

E. A. Ericsson, New York, president, and J. J. Ryan, vice-president of the Toledo Talking Machine Co., were recent visitors to the local warerooms.

At the Lion Store Music Rooms, where Victrolas, Brunswicks and Cheney's hold forth, trade is ahead of last year for the first six months, A. J. Pete reports. Record and portable buying by cottagers and young people seldom has been better. Fully 75 per cent of all records go to boys and girls and are of the dance type.

At the LaSalle & Koch Co. Music Shop trade for the half year just closed shows a large gain, Forrest O. Edwards, manager, states.

The Master, a popular-priced table top console phonograph, has been added to the Cheney and Victor lines and will be used to obtain sales volume. The Jewel record is another addition. Dance records are selling in the ratio of five to one to others.

At Grinnell Bros. portable Victrolas in combination with records have been responsible for a good Summer business to date. Larger instruments are also in fair demand. Miss Thelma Woodward has joined the record sales force and Miss Elois Fletcher is a new member of the sheet music staff.

W. A. Grubbs has been appointed manager of the talking machine department of the Cable Company. He formerly occupied a similar position with the house. The Brunswick line is now handled here in addition to the Victrola and Columbia. The record department has also been enlarged recently.

The Goosman Piano Co. reports sales above the corresponding six months of last year. President Fred Goosman states that outside sales work is producing a good share of trade today. In one week recently a number of sales of Columbia, Aeolian and Granby machines were sold almost entirely through outside work.

Frank Fleightner, Cherry street Columbia dealer, has upon his floors the new Columbia models. They are receiving an enthusiastic reception from customers, he says.

J. Pietrykowski, who conducts Columbia music shops on Junction avenue and on Lagrange street, both in the heart of the two local Polish sections, is doing a brisk business among these people.

Frazelle Piano Co., Sonora and Vocalion retailer, is enjoying a Summer patronage of pleasing volume. A booklet entitled, "The Sunny Saunterings of a Sonora," illustrated with scenes on shipboard, in Constantinople, in the movies and in distant lands, presents a concrete story of a trip with a portable which is proving an effective bit of direct advertising.

The Whitney-Blaine-Wildermuth Co., in spite of the extremely hot weather of the past ten days, is maintaining a fair volume of Summer sales, especially portables and records.

At the Kneisel Record Shop the Wolverine portable is meeting with the approval of a large number of vacationists, Miss Angeline Hankenhoff states.

At the J. W. Greene Co., one of the important elements which has been responsible for the fine showing this year is the team work of department workers. Before records or other merchandise is purchased all employees are asked to inspect the article and give an estimate of the number of items they can dispose of. This estimate is used as a buying schedule, as well as a check on the clerk. Moreover, the perpetual inventory card system recently installed is a direct aid to record sales. A bargain basement is being opened as a feature of the new store. New merchandise added includes the Carola and Spencerian portables.

Kenneth E. Frederick is spending his vacation enjoying a lake trip which will include Niagara Falls.

A. A. Fischer was bereaved through the loss of his son recently.

On July 1 E. A. Kopf, for several years manager of the talking machine department, assumed charge of the music roll section also. These added duties, with the completion of the enlarged departments, will make his post one of the most important in the house. Miss Charlotte Hapgood, formerly in the roll department, has joined the record force and Miss Sadie Opp is now a member of the roll department.

Carl Rule, of Grinnell Bros., is enjoying a two weeks' fishing trip at Thornapple Lake, Mich.

Wm. Gaston, formerly Victor traveler, now sales manager of Grinnell Bros.' retail stores; Geo. Deacon, of the Cleveland Talking Machine Co., and H. E. Kane, of the Chicago Talking Machine Co., were recent business visitors.

Out-of-town dealers visiting this market lately included Wm. Hubble, Monroe, Mich.;

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

A big volume of tone sufficient to fill a very large space can be had from any phonograph by using Bristol's Audiophone Reproducer outfit. This utilizes the same Loud Speaker which is so successfully used in connection with radio receiving.

It not only gives a big tone, but is a real reproducer and brings out the natural qualities of the original performance. The tone is smooth and beautiful—entirely without blurring and mechanical noises.

A hand control is provided which makes it possible to regulate the volume

to accommodate the size of space and effect desired.

Just visualize the satisfaction of having such an equipment to use this summer, for concerts, entertainments and especially dance music on the porches of clubhouses—homes—yachts—hotels—etc. They can listen to the celebrated artists, can dance to music by the most famous orchestras. And, it is always ready—no waiting or disappointment. Impromptu occasions arranged without trouble.

Take advantage of this summer-time sales opportunity. Write for further information. We would at least like to give you a demonstration.

THE BRISTOL COMPANY
WATERBURY, CONN.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { **JEWEL and STEEL (Bulk or Packed)**
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

J. Bauch, Oak Harbor, O.; Miss Charlotte Sawkins, Alma, Mich.; W. Wagonlander, Sylvania, O.; Fred. Meier, Monroe, Mich.; E. M. Pratt, Delta, O.; H. E. Deck, Bryan, O., and Frank Davidson, Columbus, O.

Harold Goldy, Columbia representative, will take with him to the Columbia branch gathering in Cleveland the first part of July a number of dealers, among them Frank Fleightner, Jos. Pietrykowski, A. E. Rae, Toledo, and R. S. Budd, Lansing, Mich.

J. L. Collier, Tecumseh, Mich., general music dealer, is moving his business to a larger building close to the center of the town. The Victrola department will be one of the finest in that section of the State, it is reported.

REFLEXO PRODUCTS IN GOOD DEMAND

Louis J. Unger, President, Concludes Satisfactory Trip—Joseph M. Miller Added to Reflexo Corp.'s Organization

Louis J. Unger, president and general manager of the Reflexo Products Corp., New York City, recently completed a six weeks' trip covering New Orleans, Texas, Kansas City, St. Louis and other important trade centers. Mr. Unger found business conditions good, which were attested to by the substantial amount of new business he received. The new Gilt Edge stands, which include the dance-tone needle, proved very popular wherever shown throughout the trip.

The sales staff of the Reflexo organization has been augmented by the addition of Joseph M. Miller, who will cover the metropolitan trade in the interests of Reflexo and Gilt Edge needles. Mr. Miller is an experienced talking machine man, having been connected with the retail end of the business for a number of years in the New York warerooms of Sol Lazarus.

SMITH BROS. OPEN NEW STORE

WHITTIER, CAL., July 3.—The Smith Bros. Music Co. held its formal opening recently at 114 East Philadelphia street. A fifteen-piece orchestra and the William Axworthy Trio furnished special music for the occasion. Frank W. and H. Clinton Smith constitute the company and they have been engaged in business for the past twenty years in Redlands. The new establishment is in the form of an L-shaped room, with an interior finish of gray. The concern will handle a complete line of standard musical instruments and a group of sound-proof demonstrating rooms has been installed in the rear of the store. Large crowds attended the store's formal opening.

LANG BROS. IN NEW STORE

SOUTH BEND, IND., July 5.—The new quarters of Lang Bros.' music store at 439 South Michigan street have been recently opened for business. This is now one of the most attractive stores in the city and has many new and up-to-date features. Record racks, sound-proof record rooms and display space for showing pianos and players are accommodated on the ground floor. In the basement are the showrooms for displaying the various phonograph models. Lang Bros. were formerly located at 114 East Wayne street. Brunswick phonographs are handled.

WOOD BROS. IN FINE NEW HOME

Prominent Pittsfield, Mass., Concern Opens Spacious Quarters

PITTSFIELD, MASS., July 7.—Wood Bros., prominent musical instrument concern, have just moved from 114 North street, this city, into their handsome new establishment at 421 North street, which is considered one of the finest stores devoted to the sale of musical instruments in this part of the State. The new home really comprises two buildings, the one facing North street being three stories in height and the rear structure one story high. The latter building will house the workshop and will also be used for storage purposes. The front contains spacious display rooms. The concern also operates a store in North Adams, Mass. In addition to a complete line of pianos, Victor talking machines and records and musical merchandise are handled. John E. Murphy is manager of the local store.

TO MOVE TO NEW QUARTERS

PLYMOUTH, MASS., June 30.—W. N. Snow, who handles phonographs as well as housefurnishings in his Main street store, will move into new quarters early in the Fall.

EMERSON RECORDS NOW FIFTY CENTS

Important Price Reduction Announced by Emerson Phonograph Co.—Quality Standard Will Be Maintained—To Be Marketed Exclusively Through Talking Machine Dealers

The Emerson Phonograph Co., New York, manufacturer of the well-known Emerson record, which is now being merchandised by dealers throughout the country, recently announced a reduction in the list price of its records from 75 cents to 50 cents. This change will affect the company's complete catalog, comprising popular and standard selections.

In making this announcement to the trade, B. Abrams, president of the company, emphasized the fact that the Emerson record will be marketed exclusively by talking machine dealers and a few of the most prominent department stores. The company is making this move in order that its records may be presented to the trade as a standard quality product backed by a responsible manufacturing organization.

Mr. Abrams placed special stress on his company's plans for the future production of Emerson records, stating that the quality of the records will be maintained and the reduction in price will in no way affect the company's manufacturing standards. Among the many retail establishments which are now carrying Emerson 50-cent records are the following: Landay Bros., with its many stores; Saul Birns, Inc., nine stores; Gimbel Bros., Frederick Loeser & Co., Abraham & Straus and others.

BRUNSWICK IN INDUSTRIAL PARADE

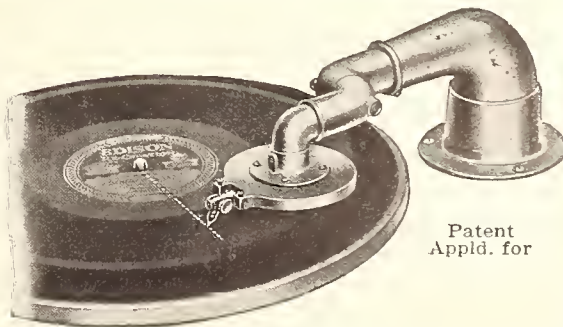
Among the many participants in the great Industrial Parade, Saturday, June 23, in connection with the Silver Jubilee of New York City was the Brunswick-Balke-Collender Co., which displayed on an attractively arranged float some very artistic samples of the various products which it manufactures.

ORO-TONE PORTO-TYPE



Here is a portable phonograph, complete in every detail, that dealers the country over are finding easy to sell. Read the reasons why you also will find it profitable to sell this remarkable Oro-Tone Porto-Type.

1st—A consistent high standard of workmanship is your guarantee that you are selling an item of real merit. 2nd—The tone quality compares well with larger-sized machines. 3rd—Every part, including the records, is contained within the case, so that when closed, the compact case is easily carried without danger of breaking either parts or records. 4th—The motor is mounted in a rigid cast-iron frame and is constructed to play two records with one winding. 5th—Oro-Tone standard tone arm and equipment is used on all Porto-Types except where the automatic equipment is desired. 6th—The record-filing compartment holds one dozen ten-inch records. 7th—Dimensions: Length, 16½ inches; width, 11½ inches; height, 7 inches; weight, 20 lbs.



The No. 16 Oro-Tone Automatic Arm, shown above, plays all records and AUTOMATICALLY adjusts weight, centers the needle and gives the correct angle when playing either lateral or vertical cut records. The list price of the Porto-Type equipped with the Automatic Concert Arm is \$37.50.

Do not fail to mention style of arm wanted when ordering.

LIST PRICES
With Standard Tone Arm as shown in illustration above.
Plays all Records\$35.00
With Automatic Equipment, as shown on the right.....\$37.50
Usual Discount Allowed to Responsible Dealers

The Oro-Tone Co.
QUALITY FIRST

1000 George St. CHICAGO



Rothschild & Company, Chicago, Ill. An exceptionally attractive department.

If All Music Customers Were Blind

You could sell musical merchandise in a junk shop successfully—the sense of sight would not influence your customer.

But—the eye does exert an important influence—stop and ponder over your average sale of a phonograph.

A beautiful phonograph in restful home surroundings—and the entertainment of the world's best music which it affords—is your appeal.

Can you get that appeal across in a store which makes no pretense of the “restfulness and comfort” which you picture?

Does the significance of “attractiveness” in the product suggest the desirability of similar attractiveness in your store where that product is displayed?

There is only one way to make your store effective—use “Unico Service” which successful, cheerful and attractive stores have used for a decade.

Specialized facilities, patented sectional construction and expert service combine to make the “Unico System” the only successful and economical method for equipping your store. Over 3,600 users in the United States and in 13 foreign countries prove to you its exceptional merit. Can you really afford to ignore your future sales in this season of renewed prosperity?

Remember—the really successful dealer sells quality products in a quality atmosphere. To profit by that thought—and sell more merchandise, write to

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

DALLAS TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
275 Post St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

ATLANTA, GA.
25 Moore Bldg.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



UNICO SALES ORGANIZATION CHANGES

Geo. A. Lyons Advanced to Assistant General Sales Manager—W. D. Montgomery Replaces Mr. Lyons as Western Sales Manager

Effective July 1, Geo. A. Lyons, who since January 1 has been functioning as Western sales manager for the Unit Construction Co., has been promoted to assistant general sales manager with headquarters at the home office in Philadelphia. Mr. Lyons will in the future keep in close contact with the company's sales activities in all territories.

W. D. Montgomery, formerly Western sales manager for the company, has again been placed in charge of the Middle Western territory, with headquarters at the Chicago office.

Owing to the increasing demand for Unico equipment in far-off South Africa, a sales agency has been established with headquarters in Johannesburg under the direction of Philip M. Cohen, who has had a wide experience in the musical merchandising trade of that territory. Negotiations are now pending for the establishment of a Canadian branch which, including the very active London, England, agency, will give the company three foreign branches.

The Unico sales organization personnel as now constituted is as follows: President and general sales manager, Rayburn Clark Smith; assistant general sales manager, Geo. A. Lyons; sales service manager, F. L. Rice; credit manager, Alfred Spring; sales engineer, C. W. Reid; Eastern division, Charles Clement, all of Philadelphia; New York and New England district, J. P. Crane, New York City; Western district, W. D. Montgomery, Chicago; Southeastern district, M. E. Lyle, Atlanta; Southern district, Charles Wenar, New Orleans; Southwestern district, L. Thomas-Hays, Dallas; Rocky Mountain district, Robert C. Cornett, Denver; Northwest district, J. E. Clark, Salt Lake City; Pacific Coast district, Everett Worthington, San Francisco; Great Britain, H. A. Moore, London, England; South Africa, Philip M. Cohen, Johannesburg.

VINCENT LOPEZ AT THE PALACE

Famous Orchestra and Exclusive Okeh Artist Appearing at Finest Vaudeville House—Holds Record for Lengthy Engagement

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, began an indefinite engagement at the Palace Theatre, New York, on July 2. The orchestra has been given an ovation at every performance since that date, and undoubtedly the act will be retained for many weeks. At the present time the Vincent Lopez orchestra holds the record for playing consecutive weeks at the Palace Theatre, having appeared at this famous amusement place for nine solid weeks last year. The Palace Theatre is recognized throughout the theatrical world as the finest vaudeville theatre in America, and vaudeville artists consider their ambitions realized when they are booked for an engagement at this theatre.

SALESMEN MUST THINK QUICKLY

The talking machine and record salesman who works on the outside comes in contact with many types of people and is constantly confronted with problems of the most difficult nature which he must overcome instantly in order to make a sale. Quick thinking is necessary and not only this, but the salesman is faced with the necessity of thinking in the right direction, i. e., the problem must be solved correctly or the sale is lost, for the time being at least.

Newark Recording Laboratory Individual and Commercial
RECORDING
 15 West Park Street Newark, N. J.
 Tel. Mitchell 1586

THE VALUE OF EDISON'S GENIUS

New York Times Carries Interesting Article on Value of Capitalized Inventions

The value of Edison's genius is placed at fifteen billions of dollars in an interesting article in the New York Times recently, showing the influence of Edison's inventions on industrial and civic development. Excerpts from the article follow:

"There is one human brain that has a hard cash market value to-day in the business and industrial world of \$15,000,000,000. Billions is correct, not millions. That is within 20 per cent of equaling the value of all the gold dug from the mines of the earth since America was discovered.

"The brain is that of Thomas Alva Edison, who many a time has said to his cronies, 'Well, if worse comes to worst, I've got a good trade. I can always make \$75 a month as an expert telegraph operator and I can live comfortably on that.'

"The \$15,000,000,000 represents the present investment in America alone in industries which are entirely based on the inventions of Edison or which have been materially stimulated by his inventions. Several of the country's largest industries are included.

"Here is the list, and it touches only the high spots. It shows either the capital or the total investment, according to the latest dependable estimates:

Moving pictures	\$1,250,000,000
Telephones	1,000,000,000
Electric railways	6,500,000,000
Electric lighting and power	5,000,000,000
Electrical supplies	857,000,000
Fixtures	37,000,000
Phonographs	105,000,000
Electric car shops	109,000,000
Dynamos and motors	100,000,000
Edison storage batteries.....	5,000,000
Cement	271,000,000
Telegraph	350,000,000
Wireless telegraph	15,000,000

LITTLE ROCK FIRM CELEBRATES

LITTLE ROCK, ARK., July 5.—The Gus Blass Department Store, of this city, which operates a large music department in which talking machines are featured, recently celebrated the fifty-second anniversary of the establishment of the business. This concern was one of the first mercantile houses in this section and is one of the few that have grown through the years.

SID COLEMAN BECOMES A BENEDICT

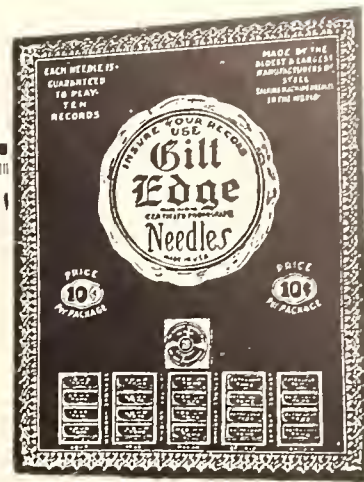
Sid Coleman, connected with the sales organization of the Greater City Phonograph Co., Inc., Sonora distributor, New York City, is receiving the best wishes of his many friends in the trade on his marriage on June 24 to Miss Lee Hyman. Following a honeymoon in Canada and the Thousand Islands Mr. and Mrs. Coleman are making their home at 1494 Ocean avenue, Brooklyn.

ADD-A-TONE WELL RECEIVED ABROAD

H. Segal, of the Unique Reproduction Co., Inc., New York, manufacturer of the Add-a-Tone reproducer, states that business is excellent. New jobbers are being appointed and re-orders are being received regularly. Mr. Segal makes a note of the fact that the talking machine business is active at the present time in foreign countries and good-sized export orders are being received for the Add-a-Tone reproducer. A few of the countries where this company's product is meeting with approval are Cuba, Japan, South Africa and New Zealand.

PHONOGRAPH CO., INC., CHARTERED

OKLAHOMA CITY, OKLA., July 3.—The Phonograph Co., Inc., this city, has been granted a charter of incorporation, with a capital of \$25,000. Incorporators are A. C. Dennis, R. H. Sherman and W. J. Davidson, all of this city.



THIS COUNTER DISPLAY STAND WILL DOUBLE YOUR NEEDLE BUSINESS

Our dealer combination Gilt Edge Needle outfit, including a beautiful metal display stand for your counter containing an assortment of 40 packages of loud tone, 20 packages of extra loud, 20 packages of medium and 20 packages of Dance Tone is a silent salesman. The outfit costs you \$5.00 complete, and you sell the needles at 10c a package—your profit being 100 per cent.

GILT EDGE NEEDLES

"A Bagshaw Product"

In uniform quality, in record preserving and in consistent performance they are the best on the market. Each needle plays 10 records, clearly and without scratching.

The Reflexo Blue Steel Needle with three tones in one is also a winner. Packed 50 needles to a package and sell at retail for 15c a package. Your profit is 100 per cent.

Ask your jobber. Write for samples



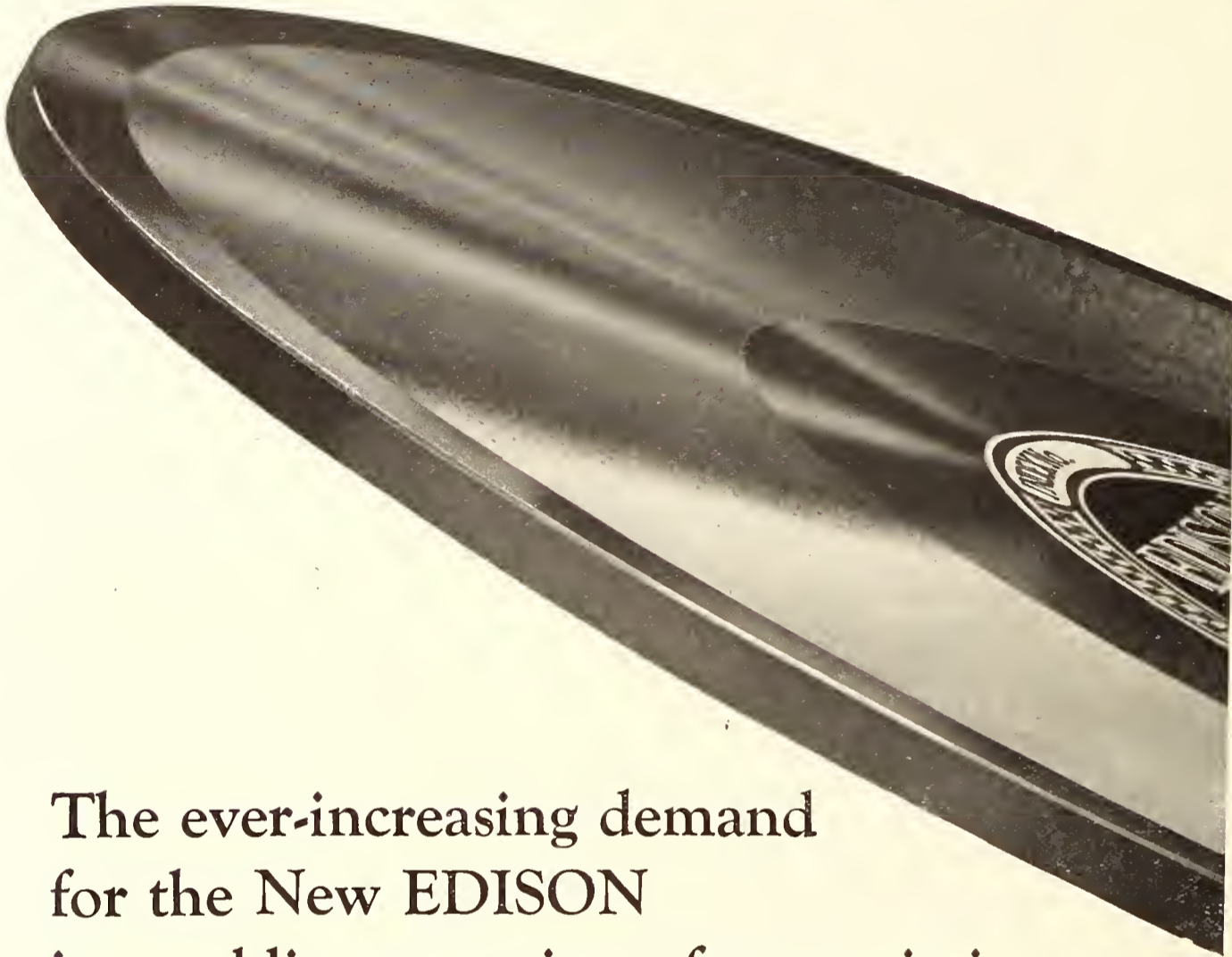
Reflexo Products Co.

Incorporated
 Sole Agents for
 W. H. Bagshaw Co.
 Gilt Edge and Reflexo Blue Needles.
 Factory:—Lowell, Mass.

Office:—347 Fifth Avenue
 New York City

The NEW

P H O N O



The ever-increasing demand for the New EDISON is a public expression of appreciation for the foremost phonograph of all time



WHEREVER shown and wherever heard the New Edison is meeting with public approval. The demand for the New Edison is increasing daily, a substantial expression of appreciation for the unusual beauty of its cabinet design, and the super qualities which distinguish its Re-Creation of the singing and playing of famous artists.

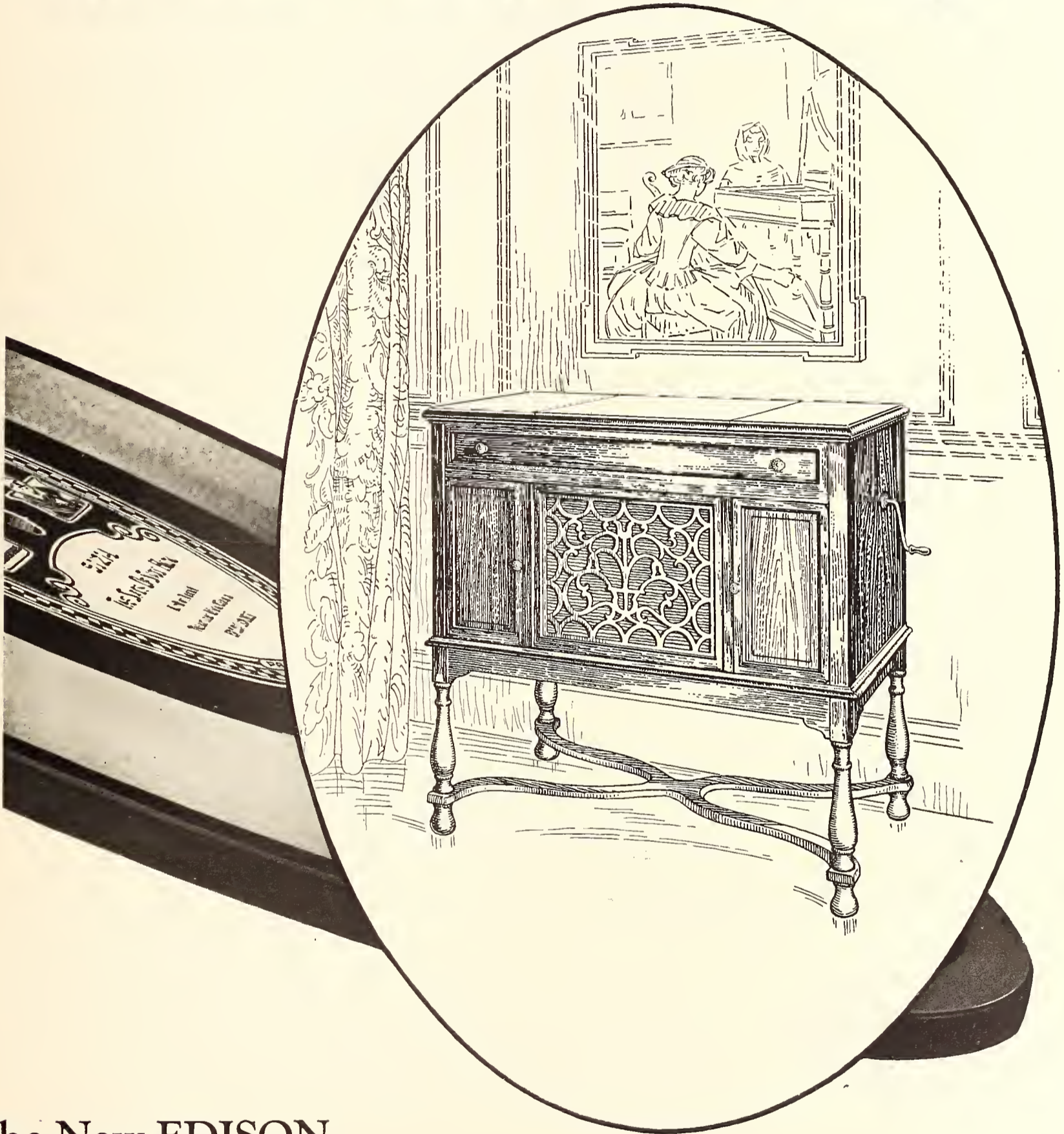
Every glorious color and tint of tone, every fine shading, every perfection that distinguishes the talented musician, are preserved and reproduced unmarred on the New Edison. The ever-increasing demand for the New Edison is opening up new and profitable territories for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The only phonograph that dares the test

EDISON

G R A P H



The New EDISON leads not only in reproducing qualities, but in cabinet designs

IT was essential that the cabinets which were selected to encase the New Edison be in keeping with the acknowledged superior reproducing qualities of the instrument itself. The historic masterpieces of the famous Periods were drawn upon for certain cabinets.

The inspiration of Edison designers was drawn upon for others.

The result today is a complete line of representative phonographs with a range of style and a range of prices that practically blankets the entire market.

of direct comparison with living artists

INDIANAPOLIS

Satisfactory Business Enjoyed Despite Oppressive Heat—Frederick C. Pullen Promoted—Edison Shop Discontinued—The News

INDIANAPOLIS, IND., July 6.—With six months of the year now a matter of record, local dealers are very much elated with the results of that period. Sales have been made in large volume and for the greater part have been of the higher-priced instruments. June has been a very favorable month, in most cases showing a substantial increase over the same month of last year. The city and State are passing through a period of very oppressive heat, which has caused a slight depression in buying, but dealers do not look forward to any very adverse effects from this condition, inasmuch as the first three weeks were unusually good in point of sales.

Figures That Show Good Business

A good illustration of the showing made by dealers in the first six months of the year is the sales record of L. S. Ayres & Co. This store, according to R. R. Follis, manager of the talking machine department, passed the figure for the first six months of last year in April, and the sales of the six-months period of this year will show an increase over the corresponding period of last year of greater than 40 per cent. The talking machine and record sales of the Pettis Dry Goods Co., another large department store, will show a very substantial increase over the six months of last year, according to Ira Williams, manager of this department. The Taylor Carpet Co., Victor dealer, has enjoyed a good business during the period and on Saturday, June 23, made a sales record that has not been equaled on any one day of this year. Other Victor dealers report good sales.

Sonora Demand Exceeds Supply of Goods

Local Sonora sales are being held down by the continued inability of the local dealers, Charles Mayer & Co., to secure delivery of machines from the factory. B. Friedman, of the Sonora department of this store, reports that deliveries are being made more promptly, however. Most of the Sonora sales being made at this time are of the lower-priced machines. The Mayer store stocked approximately the same amount of portables as were sold by them last season, but this stock has been entirely exhausted and they are unable to supply the demand for this class of merchandise. Edward

and Oscar Mayer, of the Kiefer-Stewart Co., attended the Sonora Sales Convention at Saginaw, Mich., recently. The Kiefer-Stewart Co. are Indiana distributors of Sonora machines and Okeh records and report a good State distribution of these lines.

Edison Shop Closes Out

The Edison Shop, a local Edison store, is being closed out. This will leave only one Edison retail dealer in Indianapolis—the Carlin Music Co. The closing of the Edison Shop signals the withdrawal of Walter Kipp from the phonograph business in Indianapolis and Indiana. Mr. Kipp withdrew from the wholesale business at the time of the sale of the Kipp Phonograph Co. to the Phonograph Corp. of Indiana, and it has been known for some time that he intended to dispose of his retail interest.

Edison sales, as reported by the Phonograph Corp. of Indiana, wholesale distributor, have held up very well during the hot Summer months. The unusually large sale of records continues. The newest Edison dealers are Hardin Drug Co., Flat Rock; Frank M. Baker, Shoals, and Roy Wood, Farmersburg.

Frederick C. Pullen Appointed Manager

Frederick C. Pullen, widely known throughout the Edison organization and the phonograph trade in general, has been appointed manager of the Phonograph Corp. of Indiana, taking the place of J. M. VanderVoort, who for the present is being transferred to the Edison factory. Mr. Pullen's experience with the phonograph industry extends over a period of fifteen years, the last three of which have been spent as production manager of the Edison record manufacturing plant. Mr. VanderVoort leaves a wide circle of friends in Indiana and the regret on his leaving this territory is only equaled by the welcome extended to Mr. Pullen.

Making a Canvass of Buying Public

The Carlin-Quick Music Co., new Edison store, Kokomo, Ind., has been doing an unusually large volume of business since the opening of the store a few weeks ago. Both Mr. Carlin and Mr. Quick, in their long connection with phonograph sales, have learned the value of intensive canvassing and are personally calling on

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

every family in Kokomo. A card record showing the kind of phonograph, if any, and the kind of piano or any other musical instrument, owned by the family, is being prepared. This record will not only furnish valuable information to the present phonograph business, but in case a line of pianos or other musical goods is added at a later time the Carlin-Quick Co. will have in its files a complete record of practically every musical instrument in Kokomo and a very complete record of prospective buyers.

Baldwin Co. Doing Well With Brunswick

Brunswick is doing a normal business, according to reports of the Brunswick Shop and the Baldwin Piano Co., local Brunswick dealer. Record sales are unusually good. The record "Yes, We Have No Bananas" has been featured by the Brunswick Shop and is perhaps the best seller at the time of this report.

WILL MARKET MADERITE COVERS

Maderite Sales Corp. Will Distribute Products of A. Bruns & Sons—Sales Manager Karpen Planning Intensive Campaign

The Maderite Sales Corp., Brooklyn, N. Y., was recently incorporated in New York State with a capital of \$50,000, the incorporators being Victor Bruns, Alfred Bruns and H. N. Karpen. This new corporation is a subsidiary of A. Bruns & Sons, Brooklyn, N. Y., well-known manufacturers of canvas products, including "Maderite" phonograph moving covers. The Maderite Sales Corp. will distribute all of this company's products and an intensive sales campaign is now in process of completion.

H. N. Karpen, sales and merchandise manager for A. Bruns & Sons, who is well known in mercantile circles, stated recently in a chat with The World: "Talking machine dealers are beginning to realize and appreciate that considerable time and money are saved by the proper use of the phonograph moving covers. It is a simple matter to place a cover on a machine and remove it when necessary, but this simple procedure saves money and keeps the stock in proper condition. The use of covers in the warehouse also prevents the possibility of cabinet scratches and enables the dealer to deliver his instruments with the knowledge that they are perfect in every detail."

PLAN EMERSON DEALER CO-OPERATION

Arthur H. Cushman, sales manager of the Emerson Phonograph Co., Inc., returned to the New York offices of the company early this month following a ten-day visit to the Emerson Co. at Philadelphia, where co-operative plans for greatly increasing the sale of Emerson records in that territory were arranged. The Fall campaign exploiting the Emerson product will be quite elaborate and includes plans for assisting dealers materially in increasing the sale of records.

ATTENDED CONVENTION OF THE ELKS

A. Frangipane is general manager of the Mutual Phono Parts Mfg. Co., of 151 Lafayette street, New York City, and is also an Elk. Accordingly, he was very much in evidence at Asbury Park, N. J., during the recent New Jersey State convention of Elks. The convention was a great success, and provided Mr. Frangipane with a respite from his duties in taking care of the big and ever growing business being done by the Mutual Co.

To Wide-awake Phonograph Dealers

We Offer an Interesting Dealer Proposition



Make plans now for your future success and profit. Grasp this opportunity now.

The Edison line now offers 16 new models, including a full sized cabinet model as low as \$100 list. An Edison now to suit every taste and purse, combined with the New White Label Records released every week means increased sales and profits for Edison Dealers.

Write for our liberal Dealer proposition. Dealer territory now open in parts of Indiana and Illinois. Your Town may be open.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

"SERVICE THAT COUNTS"



Swanson Dealers Are Profiting Most from the Demand for Good Portables

\$35.00

is the retail price of this supremely satisfactory portable. Your customers, after comparing the Swanson with others, will recognize instantly that here is value for every dollar.

The Swanson combines dependability, excellent tone qualities, strong construction, beautiful finish, compactness and light weight.

With the Swanson Portable, music may be carried into the home, into the woods, on the beach, on the canoe or motor boat, or any place where music may be enjoyed. It plays all disc records—OkeH, Edison, Gennett, Columbia, Victor, Vocalion, etc.

This excellent instrument will prove a good friend of your cash-register, too

Reap the maximum profits from the increasing demand for good portables during 1923—the greatest portable year in history. With the new Swanson, you can accomplish this result—and turn “portable popularity” into “portable profits.”

The market for this wonderful instrument is almost without limit. It is the choice of those who seek the greatest enjoyment

- at the Summer Camp
- on Beach Parties
- on the Motor Boat or Canoe
- on Motoring Trips
- in the Home or Small Apartment
- on Picnics

The Swanson is not a machine “for the day.” It is a year-round instrument—a source of constant enjoyment to its owners—and of liberal profit to the dealer who sells it.

Make the most of portable year by ordering a sample today. Use the coupon below. After seeing this wonderful instrument, you will re-order without delay.

SPECIFICATIONS OF THE NEW SWANSON

SIZE: 11 1/2" x 13 1/2" x 7 1/2".

WEIGHT COMPLETE: 15 1/2 pounds.

TONE QUALITIES: Elimination of all discordant sounds of motor and metal is accomplished by the combination of the Swanson tone arm and wooden sounding board. The exclusive Swanson tone arm, constructed of wood, is combined with a high-grade reproducer with genuine mica diaphragm to produce a natural tone quality of unusual richness. The tone is brightened and purified by the specially constructed lid which is utilized as a sounding board.

MOTOR: The Swanson contains a strong double-spring motor of high quality which can be wound while playing. The correct placing of the crank makes for ease in winding.

CONSTRUCTION: The case is solidly built of wood, covered with heavy, durable, artificial leather, which is beautifully grained and water-proof. Locks and catches are solid brass, nickel-plated and highly polished. Velvet-lined compartment in case for carrying crank and tone arm. Comfortable leather handle that fits the hand for carrying is detachable. All material and parts used are the best obtainable.

EQUIPMENT: One twelve-pocket record album, fitting into lid; special needle holders for loud, soft and used needles are built into the machine and fitted with spill-proof covers; ample space in velvet-lined compartment for needle cutter and record cleaner.

CONSOLIDATED TALKING MACHINE COMPANY

227 West Washington Street - - - CHICAGO

Branch: 2957 Gratiot Avenue, Detroit

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


Your claims as to the excellence and money-making possibilities of the new Swanson Portable are of interest to us. Send us.....of these machines at \$35.00 each, less dealers' regular discount.

Signed.....

Firm Name.....

Address.....

City..... State.....

 Just reach for your pen and scissors, sign this coupon, pin it to your letterhead, and mail to us. It will bring you a Swanson profit—the big source of portable profits.



Does the summer record user buy records from you?

Does he buy the expensive records for his outdoor parties or is he inclined to insist on the good 50c record?

Your experience tells you that he buys the 50c record. It is logical for him to prefer it.

Let that experience be your guide. It will start you on a record business that will pay your overhead and leave you a handsome profit throughout the summer.

PLAZA MUSIC CO.
18 WEST 20TH STREET NEW YORK

MAKES SURVEY OF RURAL FIELD

Investigation by Garver Bros., Canton, O., Discloses Drop in Interest in Radio—Special "Talker" Concerts Prove Successful

CANTON, O., July 3.—That radio is fast losing its popularity with the farmer is indicated from an interview this week with Harold Fashbaugh, manager of the music department of the Garver Bros. Co. store at Strasburg, O., known as the world's largest country store. In 1920 this store did a \$1,000,000 business.

"Waning of radio interest in the rural districts is being reflected in talking machine sales," said Mr. Fashbaugh. "Radio is becoming less popular with the farmer and for the past three months there has been a noticeable increase in the number of talking machine inquiries, in some weeks there being double the number received as in the same length of time four months ago."

The head of the Garver Bros. Co. music department said he had just completed an extensive survey of the rural communities in this section of Ohio. "I have learned," he said, "that three-fourths of the farmers who have had radio sets installed are tiring of them and are returning to talking machines."

More attention is to be given talking machine merchandising in the future, it was said at the Garver store this week. A specially equipped, light truck for the delivery of machines has been purchased and from now on larger appropriations are to be forthcoming for advertising and special exploitation.

One profitable exploitation stunt in which the store has been successful is in holding special talking machine concerts at the more prominent granges throughout this section. Mr. Fashbaugh, after receiving permission to hold a demonstration in the grange hall, gets the mailing list from the master of the grange and mails each of the members a postcard telling of the proposed concert. This has been twice attempted and each time there was a large attendance. At intervals Mr. Fashbaugh stops and explains the many features of the machine to the interested listeners.

The survey previously referred to has disclosed that the average farmer will spend \$100 for a talking machine and no more unless he is a man of means. The upright is in most demand, although of recent weeks the console model has been gaining attention.

SON OF W. A. WILLSON DIES

W. A. Willson, manager of the educational department of the Columbia Graphophone Co., is receiving the sympathy of his many friends in the trade upon the death of his son, Eugene Willson, who died at his home in Maplewood, N. J., recently. Eugene Willson was only twenty-two years of age at the time of his death and, although not associated with the phonograph industry, he was keenly interested in musical affairs, having played with a well-known orchestra in his spare time.

NEW POST FOR WALTER BENNER

LIMA, O., June 25.—Walter Benner, manager of the Starr Piano Co. branch here for the past eighteen years, has been promoted to the position of sales manager of the Starr Piano Co. at Dayton. Mr. Benner will be in charge of sales district comprising the territory between Middletown and Lima and from Greenville to Marion. Mr. Benner is known as one of the best-informed piano men in this section.

G. W. HOPKINS REGIONAL OFFICER

At the recent meeting of the National Association of Sales Managers held in Atlantic City, N. J., Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, was elected regional vice-president.

BOOK ON ACCOUNTING NOW READY

"Accounting for Retail Music Stores" Now Available to Trade Members

The Trade Service Bureau of the Music Industries Chamber of Commerce has just issued a bulletin to the trade calling attention to the book on "Accounting for Retail Music Stores," which was presented so prominently at the Chicago convention and made a distinct impression on retailers.

The book, which is now ready for delivery, was compiled by Prof. Archie M. Peisch, of the Amos Tuck School of Dartmouth College, as a result of investigations of over 100 retail music establishments made by M. W. Newcomb and E. D. Smith, of the Dartmouth College student body. The various accounting methods and forms included in the book have been successfully installed by Prof. Peisch in a number of music stores. The book is offered to association members for \$2 a copy and to non-members for \$3.

Mr. Edison Man:—

Don't Say

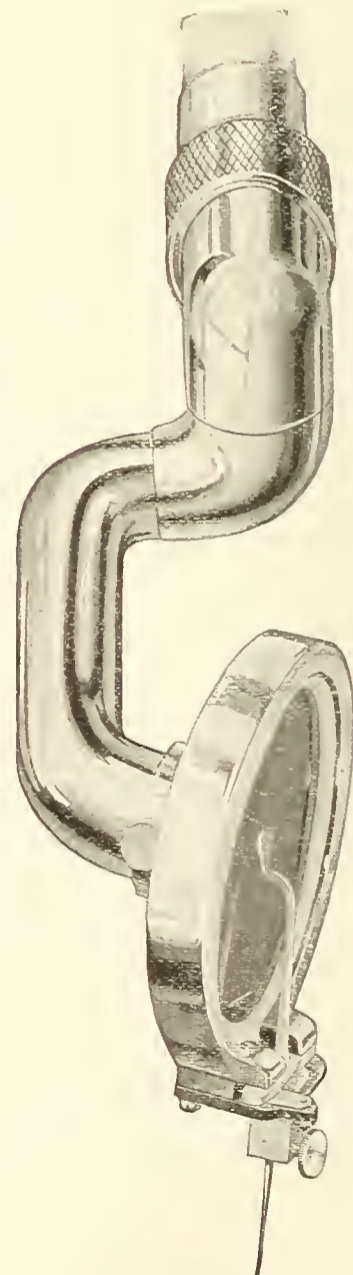
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

"When You Walked Out Someone Else Walked Right In" was written as a fox-trot. Ray Miller and His Orchestra play it this month as a combination of everything known to jazz—and your feet never miss a step.

"Wolverine Blues," on the reverse side of Record A-3911, is another powerful dance potion compounded by the same master alchemists.

COLUMBIA GRAPHOPHONE CO.
New York



NEW ORLEANS

Intensive Sales Campaigns Augment Excellent Business—Noon-day Concerts Attract Business Women—Other News of the Trade

NEW ORLEANS, LA., July 7.—Talking machine dealers and distributors of this city are very well pleased with the volume of business being received. In many cases it has far exceeded anticipations and continues to progress very favorably. Not content to lie back in jubilation over the encouraging position it has ascended to music men are prosecuting sales vigorously, intent upon establishing greater records. Extensive advertising and the introduction to the market of the latest factory models of machines, spot releases of "jazz" numbers that enjoy unbelievable popularity among the disc selections and similar processes are being pursued with the idea of creating a volume of trade that has heretofore been unheard of during this period of the year.

"The music trades' convention held in Chicago last month brought out the largest delegation of talking machine men from all parts of the country that I have ever witnessed at any similar conclave which I attended," declared J. D. Moore, manager of the music department of the Maison Blanche Department Store. "Not only were they on hand for the sessions, but all seemed eager to participate in the various discussions, leading toward the building up of the trade and landing it in its rightful place in the field.

"The annual exposition, in my opinion, was the most successful one ever attempted by the trade and it is bound to produce results. A great deal was accomplished and memory of it is certain to linger in the minds of those who were present for a long time to come."

Referring to the present state of affairs in the talking machine trade in New Orleans, directly bearing on his house, Mr. Moore said that they are doing their share of business.

The Maison Blanche Co., through Mr. Moore, is furnishing daily lunch-hour concerts on the Victrola to young women who eat their noon-day meal at the Young Women's Christian Association. A machine is loaned the luncheon room and a young saleslady is assigned daily to the task of operating it. She attends to the playing of the music. Cards are circulated and the diners write down their desires for particular records and artists, giving also their daily lunch hour. When they return, either the following day or as soon as it is possible to get around to them, the records wanted are played. This idea has proved extremely popular and a number of purchases have been made from the house by means of it. The prevailing wish, however, seems to be for the classical, rather than the popular numbers. The music period lasts for about an hour and a half each day.

The Junius Hart Piano House, Ltd., distribu-

tor of Okeh records for this territory, is enjoying a brisk demand from dealers for these records. The Okeh line is making steady strides in popular favor, as evidenced by the growth in size and quantity of orders. Although this particular season of the year is looked upon as a slack period Okeh record dealers are quite evidently doing more than their share of business.

J. A. Billiet, manager of the retail department of the Diamond Music Co., exclusive Edison distributor and dealer, stated that he regarded the past month as having been normally productive and quite satisfactory. The William and Mary console is achieving well merited demand. The house recently disposed of a Sheraton model machine that is to be used by the instructor in typewriting at the McDonogh Girls' High School next session to simplify and assist the students in the study of the course. On the wholesale side of the firm Vice-president Schreiber finds the situation in the territory very promising indeed. Two new agencies have recently been added to the list. Messrs. Griggsby and Waggoner have been appointed in Hattiesburg, Miss., and L. C. Keoun in the town of Springhill, La. Manager Twigg, who lately returned from a visit through Louisiana and Mississippi, started out a few days later on another business trip.

"Our talking machine department is enjoying an excellent business and we could not possibly ask more," said Harry B. Loeb, president of the Harry B. Loeb Piano Co., Brunswick dealer. Portables seem to continue in popularity, according to Mr. Loeb. "Swingin' Down the Lane" has proved to be one of the most popular numbers handled by the house.

John A. Hofheintz, wholesale manager of Philip Werlein, Ltd., announced the approaching release of six picked records of Victor manufacture sung by colored artists. These numbers are expected to be very popular. In "Taint Nobody's Business If I Do" Clarence Williams, New Orleans negro, plays the accompaniment and, as he has obtained considerable attention

in the North, due to the clamoring desire for records of his make, it is thought that the numbers will be doubly popular.

Sales of the Aeolian flat-topped Vocalions are greatly hampered by the prevailing inability to obtain the necessary stock, according to Manager Howard Hill, of the music department of the D. H. Holmes Co. The instruments have established themselves in the hearts of the local lovers of good music by their magnificence of appearance and the demand for them has been great. It is expected that, when they are obtainable in large consignments, little difficulty in disposing of them will be experienced.

Victor dealers in town are anxiously awaiting the arrival of the new Models 00, 05 and 410, which are due very shortly. Catalog pictures of them have created a deep impression. Some tentative sales have been made on the strength of photographs. They will be handled by Philip Werlein, Ltd., L. Grunewald Co., Dugan Piano Co. and several others.

Installation of several additional hearing rooms for record selling was a necessary factor to accommodate the ever-growing trade of the Collings Piano Co. The business in Gennett records alone has been built up until its annual figure is close to \$10,000.

Splendid success in June sales of Victrolas and records was made by the Dugan Piano Co., according to Manager Crigler. He is well pleased with the month's returns and predicts that a greater business era is at hand.

OPENS BRANCH IN NEW CUMBERLAND

NEW CUMBERLAND, W. VA., July 5.—Frank Lincoff, who operates a talking machine and jewelry store at Weirton, W. Va., has opened a branch store on Ridge avenue here. The talking machine interest of this concern has been steadily developed until now it is an important branch of the business.

TED LEWIS SELLS RECORDS

NEWARK, N. J., July 6.—Ted Lewis, popular bandmaster and Columbia artist, recently appeared in this city with the "Greenwich Village Follies." While here he visited the Broad and Market Music Store, Columbia dealer, where he autographed and personally attended the sale of his own recordings.



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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-eighth 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.]

RELATING RECORDS TO THEIR ORIGINS

It might be supposed that American talking machine manufacturers and merchants would have little or nothing to learn from their fellows in foreign lands, but the assumption is not necessarily true. Things of which one is most certain are often the very things which it is fatal to accept in an uncritical spirit. Among these is the belief that everything worth knowing about the talking machine business has already been discovered in the U. S. A.

During the recent conventions of the Music Industries Chamber of Commerce one man connected with the talking machine industry pointed out a weakness in the accepted American method of cataloging and classifying records. He pointed out, if I understood him rightly, that a grave error is perpetrated in the practice of listing numbers extracted from continuous operatic or instrumental works, under titles which do not indicate rightly their origin. In this I quite agree, so much so, in fact, that I think it worth while to make clear to the readers of *The Talking Machine World* how much harm is thus done to the sale of high-class records.

Backbone of the Business

High-class records, it is universally admitted, are the backbone of the talking machine business. They sell steadily and without any need for elaborate propaganda. They are readily kept in the public mind by mere inclusion in catalogs, plus occasional special reminder in monthly bulletins. They are perfect bringers of satisfaction and most of them will live forever or at least until others, of the same music and much better done, come to take their place. This is specially true of the instrumental records and of those which are extracted from the better-known operas and bear the names of very well-known artists, such as Caruso and Galli-Curci. All these are steady profit makers and are justly regarded as the very foundations of the prosperity of the talking machine business.

Now, the complaint which I have to make is that, following a practice of the older days when it was not so necessary to think of fine details, the classifying and listing of these high-class numbers are done in a manner which makes it almost impossible, for the unlearned salesclerk and customer alike, to know the real signifi-

cance of a vocal or instrumental piece. For instance, most high-class music is primarily known by traditional titles, which in the case of a vocal aria is nearly always the Italian, French or German of its first few words, or, in case of instrumental numbers, the technical term (such as *Andante*) which is placed by the composer at the head of each movement of a work to indicate its general tempo or phrasing. This practice is, however, defective because it tends to give the impression that each piece stands by itself, without organic relation to any other. And this is a mistake because it hinders the sale of other organically related numbers and at the same time renders more difficult the task of interesting the buying public in high-class music.

Wrong Emphasis Placed

When I say that the practice of thus artificially individualizing pieces which owe their origin and sole real interest to their position in some opera or instrumental composition works against general public interest in good music, I mean simply that when a number is related in the owner's thought to nothing else in music it tends to be taken merely as an example of some artist's singing or playing, and not as a specimen of music. This means, again, that the influence which might be exerted by each such record in familiarizing its owner with the name and story of some opera, some symphony or some other work fails to appear, and the piece remains unrelated and useless, save as an exhibition of some artist's performance. It is not thus that music is made to be understood of the people nor thus that the talking machine becomes an apostle of good music, leading to an ever-growing demand for better and more numerous specimens of the best in musical art.

Operas Complete

I should like to see a reform in this matter. I should especially like to see an attempt made to interest buyers of records in complete operas. To this end, of course, a good deal of filling-in would be necessary, but already there are some operas complete (*Pagliacci*, for instance) and in many other favorites the numbers already existing occupy all the strategic places in the work, requiring only some filling of gaps. But, unhappily, the buyers do not know that even now they can have most of some and all of one or two. Nor, for instance, is there any way of telling them, save by referring them to a dry catalog, that the tenor solo, "*Celeste Aida*," which Caruso sang so finely, belongs in the same opera with the fine Homer-Caruso duet ("*Aida a me togliaesti*"). What is the relation between the two? In fact, how many people buy any "*Aida*" record at all save the "*Celeste Aida*?"

Now, all operatic records are, of course, cataloged under the name of the opera to which they belong, but unfortunately even such a splendid publication as the *Victor Book of the Opera* does not suffice alone for the gigantic task of educating the ignorant public into asking for all the interesting records which exist of every interesting opera. There is the problem. When this is solved we shall have the record business on a basis so healthy that nothing will be strong enough to tilt it from its foundation.

No Ready Panacea

I have no patent remedy, but I think that a great deal can be done if we begin by acquainting the great public which uses talking machine records with the operas and the great instrumental works as entities to which individual records belong, and of which they should always be considered parts. In the countries overseas this is done to a greater extent by far than occurs here and many more complete operas are in existence. I am fortunate in possessing many splendid records from abroad, many of them made at the European branches of American houses, and can testify how much more convenient and practical is their practice of relating pieces, vocal or instrumental, to their sources, instead of listing them in a way which leads the uninformed to remain in ignorance of their origin. It is better to deal with an opera or a symphony as a whole, better for everybody. It is better to talk about a record as an excerpt from such and such an opera, and not merely as somebody's singing or playing of something-ending-in-*io*. In the first case, it is possible to say "have you heard also so and so and so from the same opera?" Which is salesmanship.

As I said, I do not possess any simple way of putting over this reform, but I am quite convinced that the talking machine business is in a shape to-day where it can take itself seriously enough to consider an improvement of the kind without laughing at it. Of course, some one will say, "There are only one or two numbers in even the best-known opera which any one ever buys"; to which the answer is, "Naturally; how could it be otherwise when they have never been taught to know about the others?"

We ought to be ready by now to take a leaf out of the book of our foreign fellows and begin to treat our grand collections of fine music intelligently. By so doing we shall take a long step toward that idea of the future which sees every normal person owning a good phonograph, at least a library of well-selected records of the highest kind of music and lasting prosperity in the trade.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N. Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS





The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
Reproduction
of Voice
or Instrument

Volume and
Perfect Detail

Dealers, Send for
Prices and Terms



Reproducer
and Connection
for
NEW EDISON
Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore
Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

CLEVELAND

Jay Iglauer Demonstrates How to Sell at June Meeting of Music Merchants—Jobber-Dealer Co-operation—New Stores—The News

CLEVELAND, O., July 7.—Value of the trade association to its members, and proof that attendance at meetings only will get the first-hand information that is helpful to the individual dealer, was demonstrated at the June meeting of the Music Merchants' Association of Northern Ohio, when Jay Iglauer, merchandise manager, the Halle Bros. Co., delivered a most instructive address. Mr. Iglauer was the guest of J. L. Du Breuil, sales manager, the Sonora Phonograph Ohio Co.

In brief, Mr. Iglauer illustrated, by explaining a theoretical sale of a phonograph, that all that prophesies is not profit. First of all he showed that wise merchants no longer recognize gross profit. They call it gross margin. The only profit is that which is left for the merchant to put into his own pocket. Mr. Iglauer used an instrument that would retail at \$200 to illustrate his talk. This machine would cost the dealer \$120, giving him, he might suppose, \$80 profit. Yet the cost of the machine is only part of the cost of doing business with it, Mr. Iglauer showed. Other costs include those of selling, rent, delivery, advertising, service for one year, storage, insurance, taxes and the general overhead charges. Estimated conservatively, Mr. Iglauer asserted that these costs would total 31 per cent of the cost of the article, or \$62, which made the machine cost the dealer \$182, not \$120, and thus leaving him a profit of \$18, not \$80, or approximately 9 per cent. The reason for this false viewpoint, in the opinion of Mr. Iglauer, is that dealers are prone to consider the cost of the goods, rather than what they can get for them, yet it is only what the goods will sell for that can count with the dealer seeking a profit.

Since the trade-in is a factor with which the talking machine dealer must now reckon seriously Mr. Iglauer supplemented his conclusions in a new machine sale with those pertaining to the used phonograph. He took another theoretical machine, that sold several years ago for \$150, and for which the dealer had allowed \$75. Mr. Iglauer offered the opinion that, with competition of both new and old machines, it is hardly likely that the dealer could get better than \$65 for the old instrument. Then there are the items that must be included in the cost of selling this machine, such as rent, insurance, taxes, service, etc. The items included in addition to these were not included in this illustration, it being supposed that the sale of the new machines might cover them. Using the same percentages, it was found that the added costs to dispose of the old phonograph would amount

to \$26.75, and this figure, added to the original allowance for the machine, would not give the dealer a profit. More, he would have actually lost \$8.75, since he would have absorbed the profit on the new machine.

The ideas given the members who attended the meetings were considered so good that Mr. Iglauer will be invited to a meeting of all music merchants when meetings resume next September to give this same talk again.

Helping to Finance Sonora Dealers

Taking advantage of the lull in retail business, due to the excessively hot weather during June, both jobbers and retailers have been laying plans for Fall and Winter business. One of the particularly constructive efforts is that being inaugurated by the Sonora Phonograph Ohio Co. This plan comprises arrangement with a large financial house in New York City to finance the small dealer's time payment deals. Briefly, the plan calls for the advancement of the money involved in the sale of talking machines sold on a time basis, the dealer to make his payments back to the finance company twice a month. Since the dealer virtually retains his capital, for which service he pays a nominal charge, he is placed in a position whereby he may expand his business and anticipate his requirements. This move comes at a time, in the opinion of J. T. Pringle, general manager of the local Sonora offices, when dealers need finance in order to be able to obtain their apportionment of the Sonora stock for the balance of the year, since there will be limited supply of machines owing to the overselling of this year's production.

Inaugurate Drive on Edison Records

Another good method for going after new business at this time has been adopted by the Phonograph Co., Edison distributor and retailer. The new Edison records are being used as the basis for this campaign. A letter explaining the new records, a list of the better and later pieces and a return post-card, on which the prospect indicates the six records most desired, were sent out a few weeks ago. The response was beyond expectations, according to E. S. Hershberger, secretary, since approximately one-third of the records sent out remained sold. The records were shipped in a special carton, in which those not desired might be returned. The results were satisfactory enough to warrant using another and stronger letter and an augmented list of recordings, and indications were that the returns would be doubled. The big thought behind the move, in the opinion of Mr. Hershberger, is to get the people to hear the new music, rather than to get them to buy im-

mediately, but the actual sales of records by this plan are more than satisfactory.

Digging Up Brunswick Prospects

Several interesting features have been developed by the local Brunswick organization, under the management of Leslie I. King. Foremost among these may be considered the plan that helps the small-town dealer to get new people into his store. Figures were compiled by Mr. King that showed that it costs the average dealer 90 cents a month to bring each new person into his store through ordinary methods. By the new plan this cost is reduced vastly. The method consists, primarily, in getting local civic organization members interested in voting on certain types of machines, followed by a drawing of the votes, with the winning voter being awarded a Brunswick machine. How valuable and economical this is to the dealer was proved in at least one instance, points out Mr. King, where a retailer in a central Ohio town actually brought 4,700 new people into his store during the period the voting was conducted and 1,000 of these proved to be live prospects.

Concerts Boost Record Sales

A tour of the Isham Jones Orchestra, for the benefit of dealers, was planned for the last week of June by the Brunswick organization here. The orchestra played for dances or concerts at Punxsutawney, Pa.; at Lake Road Inn, near Cleveland, in Cleveland proper and at Youngstown for the Yahrling & Rayner Co., and at Akron for the George S. Dales Co. Both dealers and public attended the events at which the orchestra played. The immediate results, according to returns from dealers to Brunswick headquarters here, are that records by this orchestra far outsell records by any other orchestra.

Attended the Smith Opening

Local Brunswick executives assisted in the opening of the E. E. Smith new store at Clearfield, Pa. The event marks nine years in the talking machine business for Mr. Smith, who started less than a decade ago in a tiny store. To-day he has a two-story brick building on one of the principal corners of Clearfield. More than 8,000 persons attended the opening.

Playing of Bands Creates Demand

From the talking machine trade viewpoint some of the best results for music were obtained by the presence here of the fifty or more bands with the Grotto Convention during the early part of June. These bands played constantly throughout the week in hotels, office buildings and before music establishments. First shipment of "Yes! We Have No Bananas" records were received here about the time the bands were doing their part, according to T. S. Buel, secretary-treasurer, the Record Sales Co., and within a day or two the consignment, of Okeh product, at any rate, was exhausted. Other pieces the bands played went almost as fast.

Plans New Columbia Branch

Another new retail location will be established



An Edison Phonograph Agency Is Valuable for Many Reasons:

It adds prestige to any business; it brings customers into the store frequently (new records are issued every week); it makes your store the musical centre of the community (real "hits" are available on the Edison first): Quick turnover, steady profits and the satisfaction of selling the only phonograph that Re-Creates music so perfectly that it cannot be distinguished from the actual performance of the artist.

Write us for detailed information.

A few towns now open for representation.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

I'm gon-na Hop off a train, Skip down the lane, And Jump in-to my Mam-my's arms.

I'LL HOP SKIP AND JUMP

Into My Mammy's Arms -

A Swinging Fox Trot Song

Featured by Vaudeville's
Leading Artists

"You can't go wrong
With any FEIST song"

© LEO FEIST INC. NYC

by Frank Cerne at St. Clair and Seventy-ninth streets and, like the other Cerne projects, will be an exclusive Columbia store.

Drive on Sonora Portables

The Sonora Phonograph Ohio Co. has started a campaign of joint advertising for local dealers, using the portable machine as the chief attraction at this time. The move is simultaneous with the demand for small instruments that campers and others may take with them outdoors. The ads list all Sonora dealers.

C. E. Kraner in New Post

Carl E. Kraner, recently appointed manager of the southern Ohio territory for Sonora, has taken over his district and has been covering, with J. L. Du Breuil, sales manager, Ohio and Kentucky territory prospective clients. While in Cincinnati they arranged for the Sonora exhibit, which will be part of the Music Merchants of Ohio Convention musical exposition.

Annual Columbia Picnic

About fifty members of the Columbia branch in Cleveland and those connected with the Detroit and Buffalo offices, which are part of the local branch, attended the annual picnic at Cedar Point. Most of the members went by boat and wore Grafonola caps, which added that always necessary touch of publicity. Manager S. S. Larmon and H. C. Schultz, of Detroit, managed the affair.

C. D. McKinnon in Charge Here

C. D. McKinnon, of the Aeolian Co., New York, has been spending the past few weeks at the local offices of the C. L. Marshall Co., Vocalion record distributor. Mr. McKinnon is in charge of this company's business during Mr. Marshall's vacation, which the latter is spending at his Summer place in northern Michigan.

Death of William Byrd

William Byrd, for twenty-five years connected with the Columbia interests and identified with the Columbia mechanical department in recent years, passed away in St. Louis, where he had gone some months ago on account of failing health.

Invents Dancing Doll for "Talker"

A new dancing doll device, which shimmies, fox-trots and waltzes, according to its inventor, soon will be available to talking machine dealers. The device is synchronized with the music of the talking machine records and appears to dance on the record itself. The inventor, Charles R. Barber, of Cleveland, is about to patent it. Officials of the Eclipse Musical Co., Victor wholesaler, may look into its merits, according to P. J. Towell, vice-president.

Many Stores Remodeling

The L. Meier & Sons Co.'s main location on the West Side is being redecorated and an enlarged shipping department added.

The Wolfe Music Co. has officially opened its new talking machine department on the second floor of its Prospect avenue store. Every type of machine is displayed. Demonstration rooms are maintained on the first floor. In about a month a branch store for the Wolfe Music Co. will be opened in the East End. Both the Wolfe and the Meier establishments are Victor dealers.

WHY CLERKS ARE DISCHARGED

A survey among retail stores in New York covering a twelve-month period to determine what percentage of clerks were discharged and the reasons, according to the Milwaukee Retail Journal, showed that:

- Thirty per cent lacked industry.
- Twenty per cent were unable to follow instructions.
- Twelve per cent lacked courtesy and tact.
- Eight per cent lacked sticking power; they could not hold the job.
- Seven per cent lacked confidence.
- Seven per cent would not or could not learn their merchandise.
- Seven per cent could not cope with the customers' objections.
- Four per cent went stale and lost interest in their work.
- Four per cent were discharged for sundry reasons.

McFARLAND CO. IN NEW HOME

Stage Formal Opening of Spacious New Quarters—Large Talking Machine Department on Main Floor—Fine Lines Featured

SPRINGFIELD, O., July 7.—The H. H. McFarland Co., 14 South Fountain avenue, recently celebrated the opening of its new music store at the above location. Many invitations were sent to patrons and prospects and, from 7 to 10 o'clock in the evening on the opening day, a musical program was enjoyed.

Besides being in a better location the new home of the H. H. McFarland Co. is considerably more spacious. The ground floor is devoted almost entirely to the talking machine line. This firm handles Victrolas and Victor records, as well as the Sonora and Edison machines and Edison records. The piano department is on the second and third floors, which contain ample provision for artistic display.



"All Roads Lead To Rome"



THE APPIAN WAY

"All roads lead to Rome"—this expression dates back to the early days of the empire. But there was one road—the Appian Way—that always carried more traffic in greater speed and comfort than any other three Roman roads combined.

Victor dealers in Cleveland territory whose businesses are not now traveling the "Appian Way" are invited to use Eclipse service and be assured of the best that is in us.

THE ECLIPSE MUSICAL CO
VICTOR WHOLESALERS CLEVELAND OHIO



STARS

of the

EMERSON
CATALOGUE

BENNIE DAVIS
 EDDIE CANTOR
 WALTER SCANLAN
 HENRY BURR
 SAM ASH
 IRVING KAUFMAN
 BILLY MURRAY
 FRED VAN EPS
 ELIZABETH MURRAY
 ELLIOTT SHAW
 JACK KAUFMAN
 PHIL BAKER
 VERNON DALHART
 GEORGE JESSEL
 BILLY JONES
 LEWIS JAMES
 CHARLES HARRISON
 CHARLES HART
 FRED HILLEBRAND
 ERNEST HARE
 ARTHUR FIELDS
 ZEZ CONFREY
 ROYAL DADMUN
 TOM ENNIS
 JOHN FINNEGAN
 SIBYL SANDERSON
 FAGAN
 GEO. HAMILTON GREEN
 ADA JONES
 JOHN KIMMEL
 JULES LEVY
 MILAN LUSK
 ELIZABETH LENOX
 REED MILLER
 EDDIE NELSON
 LANE ROGERS
 MAXIMILIAN ROSE
 WILLIAM ROBYN
 NOBLE SISSLE
 RUDY WIEDOEFT
 WATSON SISTERS
 MANA ZUCCA
 JOHN YOUNG
 FRED WHEELER
 STASSIO BERINI
 MAX BLOCH
 LAURA COMBS
 MONROE SILVER
 CAL STEWART
 RIA ROSA
 HARRY STODDARD AND
 HIS ORCHESTRA
 ALL STAR TRIO
 BERGH'S CONCERT
 BAND
 CRITERION MALE
 QUARTET
 FERERA & FRANCHINI
 GLANTZ AND HIS
 ORCHESTRA
 BENNIE KRUEGER'S
 ORCHESTRA
 LANIN'S ROSELAND
 ORCHESTRA
 LOUISIANA FIVE
 NATZY'S BILTMORE
 HOTEL ORCHESTRA
 PEERLESS QUARTET
 PENNSYLVANIA HOTEL
 ORCHESTRA
 HARRY RADERMAN'S
 ORCHESTRA
 SHANNON FOUR
 SIX BROWN BROTHERS
 JOSEPH SAMUELS MUSIC
 MASTERS
 SELVIN'S NOVELTY
 ORCHESTRA
 STERLING TRIO



THE SIX BROWN BROTHERS

Emerson Records

MID - WEST

55^c50^cWEST OF
ROCKIES60^c

The Emerson Phonograph Company has fixed the retail price of Emerson Records at 50c each.

The Emerson Record at 50c is not "bargain" or "special sale" merchandise. It is a standard product, manufactured by one of the oldest firms in the industry, and sold at the standard price of 50c each retail. The legitimate high grade dealer may now add with assurance a department of popular priced high grade records.

First Out With
the Real Hits

The extraordinary artistic and musical character of Emerson Artists and Emerson Records will not only be sustained, but will be bettered at every opportunity.

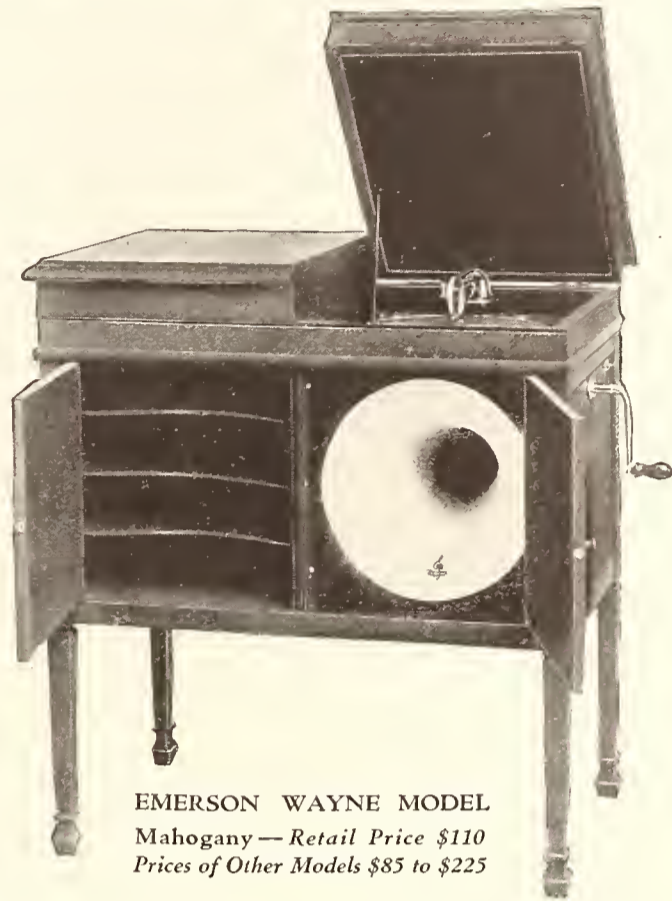
Emerson dealers are assured that Emerson representation will be restricted *absolutely* to legitimate phonograph dealers.

The Emerson repertoire also includes comprehensive catalogues of records in Jewish, Italian, Polish, Russian, and German.

Your Profit on Emerson is the Same as on Higher Priced Records



Cash in on
the Selling
Advantages of a
distinctive line—



EMERSON WAYNE MODEL
Mahogany — Retail Price \$110
Prices of Other Models \$85 to \$225

The New Emerson Phonograph with the famous Music Master Horn!

Why not sell the line of phonographs with a *real improvement that no other phonograph has?*

The entire Emerson Phonograph Line stands apart from all other phonographs, because the famous Music Master Horn is exclusively an Emerson feature. Why be at the mercy of common competition selling just "phonographs"?

Far more sales are closed with instruments enough above the average to command the customer's prefer-

ence—instruments whose real superior worth confirms and goes beyond the sales talk—*especially when their higher grade remains within the popular price!*

Write us today for information about our distribution. We may get together for mutual profit!

Our franchise includes Emerson Records, which are first in the market with Real Hits, which we do not allow to get "out of stock" at the factory, and which net you 20% more profit per record.



"the high grade yet popular priced line"

Emerson Phonograph Company, Inc.

Manufacturers of Emerson Records — Eastern Distributors of Emerson Phonographs

105-111 West 20th Street, New York, N. Y.

WASMUTH-GOODRICH COMPANY

Manufacturers of Emerson Phonographs

Peru, Indiana

PERSONALITIES BEHIND THE WASMUTH-GOODRICH CO.

The Men Actively Interested in This Company, Which Manufactures the Emerson Phonograph, Are Widely Prominent in Manufacturing, Banking and Commercial Circles Throughout Indiana

The personnel of a manufacturing organization is always of keen interest to the trade that this organization serves, for the executive and

stockholders in the Wasmuth-Goodrich Co. E. N. Wasmuth, president, is also president of the Wasmuth-Endicott Co., well-known manufac-



E. N. Wasmuth



E. V. Hughes



James P. Goodrich

factory heads must have ability and knowledge in order to make the product a success. It is, therefore, of considerable interest to note the personnel of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Emerson phonograph.

The Wasmuth-Goodrich Co., which has had many years' experience in the building of quality phonograph cabinets, occupies one of the most up-to-date and modern cabinet building plants in the Middle West. James P. Goodrich, ex-Governor of Indiana and the president of the National City Bank, Indianapolis, a man of many important interests, is one of the largest

turer of Kitchen Maid kitchen cabinets, produced in units at Andrews, Ind. P. E. Goodrich, vice-president, is general manager of the Goodrich Hay & Grain Co., of Winchester, Ind.



The Wasmuth-Goodrich Plant at Peru, Ind.

This concern operates elevators in eight or nine large towns in Indiana and is well known throughout the grain centers.

E. S. Goodrich, secretary, is president of the Randolph County Bank of Winchester, Ind., a man widely and favorably known in financial circles. D. A. Wasmuth, treasurer, is also president of the First National Bank of Roanoke, Ind., and the production manager is Earl Hughes, whose wide experience in cabinet production is reflected in the artistic designs of the new Emerson phonograph line.

The Wasmuth-Goodrich Co. has specialized in a considerable measure on the production of period designs of a character that will appeal to homes of refinement and the new Emerson models emphasize its success in this endeavor. The company has issued a cordial invitation to the trade to visit its plant in Peru, Ind., in order that the dealers may thoroughly appreciate the care and attention that are bestowed on every detail of Emerson cabinet manufacture.

PURCHASES MOTOR DIES AND PARTS

Pleasing Sound Phono. Co. Will Make Complete Markel and Butterfly Motors—I. Pascal in Charge to Supervise Motor Production

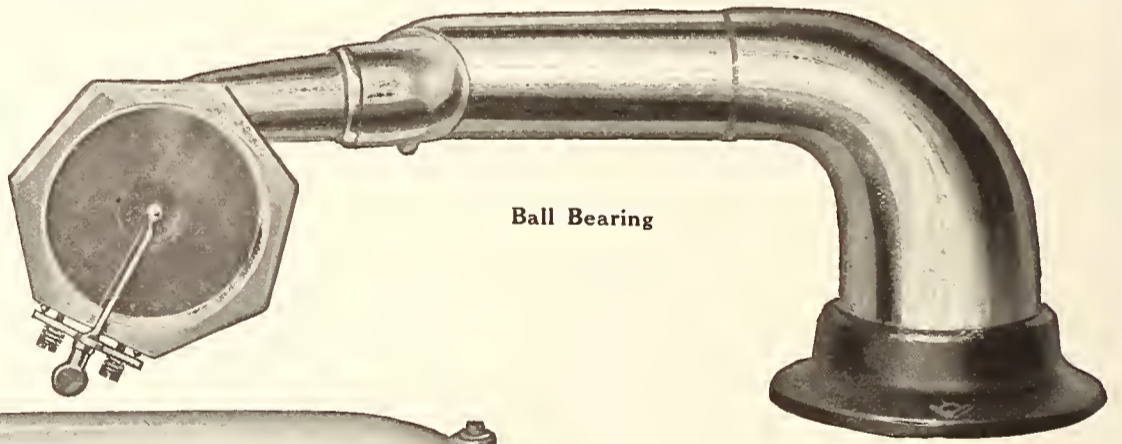
The Pleasing Sound Phonograph Co., 204 East 113th street, New York, jobber of motors, parts, etc., announced recently that it had purchased from the Magic Phono. Supply Co., Brooklyn, N. Y., the parts and dies for the Markel and Butterfly motors. At the present time the Pleasing Sound Phonograph Co. has on hand about 10,000 parts for both the Markel and Butterfly motors, which will be used to supply the jobbing trade throughout the country.

Isadore Pascal, president of the Pleasing Sound Phonograph Co., states that he is negotiating for the purchase of a building for the purpose of manufacturing these motors, in both double and single-spring size, suitable for use in portables and table machines. Mr. Pascal, who has been engaged in the phonograph business over a period of ten years, will supervise the production of motors.

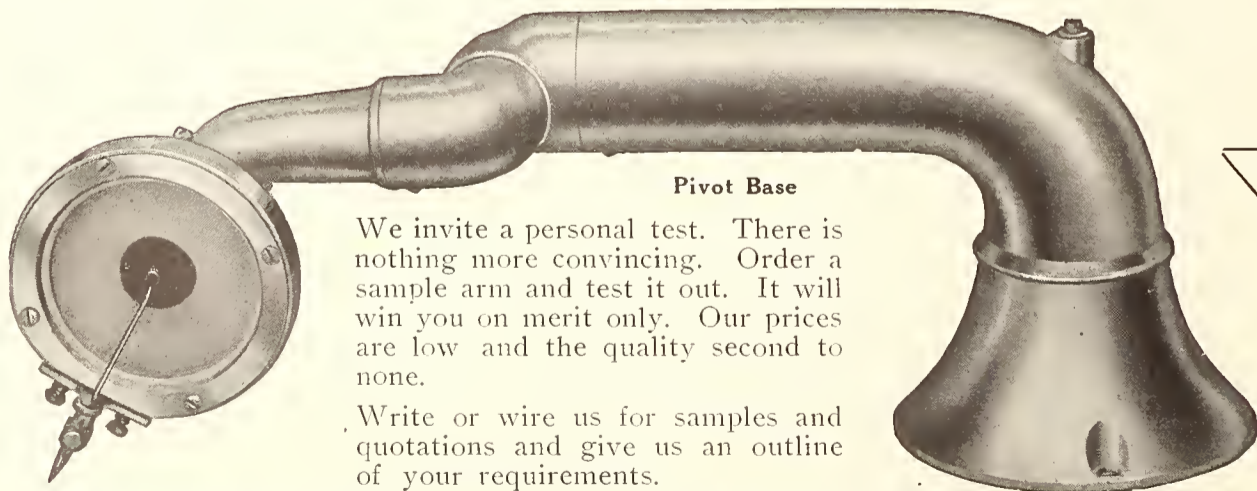
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

Music that paints pictures for you as you dance!

That's the artistic offering of Paul Specht and His Orchestra in Record A-3903—"When Will The Sun Shine For Me?" and "Night After Night."

By special invitation, Specht is now giving London feet and ears a thrill; but these fox-trot records will prove balm aplenty for disconsolate hearts among his home folks.

COLUMBIA GRAPHOPHONE CO.
New York



COLUMBUS

*Weddings and Commencements
Help Sales—Effective Windows and
Constructive Sales Ideas Evident*

COLUMBUS, O., July 7.—Features of interest for dealers during the past few weeks were college and school commencements and June weddings. These were made the subjects of considerable advertising, as well as window displays, with good business results. One firm followed up the many weddings that have taken place by sending circular letters to the newlyweds, which were followed up a little later by a personal call from a representative of the house. In this manner a number of machines were sold.

The Spence Music Store, Victor dealer, believes in having motion in the window displays and in telling the public something about the wares it is selling. A card, which explains either the type of the machines or the characteristics of composition recorded on the disc, is attached to every machine and record on display.

In the front part of the window a toy dancing figure can always be seen hopping around to the tunes of popular jazz hits. The music is made audible through the use of a magnavox.

Harry Patton, manager of the Elite Music Store, Victrola specialists, 211 South High street, recently featured foreign records in a very attractive window display. A large card, carrying the message: "The music of the world is yours through the Victrola," was placed in the front part of the window. A large map of Europe constituted the background. Ribbon bands leading from familiar points on the map through a console Victrola to the records of many countries displayed on the floor space visualized how it is possible to possess the music of the world. Beside each record a foreign catalog was placed.

"Yes! We Have No Bananas," a fox-trot recorded by the Great White Way Orchestra, Victor artists, is unusually popular with dance enthusiasts of this city. The F. & R. Lazarus Co. recently featured this number in a window display and in a newspaper advertisement.

There were all kinds of fruit shown in the window of the store, but, in place of bananas, numerous records which contained the above-mentioned fox-trot were scattered among the tropical fruit. So successful were the window display and the advertisement in bringing patrons to the Victrola department that as many as eighty-seven recordings of this number were sold during a single afternoon.

The Georgian model Brunswick machine provided by the Robins Piano Co. had a prominent place in the display of electrical equipment at the \$40,000 model home in Grandview, a suburb of Columbus.

E. M. Levy, manager of the Victor department of the Otto B. Heaton Co., accompanied by his wife and daughter, is spending his vacation at Atlantic City, N. J. Before returning to Columbus Mr. Levy will stop for a few days at the Victor Co. plant. In his absence Miss Ruth Cochran is in charge of the Victor department.

Miss Hazel Woolley, of the C. C. Baker Music Store, has arranged an unusual program of music compositions to be broadcasted by radio during the late Summer and early Fall. The program consists of compositions produced in the different periods of time, beginning with the middle English period down to to-day.

Dave Levy has been added to the sales force of the Complete Music Store, according to Sol Goldsmith, president. Mr. Levy will serve in the Brunswick department of this firm.

George Hooke, Brunswick representative of the Cincinnati office, was a local visitor recently.

The ready reference label system has just been installed at the Elite Music Store, Victrola dealer in this city, by Miss Celia Kellhofer. Miss Grace Barr, of the Victor Talking Ma-

chine Co., will give a series of lectures to the music appreciation classes that are to be conducted at Ohio University in Athens from July 30 to August 17. The Victrola and Victor records will be used.

W. F. Davisson, vice-president and secretary of the Perry B. Whitsit Co., Victor distributor, has been visiting the Victor plant.

COLUMBIAN GOINGS AND COMINGS

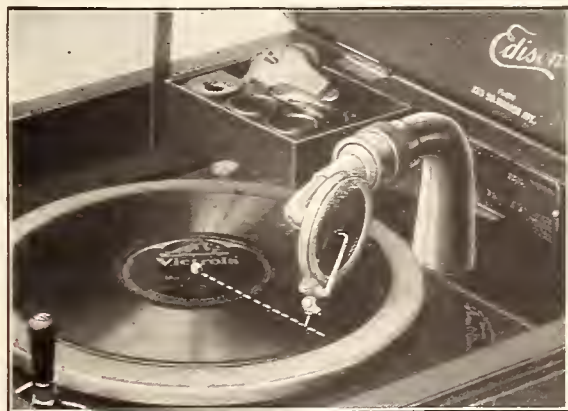
G. W. Hopkins on Visit to Canada—B. W. Jennings Back From West—Joseph LaCalle in Cuba—Recent Visitors at New York Office

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., returned a few days ago from a trip to Toronto, where he conferred with E. A. McMurtry, Canadian branch manager. Mr. Hopkins found conditions in Canada very satisfactory and the outlook for the future most promising.

B. W. Jennings, manager of the Columbia branch service division, returned to his desk last week from a visit to Chicago and Cincinnati. In Chicago Mr. Jennings spent several days with John McKenna, branch manager, whose territory also comprises Cincinnati and the adjoining territory.

Joseph LaCalle, musical director of the Columbia export department, sailed on Saturday, June 23, for a three weeks' stay in Cuba, during which time he will take care of a number of important matters concerning the Columbia export catalog.

Among the recent visitors to the executive offices of the Columbia Graphophone Co. was D. H. Delzell, of the Columbia Stores Co., Salt Lake City, Denver and Spokane, who commented optimistically upon the business situation in these three important territories. W. S. Parks, president of the Columbia Wholesalers, Inc., Baltimore, Md., accompanied by Messrs. Swartz and Anderson of his organization, were also recent visitors to the Columbia offices.



Patent Applied for

Illustration shows the position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record and which prevents the reproducer from coasting when record is finished playing.

ORO-TONE No. 4

Plays All Records on the Edison

In addition, it AUTOMATICALLY adjusts itself to the correct weight for playing all lateral or vertical cut records. Also, it AUTOMATICALLY adjusts itself to the correct needle center and correct angle of the reproducer on the record, and AUTOMATICALLY adjusts itself to the proper height to swing clear of the record when playing all records. There is no danger of reproducer coasting when through playing, due to the perfect needle center. It plays Edison records with the regular fibre needle, producing splendid volume and eliminating surface noises.

LIST PRICES

No. 4 Edison Automatic Equipment	
NICKEL FINISH.....	\$7.00
GOLD FINISH.....	\$9.00
GOLD OXIDIZE.....	\$9.00

Usual discount allowed to responsible dealers. Please furnish references if you are not rated.



Patent Applied for

Illustration shows the position for playing Edison and all other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

The Oro-Tone Co.
QUALITY FIRST

1000 George St. Chicago, Ill.

GROWING DEMAND FOR PORTABLES IN BROOKLYN

Small Instruments Lead in Popularity—Popular and Dance Records in Vogue—Window Displays and Publicity Bringing Business—Plan Sonora Dealers' Convention—Loeser's Selling Records by Phone—The News

The brightest feature of the talking machine business in the Brooklyn and Long Island, N. Y., territory at the present time is the fair demand for popular and dance records and also portable instruments. Brooklyn is in an exceptionally advantageous position as regards proximity of Summer resorts. A goodly part of the north and south shores of Long Island are devoted to Summer cottage colonies and popular beaches, and one of the principal means of reaching these is through Brooklyn, which is within reasonable riding distance on elevated and surface cars. Another thing which reacts in favor of this section is the fact that this city is the shopping center for the people in the many small towns which dot the Island. Most of these people own their own homes and are prosperous, making the best possible type of prospects for talking machines and records. The demand for the better class of music is not so great as it might be if the dealers exerted greater efforts in pushing these numbers, according to the head of a large jobbing house in that territory, who has made a study of dealer methods and general conditions.

Windows and Other Publicity

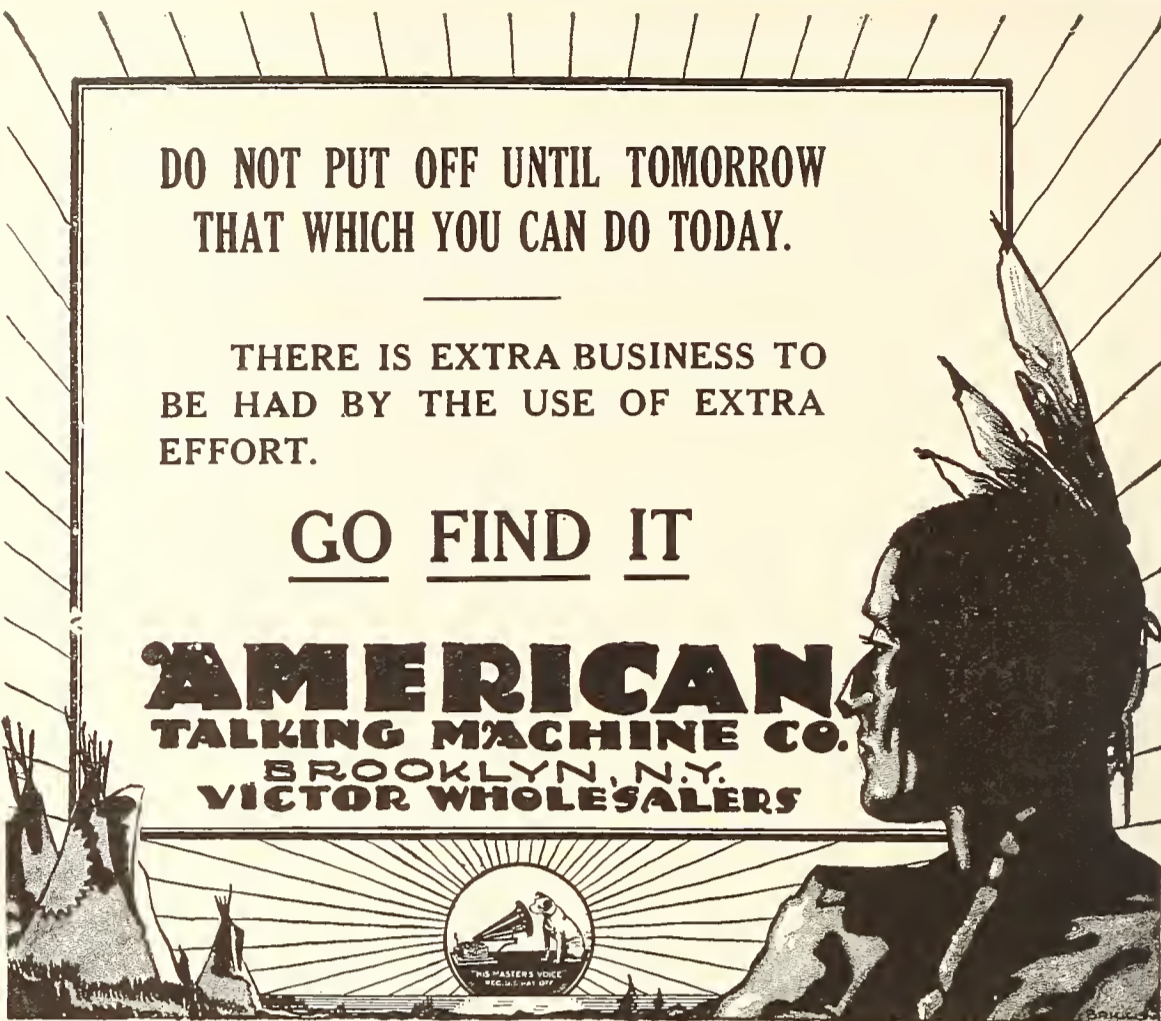
Window displays are recognized as an important means of stimulating business, regardless of seasons, and, consequently, the merchants in the Brooklyn field are making the best of this opportunity. Another thing that has helped considerably in stimulating interest in windows on the part of both the public and retail trade is a window dressing contest which is being staged under the auspices of the sales council of the Brooklyn Chamber of Commerce. A prize is to be awarded to the window considered by the judges to be the best in the city and one concern in the music trade which stands an excellent chance of carrying off the honors is the local branch of the Aeolian Co., which is managed by C. G. Davis. This concern has two windows entered in the contest. One contains three instruments—a grand piano and a console and upright model Vocalions. Several of the Vocalion Red records are placed on the floor of

**DO NOT PUT OFF UNTIL TOMORROW
THAT WHICH YOU CAN DO TODAY.**

**THERE IS EXTRA BUSINESS TO
BE HAD BY THE USE OF EXTRA
EFFORT.**

GO FIND IT

**AMERICAN
TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS**



the window and the whole display is brought out in a most artistic manner by a background of yellow. Another window in the rear of the establishment also features two models of the Aeolian-Vocalion and an upright piano. Other dealers are featuring portable instruments in their windows, while still others are cashing in on combination displays of small musical instruments, records, sheet music and portables.

Advertising Bringing Rewards

Consistent advertising is also bringing tangible results to a number of live merchants in this territory. A typical example of the publicity methods in force by the more aggressive dealers is that of Al Bersin, one of the most successful dealers in Brooklyn, who operates two establishments, one on Fulton street and another on Bedford avenue. The Victor, Sonora and Brunswick lines are handled. Mr. Bersin makes it a point to advertise in all musical

club programs, dance programs, etc., etc. Considerable newspaper space is also utilized to bring the music message to the people and the results to date have been very satisfactory. It is noticeable that those dealers who have curtailed their publicity are doing very little business in comparison to those who have kept their publicity work up to the maximum point.

Planning Sonora Dealers' Convention

Plans are under way by Robert H. Keith, of the Long Island Phonograph Co., Sonora distributor for the Long Island territory, for a convention of Sonora dealers in the Bossert Hotel on August 30. A luncheon and entertainment will precede the business session, which will be devoted to consideration of the problems of the dealers and the necessity of placing orders for Fall in time to avoid a shortage similar to that which hampered sales during the Christmas season last year. When Mr. Keith was at the convention of Sonora jobbers, held in Saginaw, Mich., recently, he placed orders with the Sonora Co. for a large stock of instruments in order to insure dealers against a repetition of the same conditions that existed last year. However, even with this large stock on hand the continued development in business, which, according to Mr. Keith, bids fair to make this a banner year, will bring about another shortage to those dealers who delay too long in making known their wants for the Fall and holiday trade.

Believes Dealers Should Push Good Music

The better class of music on records should be pushed, according to R. H. Keith, who declared that, from his observations, too many members of the retail trade take the line of least resistance in selling records. He pointed out that jazz and dance music has a natural demand and little or no effort on the part of the dealer is necessary to do a fair volume of business in these numbers. On the other hand, many people who are now buying jazz records could be converted to purchasers of good music with very little trouble if the proper line were taken.

New Twist to Telephone Sales Plan

Making sales of records over the telephone is proving a successful method of speeding up sales and at the same time augmenting the already excellent service at the talking machine department of Frederick Loeser & Co., Brooklyn department store. A new twist has been given to this plan by Mabel Arend, who recently came from Toledo, O., to assume the manage-



Each month reveals a real opportunity to feature a different style of SONORA

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Dealers can rely upon our service to them—*for co-operation—*
*for ideas—**for loyalty—* just as they can rely upon the performance of Sonora Phonographs—
The Highest Class Talking Machines in the World.

Any communication will receive prompt and careful attention

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y. Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island
DISTRIBUTORS OF GOLD SEAL RECORD REPEATER

JULY 1923

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

ment of this branch of the business. There are a number of saleswomen in this department and Miss Arend has arranged matters so that each saleswoman keeps track of her own patrons and when a record is received which any particular patron is likely to favor the saleswoman who has served that customer in the past uses the telephone to acquaint her with the recording. The saleswomen make notations of the type of music their customers purchase and this information is contained in a book, with names of customers listed alphabetically. A study of the information contained in this little book is interesting in itself. For example, one woman patron likes only vocal selections, another is a lover of all good music and there is one customer who purchases a particular kind of needle and will use no other.

The fact that each saleswoman telephones only those customers whom she has served in the past has resulted in each of them becoming thoroughly acquainted with their customers. The plan has resulted in greater confidence on the part of patrons in the ability of the saleswomen to select records which they will like and, since this stunt has been in operation, many sales have been made over the telephone.

Victor Dealer Honored

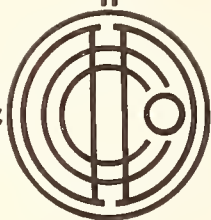
Irving Riesenburger, prominent Victor dealer of Corona, L. I., is now a director of the largest bank in this section—the new Queensboro National Bank of Corona. He is also the largest stockholder in the new institution.

Airplane Helps Dealer in Publicity Drive

An unusual publicity stunt, at least as regards retail music publicity, was recently staged by H. H. Lindenberger, manager, and J. M. Collins, assistant manager, of the Hempstead Music Shop, Sonora dealer, Hempstead, L. I., on the occasion of the first anniversary of the business. The drive was started with a series of teaser ads in the local newspapers and on a Saturday following the teaser advertisements an airplane with the name of the store painted on the body as well as the word "Sonora" flew over the town, stunts being resorted to to attract attention. A large number of envelopes containing Sonora literature were dropped from the plane and these were eagerly grasped by the watching throngs.

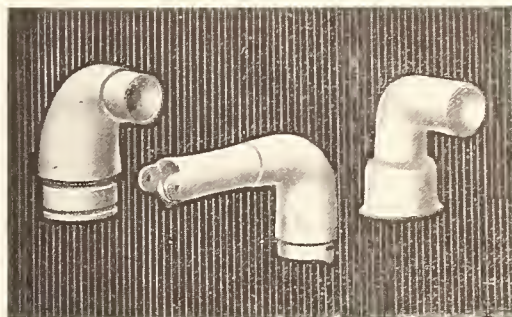
Drive on Sonora Portables

There is a feeling of optimism among all large Sonora dealers regarding record Fall business. The dealers in the Brooklyn territory are conducting a campaign to increase the sale of Sonora portables. The Long Island Phonograph Co., Sonora jobber, is co-operating in this campaign by the distribution of attractive signs as



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Zinc Alloy Tone Arm Elbows

The purchase of Doehler Die-Castings is not merely the purchase of a quantity of finished metal products.

It is also an investment in the reputation, the resources, the experience, the service of the Doehler organization—the largest producers of die-castings in the world.

Your return on this investment is the security which reputation, resources, experience and service give—the knowledge that the Doehler name and responsibility are back of every Doehler Die-Casting you use.

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.

dealer helps. The results to date of the campaign have been very gratifying.

J. J. Schratwiser recently completed a three-day automobile trip through Long Island, calling on Sonora dealers, who, he stated, were enjoying good business.

A Battle on the Links

J. M. Quinn, Sonora dealer, who conducts an up-to-date music store at 1227 Broadway, Brooklyn, played golf with R. H. and C. W. Keith and J. J. Schratwiser, of the Long Island Phono. Co., at the Garden City Country Club recently. C. W. Keith wielded a wicked driver and both he and Mr. Quinn showed the benefit of their Palm Beach training last Winter.

Dealers to Discuss Problems

A meeting of all Sonora dealers in the Brownsville section of Brooklyn has been called for Friday, July 27, at 11 a. m. Robert Keith, general manager, and J. J. Schratwiser, sales manager of the Long Island Phono. Co., Sonora jobber, will address the dealers, with a view of stimulating business.

Takes on the Sonora Line

A new account by the Long Island Phonograph Co., Sonora jobber, is that of the Excelsior Phonograph Co., 337 Knickerbocker avenue, Brooklyn, N. Y.

Adds Victor Line

Saul Birns, 1730 Pitkin avenue, Brooklyn, N. Y., recently secured a Victor agency and will conduct his store as a dealer for both Victor and Sonora products. There have been extensive changes made in the store, including the installation of new record racks. Abraham M. Berkowitz will continue as general manager.

Congratulations!

Humphrey Michaels, vice-president and buyer for the five Michael stores in Brooklyn, is receiving congratulations on the birth of a son.

Occupying His New Store

Louis Brody, formerly of 421 Knickerbocker avenue, Brooklyn, is occupying his new store at 797 Broadway under the name of the Wonder City Phonograph Co.

VICTOR WHOLESALERS CONSOLIDATE

G. T. Williams Co., Inc., Brooklyn, N. Y., Joins With the American Talking Machine Co.—A Strong Organization Now in the Field

Effective on Monday, July 2, the G. T. Williams Co., Inc., Victor wholesaler, of Brooklyn, N. Y., consolidated with the American Talking Machine Co., likewise Victor wholesaler in that territory, with headquarters at 356 Livingston street, Brooklyn. In announcing the consolidation it was stated that G. T. and S. W. Williams will be associated with R. H. Morris, treasurer of the American Talking Machine Co., in the direction of that business at the Livingston street offices, which will be continued.

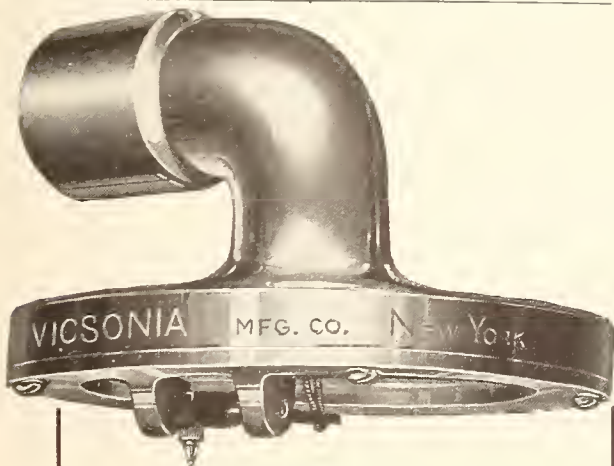
All the executives associated with the combined enterprises are men of long service and wide experience in the wholesale Victor business. G. T. Williams organized the G. T. Williams Co. several years ago, prior to which time he was an active factor with the New York Talking Machine Co.

The American Talking Machine Co. was organized twenty years ago and R. H. Morris, its treasurer and managing head of the business, has been connected with it practically since its inception.

The consolidation of the two companies is calculated to insure for the business a particularly strong position and to make for greater efficiency in the handling of the dealers' requirements. The American Talking Machine Co. has been particularly strong and active in the Brooklyn and Long Island territory and will continue to give direct attention to that section.

CHRISTOS A. DOVAS CHARTERED

Christos A. Dovas, of New York City, has been granted a charter of incorporation to deal in talking machines with a capital of \$10,000. Incorporators are C. A. and A. C. Dovas and J. Mallian.



More than 20,000 Now in Use
EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA"

has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street NEW YORK

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

*A Lovely Adaptation from the
Work of Sheraton and Shearer*

Top Measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

Another Beautiful New Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
So. California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 550 Howard Street, San Francisco, Cal.

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**BUSINESS CONTINUES SATISFACTORY DESPITE
 SHORT-LIVED STRIKE OF TELEPHONE OPERATORS**

Stores Decorate in Honor of Masonic Convention—Dealers Inaugurate Early Closing Plan During Remainder of Summer—Changes in the Trade—New Stores Opened—Other Activities

BOSTON, MASS., July 6.—On the whole, the past month was most satisfactory in the talking machine trade. Toward the end of June business was a bit interfered with by a telephone strike, which was called by one faction of the New England Telephone & Telegraph Co.'s operators. The strike was badly handled, the grievances, or rather alleged grievances, were of the flimsiest sort and there was little sympathy extended by the public even as a matter of principle. The strike was called for 7 o'clock in the morning of June 26 and at the end of two days it had petered out and by Thursday the situation was to a large extent normal.

Masonic Clubs Greeted by the Trade

During the middle of June the National Association of Masonic Clubs held a week's convention in Boston and on one day there was a big parade which enlisted the services of a great many of the music trade. In honor of the visiting Masons many of the talking machine shops decorated their places of business and when the line of march took the men through Boylston and Tremont streets they were greeted with many colorful tributes.

Early Closing Now in Force

Five o'clock closing is now in force with most of the stores and immediately after July 4 many of them will not open at all Saturday, those in particular which are members of the Retail Trade Board of the Boston Chamber of Commerce. More and more is Saturday during July and August ceasing to be a business day and it won't be many years before the idea will be very widespread in the business world.

Manager Herbert Shoemaker, of the Eastern Co., told The World representative that business has been coming along very well, despite the fact that June is not usually a busy period in the trade. He spent a week at the factory toward the end of the month, taking over with him G. B. Waldron, the Eastern Co.'s city salesman, this being in line with Manager Shoemaker's plan mentioned last month to see that all the staff gets to the factory at least once

a year, so as to familiarize themselves with such details as are essential for them to know in their contact with the trade. Before going to the factory Mr. Waldron spent a week at his farm near Franklin, N. H. An earlier visitor to the Victor factory from this same house was J. C. McDonald, head of the record department, who spent several days getting a valuable line on things in general pertaining to the business.

Manager Kenneth Reed Reviews Conditions

Manager Kenneth Reed, of the Victor department of M. Steinert & Sons, reports that the business for the first two weeks of June was very acceptable, but for some reason or other there was a decided falling off toward the end of the month. Nevertheless, he says, June stood out conspicuously ahead of the same month in 1922. Mr. Reed has established his family at Orleans, down on the Cape, for the Summer, and he goes down each week-end. He's got a fund of fish stories which he will relate to anyone giving a listening ear.

P. R. Spencer Visiting Trade in Maine

Platt R. Spencer did not get far into Maine on his recent trip in the interests of the Brunswick because of the threatening forest fires which obtained in the eastern part of the State. He was able, however, to visit Portland, Augusta, Lewiston and Bath, in all of which places he found business very good. At the present writing he is again in Maine, taking in the points not touched before and visiting also cities and towns in New Hampshire and Vermont.

New Victor Dealer and Changes

A new exclusive Victor dealer has opened up in Natick. He is J. M. S. Glidden, with a location at 3 Pond street. A change has been made in the Bellows Falls, Vt., Victor representation. A. S. Brazil has bought out Mason Bros. and is now conducting the store under the name of Brazil's Music Shop.

Isham Jones Orchestra Scores in Boston

July 2 was the date for the first concert of Isham Jones' Orchestra in this city, for which Mr. Finney, of the local quarters of the Brun-

Try
Us
First

Exclusively

Wholesale

The Eastern Talking
Machine Co.
85 ESSEX STREET
BOSTON MASS.

wick, had made ample arrangements. The concert took place at Loew's State Ballroom in the Back Bay and was under the auspices of the local Brunswick people. It was an unqualified success and was largely attended. The dates for the other concerts were mentioned in the June issue of this magazine, with the exception
 (Continued on page 80)

**Victor Service That Serves
Without Being Spectacular**

The chief factor of Ditson Victor Service is reliability—the fact that it operates steadily and efficiently, but quietly. From our two distributing centers in Boston and New York we serve Victor dealers in the most thickly populated and busiest section of the country. In short, we fill the gap where good service is needed most.

**Ditson
Victor
Service**

**OLIVER DITSON CO.
BOSTON**

**CHARLES H. DITSON & CO.
NEW YORK**

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison
is
FIRST
with
HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

of an extra engagement, one at Manchester, N. H., for which Arcadia Hall has been engaged.

Edison Sales Make Fine Showing

Frederick Silliman, who so successfully shapes the destinies of the Pardee-Ellenberger Co. in the New England territory, says that business in the Edison line is making a very creditable showing; in fact, the sales in this territory up to July 1 were far ahead of what they were last year up to October 1, certainly something Mr. Silliman and his staff should be proud of. Mr. Silliman has a group of men around him that he has Summered and Wintered with for a number of years, and as a team they all work together in a way that brings results.

Attended "Opening" of Outlet Store

Herbert Shoemaker, manager of the Eastern Co.; E. W. Kilgore, sales manager, and E. P. Johnson, of the sales force of the company, went down to Providence a fortnight ago for the opening of the Outlet Co. and a dinner and dance were pleasant features of the occasion. H. G. Russell, of the Outlet Co., was a caller here on the trade a few days ago.

Brunswick Phonographs for U. S. S. "Leviathan"

Before the now-famous "Leviathan" of the Shipping Board fleet left Boston on its trial trip to Southern waters it was equipped with Brunswick machines, five of them, which were put aboard the craft while she was in the dry dock being repaired. These Brunswicks are the

Oxford models, made of walnut, and were specially constructed for this boat. One is located in the ballroom of the "Leviathan," another is in the music room and the other three are scattered at advantageous points about the boat. With the machines went a large number of the choicest Brunswick recordings.

K. T. Finney Attended Conference

Harry Spencer, of Kraft, Bates & Spencer, the local wholesalers of the Brunswick, and who went to the Chicago convention, was unable to return to New York for the conference of salesmen because of illness and hurried straight home. In his stead, Kenneth T. Finney, manager of the New England department, went over and he came in contact with the twelve salesmen from Philadelphia, New York and Boston. The company spent an entire day going over the new records and fortifying themselves with an intelligent fund of selling information. Mr. Finney returned to Boston, thanks to this trip, better able than ever before to reel off the special qualities of this and that record.

Artistic Ditson Wins Praise

In recording the news of the month in Boston one must not forget to make special mention of the handsome window at the Oliver Ditson Co.'s store in Tremont street. The window specifically advertises Charles Kellogg's Victor records of bird songs. The entire window is strewn with hemlock boughs and at the rear is a large

cage enclosing brilliantly plumaged birds, while outside the cage and scattered about the window there are other handsome examples of the feathered tribe. The birds used in this exhibit are all foreign songsters. All about the window, too, are a number of Mr. Kellogg's records. Henry Winkelman, manager of the Victor department of the Ditson Co., is mainly responsible for the display, while the actual work on it was done by the company's window dresser.

Henderson Opens in Park Square

Henderson's, Inc., which has a well-patronized shop in Boylston street, has leased another place in Park Square, only a few feet around the corner from Boylston street, where eventually the Brunswick, Victor and the Vocalion lines will be carried. The store was opened a few days ago and for the present only the Victor line will be carried.

Appreciate Okeh Record Hits

At the Boston offices of the New England department of the General Phonograph Corp. there is rejoicing that the Okeh is so soon to have songs from the "Rise of Rosie O'Reilly" on the market. Already consignments have been received of "Born and Bred in Brooklyn" and another of the popular songs of this Cohan musical comedy and the Okeh dealers have many orders for these numbers. The Cohan songs always go strong in the Okeh line.

Lopez Orchestra Makes Okeh Dealers

As a result of Vincent Lopez Orchestra's appearance in Worcester a week ago on the occasion of the senior promenade of Holy Cross College, Manager N. B. Smith, of the New England department of the General Phonograph Corp., was able to open up three new dealers in that city to handle the Okeh line.

Columbia Artist Making New England Tour

The local New England headquarters of the Columbia Co. are following with interest the appearance here of one of its artists, William Kennedy, who was here the week of July 2. Other dates in New England include such places as Holyoke, New London, Lynn and New Bedford. The Columbia Co. has two of Mr. Kennedy's records and they go big. Manager Mann has seen to it that the New England dealers have been well circularized for what is known as "Babbling Brook" week, when "Beside a Babbling Brook" is to be featured everywhere.

Attended Commencement at Dartmouth

Robert Steinert, of M. Steinert & Sons, whose office is at the Arch street headquarters of the company, spent several days at Hanover, N. H., the latter part of the month, going up for the Dartmouth commencement festivities, as Bob is a loyal alumnus of the college class of '16.

Sonora Co. of New England Expands

The headquarters of the Sonora Co. of New England has lately increased its floor space at 219 Columbus avenue through leasing considerable space on the floor above over their pres-

We Serve New England!

THE PROMPT, unusually efficient service that we are rendering in the distribution of Okeh Records to dealers throughout New England is the result of knowing the needs of this market from all angles.

This knowledge, combined with thoroughly complete stocks and modern methods of distribution, finds us prepared at all times for the speedy delivery of every kind of an order, including foreign language and Irish records.

**General Phonograph Corporation
of New England**

142 Berkeley Street

Boston, Mass.

Okeh Records



ent quarters, which is used for storage purposes. This has become necessary through the heavy invoices of Sonora goods that are not only coming along fast, but are going out almost as fast; for, speaking of business, the demand in this territory for this line is reported to be very satisfactory for this time of year.

Like the Good Old Days

All the office staff of the Eastern Talking Machine Co. went to the Barnum & Bailey-Forepaugh's Circus Thursday evening, June 22, and they filled up on peanuts and pink lemonade like all good faithful circus habitues.

It is of interest that the circus tickets this year were for sale downtown in the talking machine warerooms of the C. C. Harvey Co. In other years they were sold in the Hallet & Davis headquarters next door, but owing to the removal of the offices farther out near Copley square this new location was not a convenient point for the general public.

Death of Mrs. Caroline Winkelman

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., has the sympathy of his friends in the death of his mother, Mrs. Caroline Winkelman, who passed away in Somerville a short time ago at a rather advanced age. For a number of years of her life she lived in Boston.

C. H. Farnsworth Summering at Marblehead

Charles H. Farnsworth, president of the Eastern Talking Machine Co., has closed his home in Brookline and gone with his family to Marblehead, where he has a Summer home to which he has been going for a number of seasons. He commutes daily to and from Boston in his Packard car.

Ralph L. Freeman Off to Nova Scotia

Ralph L. Freeman, director of distribution for the Victor product, passed through Boston the latter part of June en route, as he usually is at this time of year, for Nova Scotia, which is a favorite vacation land for him.

New Columbia Dealer in Hartford, Conn.

The Columbia offices announce the opening of a new exclusive Columbia shop in Hartford, Conn., to be conducted by Joseph Feinblum. This is said to be one of the finest shops in New England. Fred Collins, of the Columbia sales force, went down to Hartford June 30 for the opening.

Hold Outing on July Fourth

The staff of the General Phonograph Corp. of New England, of which N. B. Smith is man-



Precepts for the Wise Victor Retailer in Preparation for a Banner Year

1. He will anticipate NOW his supplementary stock of Victor Instruments.
2. He will realize with the advent of the new Flat Top divided lid models, 215 and 220, and the 3 Art Models, 400, 405 and 410, that he has the most complete and all-embracing line of musical instruments in the history of the Talking Machine business.
3. He will not overlook the additional profits to be derived from attention and sales effort upon the horizontal models, particularly the very popular styles 240 and 260.
4. He will not hesitate to solicit the advice of STEINERT and lay his problems before the STEINERT corps of experts.

Exclusive Territory for DeForest Radio Dealers Still Exists

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND

ager, had a most enjoyable outing at Lake Boone, some twenty miles out of the city, on the Fourth of July. The party went out in machines and an enjoyable program, made up by a special committee consisting of Manager Smith, Assistant Manager J. W. Connelly and P. J. Donovan, was participated in with great pleasure by the assembled hosts.

A. J. Jackson Off to Europe

A. J. Jackson, the Victor dealer of Boylston street, which business is carried on under the name of A. J. Jackson & Co., embarked on his postponed European trip June 27. He plans to be away until early in September.

Some Brieflets of Interest

James A. Frye, representative in New England for the Victor, is the proud father of a seven-pound boy, who is to be named James Crawford Frye. Congratulations Jimmie!

Joe Burke, manager of the Sonora Co. of New England, and his family are away on their vacation, having motored up from their new home in Newton to North Woodstock, N. H., where they are domiciled at the Hotel Alpine.

Charles S. Norris, the Tremont street talking machine dealer, spent several days over in New York the latter part of June.

Manager Fred E. Mann, of the Columbia, motored over the road toward the end of the month to New York, where he planned to spend the Fourth of July.

Peter McInerney, supervisor of orders and inventory at the local quarters of the Columbia Co., is back home from a motor trip taken with friends to Montreal and Quebec, going into the Province via the Adirondack mountains.

Ray Burke has just returned from a trip to Maine, taken in the interests of the Sonora, and he reports he found business very good in that State.

The local Victor trade was glad to see Ted Hersey a few days ago, he having motored up here from New Haven, Conn., where he is now in the motion picture business. He was formerly associated with the Eastern Co.

Marshall Funkhauser, head bookkeeper of the Columbia Co., who came to Boston from Baltimore a few months ago, motored down to the Southern city toward the end of June to bring back his wife and family.

W. C. Fuhri Calls on New England Trade

W. C. Fuhri, general sales manager of the General Phonograph Corp., was over in town for a day the latter part of June visiting some of the Okeh dealers. He was entertained while here by New England Manager N. B. Smith.

Move to New Quarters

The Phono-Radio Mfg. Co., New England representative of the Emerson Phonograph Co., moved on July 1 from 27 Court Square to new and larger quarters in the Miller Building, 93 Federal street.

PIERCE OPENS IN NORTH ADAMS

NORTH ADAMS, MASS., June 13.—A branch phonograph and piano store has just been opened at 30 State street by the L. M. Pierce Co. This firm has been in business several years at 305 Bridge street, Springfield. F. W. Edwards has been made manager of the new North Adams branch, which contains a fine, large talking machine department.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come NEW EVERY DAY. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



KENNEDY'S PHONOGRAPH SHOP OPENS

New Columbia Store of H. J. Kennedy in Worcester, Mass., Makes Debut

WORCESTER, MASS., July 2.—Henry J. Kennedy, for the past two years manager of Widener's Grafonola Shop here, has opened what is considered to be one of the most attractive and artistically arranged establishments devoted to



Partial View of H. J. Kennedy's New Store the sale of talking machines and records in this city. The store, which is known as Kennedy's Phonograph Shop, is advantageously located at 27 Pearl street in the new Chapin Building. The complete new Columbia line is featured. There are five record demonstration booths and the entire store is decorated in French design, the color scheme being ivory. Booths and fixtures were installed by the Van Veen Co.

Mr. Kennedy is very well known locally and has a large following. His experience in New England covers a period of ten years. Before associating himself with Widener's he was manager of the Rosen T. M. Co., Boston, Mass.

A LONG AND HONORABLE HISTORY

Watkins Bros., of Connecticut, Subject of Long Article in Hartford Courant—Now One of New England's Prominent Music Houses

The Sunday supplement of the Hartford Courant of June 24 contained a long article on the history and development of the well-known music house of Watkins Bros. This firm was started in Manchester in 1874 in a little frame building. To-day it has stores in South Manchester, Bristol and Hartford, Conn., and is one of the best-known music houses in the New England States. Among the instruments which it handles is the Steinway, the A. B. Chase and other well-known lines, as well as the Aeolian player line.

The present personnel of the firm consists of Clarence G. Watkins, F. Ernest Watkins, who gives his principal attention to the Hartford store, and C. L. Moore Watkins, son of Clarence G. Watkins, who has taken an active part in civic life as well as devoting his attention to his business.

T. C. CANFIELD IN NEW POST

Succeeds Henry J. Kennedy as Manager of Widener's Worcester, Mass., Store—Was Formerly Connected With Landay Bros.

WORCESTER, MASS., July 3.—Thomas C. Canfield, formerly manager of the Bridgeport, Conn., branch of Landay Bros., is now manager of the local branch of Widener's, 351 Main street. He succeeds Henry J. Kennedy, who recently resigned to open a talking machine store at 27 Pearl street. Mr. Canfield has had wide experience in the merchandising of talking machines and records and as manager of Widener's, which recently added the Victor line to the Columbia, which has been featured heretofore, he will have a splendid opportunity to display his ability and initiative.



PURPOSES OF ADVERTISING

Excerpt From an Address by H. D. Robbins Before Advertising Men in Atlantic City

"Advertising has rightly been called a business force. It is a force the dynamics of which, through the cumulative power of its organized ideas, nullify the customs of ages and break down the barriers of individual habits, of limited thinking," declared Harry D. Robbins, chairman of the National Vigilance Committee, in a stirring address before advertising men at the Atlantic City Convention last month. "It works for the future and establishes concepts related to higher standards of living. It is at once destroyer and creator in the process of ever evolving the new. Its constructive effort is to superimpose new conceptions of individual attainment and community desire. Advertising plays near the heart of humanity, for it touches the mainspring of individual ambition and group desire. It is one of the creative mechanisms of our day, involving individual and group aspirations. It is at once master and servant of those who wield its power. It is master when it sets the energy impulse of man toward the realization of wishes, desires and wants. It is a servant of the advertiser when, through its form, it speaks the right word at the right time in the right place and in the right mood. And it is at this particular juncture of advertising analysis and modern experience that the truth concept was born."

W. H. DITTMER GOES WEST

William H. Dittmer, secretary of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., left during the last week of June for an extended trip of some four or five weeks throughout the West. Mr. Dittmer will cover the principal cities in the interest of Pathé phonograph and radio products.

Edison Dealers:—

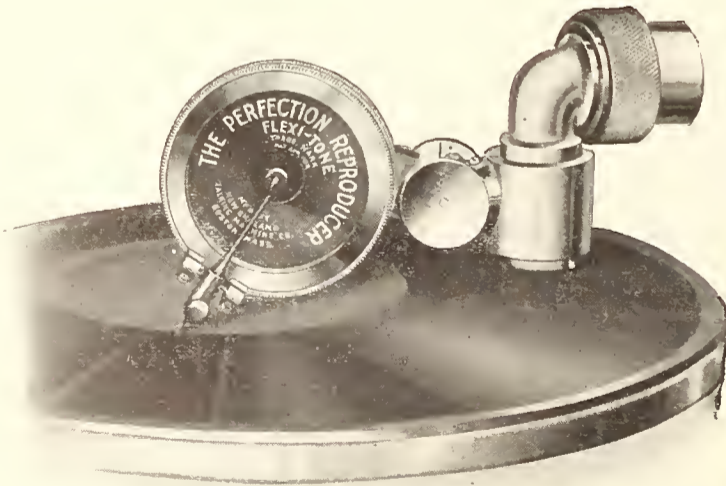
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

SOLD 10 PER CENT OF POPULATION

Monroe Music Shop Disposes of 500 Sets of Walter Camp's Health Builder Records in Town of 5,000 Population as a Result of Using Original and Energetic Methods

Selling 500 sets of Walter Camp's Health Builder exercise records during the past season in a town with a population of less than 5,000 people is the record set by the Monroe Music Shop, Athol, Mass., and the record is due, not to luck, but to an intensive cultivation of the field and the paying of attention to school children as possible sales producers.

When he started to feature the records Mr. Monroe arranged for a series of fifteen classes in calisthenics in the local schools once each week, the classes being conducted to the accompaniment of the Walter Camp records. There was much rivalry between the classes during the Winter and the interest was such that, when at the close of the school year in June Mr. Monroe had a public exhibition of calisthenics in the High School Stadium, over 3,000 pupils took part in the event.

The advertising value of the plan was developed right through the season and the publicity given its closing exhibition served to attract an audience of several thousand not alone from Athol proper, but from the country districts and from the towns in the vicinity. It is believed that Mr. Monroe's record of selling a set of the health records to one in every ten of his town's population has set a new high mark for energetic dealers to shoot at.

NEW QUARTERS IN FALL RIVER

B. Shogam & Son Occupy New Store Near Retail Center of That City

FALL RIVER, MASS., July 5.—B. Shogam & Son, who were formerly at 184 Pleasant street, have moved to new quarters at 136 Pleasant street, nearer the retail business center. The company carries the Brunswick phonograph and records exclusively. Mr. Shogam is making arrangements to have Isham Jones and His Orchestra play at a local Summer resort. This concert will be under his personal supervision.

STOP DOOR PLAYING IN BIRMINGHAM

BIRMINGHAM, ALA., July 7.—The playing of talking machines in store doors here has been ended by the resurrection of an old ordinance which makes it illegal to "use a megaphone from which loud or unusual noises emit." This action was the result of numerous complaints.

OUTING WINDOWS PRODUCE SALES

Pacific Coast Dealers Feature Outing Portable in Windows—A. J. Cote Comments Upon Value of This Form of Publicity

The accompanying illustrations showing window displays used by two prominent dealers in San Francisco, featuring the Outing portable phonograph, will give some idea of the splendid co-operation the Outing Talking Machine Co. is receiving from its representatives. These displays, which were presented by Clark Wise &



Outing Display of Clark Wise & Co.

Co. and the Nathan-Dohrmann Co., not only attracted considerable attention from passers-by, but also served to stimulate sales considerably.

Referring to these two very attractive windows A. J. Cote, president of the Outing Talking Machine Co., commented as follows: "The success of every retail house depends on two things; first, the dealer must acquaint the public with the kind of goods handled through ad-



Outing Display of Nathan-Dohrmann Co.

vertising and, second, to sell the public quality merchandise exactly as advertised.

"Advertising by the retailer may be done through the medium of newspapers, circulars, etc., but, although these methods of advertising are recognized generally as the most productive, the window display follows closely as an effective method of reaching the public. Ninety per-

cent of the buying public who stop to look at window displays are in a buying mood and will remember what they have seen in the window when the newspaper advertising may not have attracted their attention. For this reason, in order to make a window display effective, a dealer should show only one or two articles, according to the size of the window. We are particularly pleased with the attractive windows prepared by these two dealers on the Pacific Coast, which carry out this idea of window display advertising to excellent advantage.

FINE NEW STORE IN LOWELL

Large Talking Machine Department Now Featured by Moeller's Furniture Co., Inc.

LOWELL, MASS., July 5.—Moeller's Furniture Co., Inc., 31 Middle street, has just recently opened a large new store here and has installed one of the most up-to-date and complete talking machine departments in this city. The company carries Victor machines and records exclusively and the department will be in charge of W. F. King, a man of long experience in the furniture business, as well as talking machines.

WOONSOCKET PHONOGRAPH CO. OPENS

WOONSOCKET, R. I., July 5.—The Woonsocket Phonograph Co., Inc., 321 Main street, this city, is a new store recently incorporated with the following officers: Alex. Daillargeom, president and general manager; Albert Melops, treasurer, and Beatrice Girard, secretary. The company has a large and up-to-date store at this address and features the Sterling piano and Pathé phonographs and records.

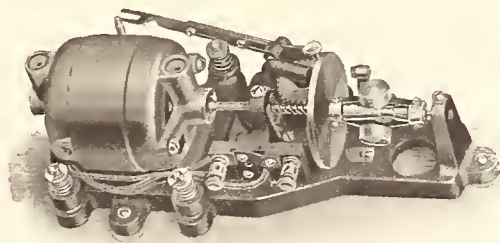
COMPOSERS HELP RECORD SALES

The local branch of the Columbia Graphophone Co. sponsored recently a publicity stunt in the Gotham Shop, 50 Broadway, New York, which produced splendid results. Frank Silver and Irving Cohen, composers of "Yes! We Have No Bananas," the most popular song hit of the present day, appeared at this Columbia establishment during the noon hour and autographed Columbia records and sheet music. The appearance of these two composers attracted considerable attention and Irwin Kurtz, owner of the Gotham Shop, was highly pleased with the excellent sales results obtained from this unusual and effective publicity.

A well-planned and properly executed sales promotion drive will result in business, regardless of season or weather.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers



EASILY INSTALLED

WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

PLYMOUTH PHONO PARTS CO.

PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.

SAN FRANCISCO

Approve Plans for Coast Victor Plant—Prominent Artists in New Opera Company—Business Satisfactory—News of the Month

SAN FRANCISCO, CAL., July 3.—The average talking machine dealer gets just about what he expects in this world. If it is vacation time and he expects dull business he usually gets it; if it is holiday time and he expects a rush he usually gets that. Unconsciously, to a large extent the dealer tunes himself up for a poor or brisk business. There is no accomplishing the impossible, but there is such a thing as putting one's self in a proper receptive mood. In the proper mood the merchant is naturally stimulated to make the best of his opportunities. Business was a bit slow on portable talking machines at the City of Paris last week, so what did Manager Storms do but scratch his head and resurrect an idea, a selling idea. It occurred to him that there were no music ads in the outing sections of the daily newspapers—A-ah! Just the place for a cute little ad featuring portable machines! He acted upon his impulse and as a result he sold more portables in the next few days than he had in a month previously.

New Pressing Plant for Victor Co. in Oakland

Plans for the new pressing plant of the Victor Talking Machine Co., which is to be located in Oakland, have been approved by the directors of the company and construction work is expected to commence without unnecessary delay. This is the report sent here to Andrew McCarthy, of Sherman, Clay & Co., by the two engineers of the Victor Co., E. S. Shumaker and C. S. Wickes, who have been on the Coast working out the details of the proposed factory.

Progress on New Sherman-Clay Building

The new wholesale establishment of Sherman, Clay & Co., on Mission street, this city, is up as far as the second story. If all goes well the building will be ready for occupation by the middle of September.

Grand Opera for San Francisco

San Francisco is to have a permanent grand opera company at last, it was announced this week. Prominent public-spirited people have decided to give the company financial backing. The leading tenor of the company will be Giovanni Martinelli, one of the most popular of

the Edison artists. Martinelli was the leading tenor of the operas given at the Stanford University Stadium last year. Others of the same company will be members of the new organization.

Wiley B. Allen Co. Activities

Frank Anrys, general manager of the Wiley B. Allen Co.; J. J. Black, treasurer, and Lawrence Lindsay have returned from their trip East, where they visited their manufacturing connections and attended the annual convention of the National Piano Merchants' Association in Chicago. George Hughes, of the same company, has departed on his annual fishing trip to southern Oregon. He took with him this year C. A. Ericsson, president of Ludwig & Co. Raymond Wolfinger, manager of the retail talking machine department of the San Francisco store of the Wiley B. Allen Co., is taking his Summer vacation in Los Angeles.

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., will leave for his vacation at the Russian River next week.

Edison Popularity Grows

Edison Phonographs, Ltd., Coast distributor of Edison phonographs and records, with headquarters in this city and offices in Portland, Ore., and Los Angeles, Cal., is enjoying an excellent business, and, according to the size and number of orders being received from dealers, the Edison is more firmly entrenched in public favor on the Coast, thanks to the enterprise of A. C. Ireton, general manager.

Console Type in Favor

The flat-top console is winning a sure place in the popular demand on the Pacific Coast, but the old standard uprights are holding their own, too. The upright will not be crowded out by any other type of machine in the opinion of the leading dealers here.

Victor Representatives at N. E. Exhibition

Miss Donzella Cross, of Sherman, Clay & Co., is in charge of the Victor exhibit at the Hotel Oakland, Oakland, Cal., where the National Educational Association is holding its annual convention. She is also giving lectures on music

appreciation at the Summer School of the University of California, in Berkeley.

Mrs. Frances E. Clark, head of the educational department of the Victor Co., is attending the N. E. A. convention, also, and is assisted in her demonstration work by Miss Daniels, who has charge of the Victor educational work in southern California.

C. G. Child to Visit Coast

C. G. Child, head of the artists' department of the Victor Co., one of the greatest sound experts in the country, will visit California during July, and, incidentally, will be a guest at the jinks of the San Francisco Bohemian Club at Bohemian Grove on the Russian River.

Fradkin Helps Increase Brunswick Sales

Frederick Fradkin, one of the star artists for the Brunswick records, is filling a two weeks' engagement at the Orpheum Theatre. He has promised to autograph the first two hundred records of his violin selections to be sold at the Kohler & Chase talking machine department. The first month of business on Brunswick machines and records at the Kohler & Chase store has been fully up to expectations. George Q. Chase and Leon Lang have just returned from a five weeks' Eastern trip. They went as far as Boston.

New Location for Stacy

Stacy, the well-known talking machine merchant at Third avenue and Clement street, has moved to the location formerly leased by the Brace-Davis Co., Sixth avenue and Clement street. Stacy is one of the most prominent talking machine dealers in the fashionable Richmond district. Brace-Davis, Inc., have retired from the music business.

Woman Swindler Apprehended

A woman who recently swindled the music dealers of this city out of seventeen talking machines and eleven pianos has been apprehended here and is now awaiting trial. The instruments were purchased by the woman on the installment plan and sold through auctioneers. Seattle, Wash., and New York City dealers were also victimized, it is said. The Music Trade Association and the Downtown Association are making an effort to secure the conviction and punishment of the woman, as well as some of the auctioneers who are suspected of having been accomplices.

Brieflets

Columbia machines and records are being featured in a large number of sales this month.

James Muir, president of the Gramophone Co., of Great Britain, recently visited San Francisco in the course of his trip around the world.

A new music store, known as the Oroville Brunswick Phonograph Shop, has been opened at 616 Montgomery street, Oroville, Cal.

STIMULATES SPANISH RECORD SALES

Columbia Branch Makes Valuable Population Survey—Co-operates With Metropolitan Dealers in Developing Record Business

The local branch of the Columbia Graphophone Co. of New York recently inaugurated a plan whereby the sale of Spanish records was stimulated materially. The branch obtained information as to the centers of Spanish population in New York City from Spanish publications, circulated among the Spanish residents, and by co-operating with the dealers in these particular territories a steady outlet was found for the Columbia Spanish catalog. Many of the dealers did not know of the existence of Spanish communities in their particular territories until the population survey was completed.

T. F. GREEN GUEST OF W. T. HADDON

Thomas F. Green, president of the Silas E. Pearsall Co., New York, Victor wholesaler, accompanied by his family, spent the week of July 2 at Island Heights, New Jersey, where they were the guests of Wm. T. Haddon, president of the Ohio Talking Machine Co., Cincinnati, O., Victor jobber.

Good News

from

The Golden West

The "Home Rush" has replaced the "Gold Rush"

In one city alone there was a new home started every six minutes during May and June

Every home should have a New Edison

New dealers desired in several locations

Write any of our three houses for particulars

We serve the entire Pacific Coast

EDISON PHONOGRAPHS, Ltd.

Portland

San Francisco

Los Angeles



PHONOGRAPH STORE EQUIPMENT

High Quality — STANDARDIZED — Low Price



OGDEN'S SECTIONAL STORE EQUIPMENT.

Equipment illustrated is our PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth. Write for Blue Print of Seven Complete Store Plans with prices F.O.B. Factory or Installed

Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records, SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping. SOUND-PROOF BOOTH, 6 x 9 ft.

Booths are made by assembling the Units or Parts illustrated below.

WE POSITIVELY GUARANTEE

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.



FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 52" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

OUR HIGH PRICE COMPETITORS say "It can't be done"—but it is being done every day and the dealer is saving hundreds of dollars on every installation.

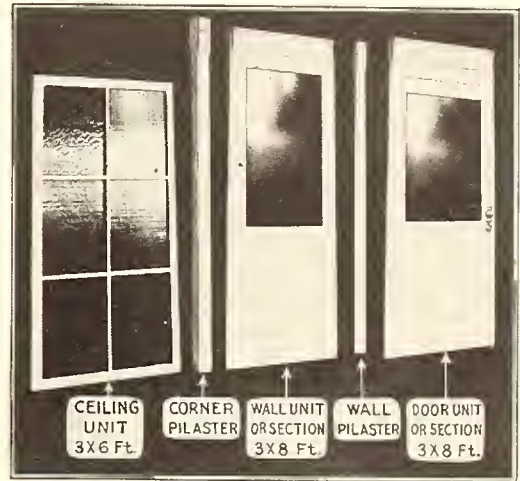
UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

Remember, it is not necessary to buy entirely New Equipment to enlarge business—Ogden Provides for Expansion of original Equipment as needed.

If more record space is needed, Add a Section.

If more Demonstration Room is needed, Add a Booth.

Our Equipment will give you increased Sales and More Profit.



CEILING UNIT 3X6 Ft. CORNER PILASTER WALL UNIT OR SECTION 3X8 Ft. WALL PILASTER DOOR UNIT OR SECTION 3X8 Ft.

Room units made to fit sound tight

New Model No. IX-A

You-Nit Cabinet Stand
K. D. For Victrola No. IX-A



Fulfills every Cabinet requirement for the Home with Portable advantages. Makes an "Outfit" at an "IN-BETWEEN" price and sells your IX-A's.

Get a sample mailed today, subject to return the minute you see it if not satisfactory.

PRICES

Solid Select Mahogany and Quartered Oak, \$6.50

Mahogany Finish and Plain Oak, \$5.50

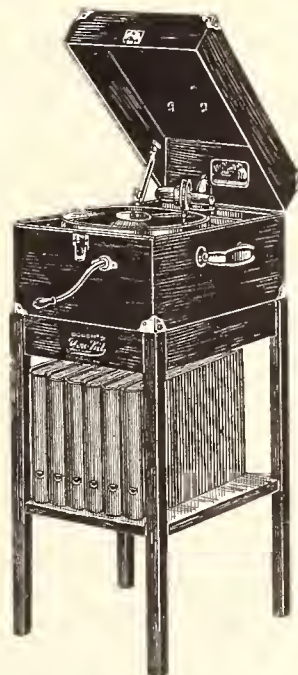
Packed 1 to a Mailing Carton. Wt., 18 lbs.

OGDEN'S No. 50 Portable Cabinet with Victrola No. 50. For every musical occasion.

This is a Portable Year. Cash in on this demand. The Dealer not prepared must lose to the other man.

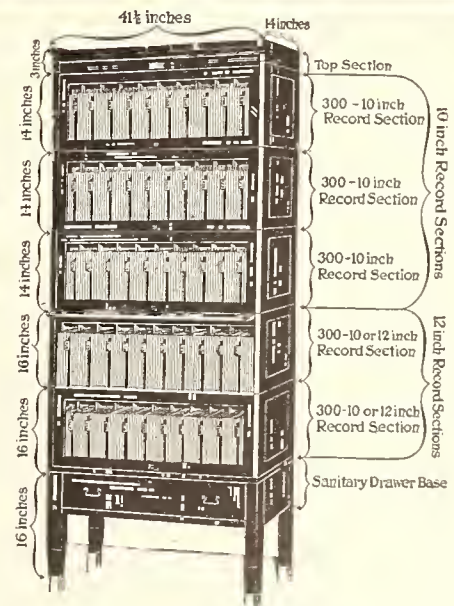
"STANDS"

make new customers.



Positively Rigid and Strong

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.



RECORD CABINETS (Sectional Models) Fits any space for any size Stock and helps you grow through Service.

PRICES

No. 2 Tier of Sections for 1,500 Records, \$46.50

No. 1 Tier of Sections for 1,500 Records, \$59.25

Finishes: Oak, Mahogany and Genuine Enamels

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

DETROIT

Brisk Record Sales a Feature of Local Business — Bright Outlook Creates Optimism — The News

DETROIT, MICH., July 9.—The machine end of the talking machine industry has not been as active as dealers would wish during the past two months, while record sales have been brisk. However, for the first six months of this year as compared with the same period of 1922 sales have shown a healthy increase, and dealers are inclined to feel that after the dull months of July and August have passed business will be very good during the remainder of the year.

Although this and next month are considered as the naturally dull time of the year by the trade generally, many of the dealers have not appreciably relaxed their efforts to secure business, and this has been reflected in a better sales volume than would ordinarily have been the case. Window displays, advertising and publicity of all kinds and canvassing are all playing important parts in maintaining business at its present volume, and, of course, those merchants whose sales promotion work is most intensive and consistent are doing the most business.


Industrially this city is in an excellent position and from the standpoint of salaries received by workers in local factories, etc., there is no sound reason why business should not be as good now as at any other time. The whole matter resolves itself down to a matter of going out after the business and keeping eternally at it, as those dealers who follow this plan of procedure have discovered. The demand for portable instruments is good at the present time and inasmuch as this instrument is most in vogue during the vacation period the response to advertising and other sales promotion work has been better than anticipated. Taking conditions as a whole there should be no complaints regarding business, and, furthermore, the outlook is anything but gloomy.

R. B. Alling, manager of the Phonograph Co. of Detroit, Edison distributor, has left for Wyoming where he expects to spend a month on his vacation. Hunting, horseback riding and fishing will be his routine of amusement while out West.

S. E. Lind, of the Lind & Marks Co., says that business is jumping ahead by leaps and bounds, showing consistent and steady gains, which is a healthy condition. The Lind & Marks Co. is the distributor in Michigan for the Vocalion.

It was announced recently by the C. L. Marshall Co., of this city, wholesale distributor for the Pooley phonograph, that its territory for this line of instruments had been enlarged, and,

A Phonograph Line That Will Speak For Itself

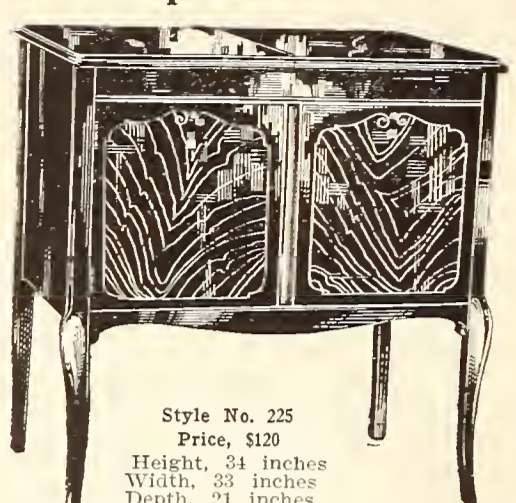


EXCELS BY COMPARISON


Natural tone reproduction.
Skilled and scientific construction.
Unusual fineness and beauty of finish.
Authentic and beautiful designs.

ALL POOLEYS ARE ONE IN THESE QUALITIES

Eight console models and one upright, beautiful in design and workmanship—so absolutely silent in operation that nothing is lost when the record is being played—it reproduces exactly the original music.



Style No. 225
Price, \$120
Height, 34 inches
Width, 33 inches
Depth, 21 inches



The Master of Movable Music

Brown, Mahogany and fumed oak. Surprising tone volume and clearness, durable, dependable, compact and convenient.

Always everything a Portable Phonograph can be, and at a popular price—\$37.50.

Size: 8"x14"x15"

"One handle handles it!"

Outing

TALKING MACHINE

ATTRACTIVE PROPOSITION TO OFFER DEALERS
WRITE OR WIRE US

C. L. MARSHALL COMPANY

Wholesale Distributors

MICHIGAN AND OHIO

Detroit, 514 Griswold Street.
Cleveland, 328 Superior, W.

in addition to Michigan and Ohio, will include Kentucky, Indiana, West Virginia and western Pennsylvania. For the present these States will be handled through the Cleveland offices of the company. Howard Hodson, sales manager of the Pooley Furniture Co., was a visitor to the C. L. Marshall Co. offices recently.

A. A. Grinnell, treasurer of Grinnell Bros., left recently for an extended trip to Europe. He will be gone until the first of September. Mrs. Grinnell accompanied him.

A number of record artists have appeared on the stages of Detroit theatres the past few weeks and this has stimulated the sale of their records. Among them was Elsie Clark, Okeh artist, who appeared at the Regent and Miles Theatres. The Starr Piano Co. had one of its artists for two weeks at the Capitol Theatre and a week at the Adams Theatre, singing a duet with his own record played on the Starr phonograph.

During the months of July and August most of the neighborhood talking machine dealers will close their stores two or three evenings each week.

M. D. Greene, who has been with the Cheney Talking Machine Co., Grand Rapids, Mich., for four years, has been selected as manager, succeeding Frederick Doerr, resigned.

The J. L. Hudson Music Store has been pushing the sale of portable talking machines with splendid success. Campers, tourists and those

who have Summer homes have purchased them in large numbers.

E. K. Andrew, manager of the J. L. Hudson talking machine department, attended the annual Rotarians' convention held last month in St. Louis.

NEW DEPARTMENT IN SOUTHBRIDGE

H. Goodwin & Bro. Open Talking Machine Section in Large Department Store

SOUTHBRIDGE, MASS., July 5.—H. Goodwin & Bro., who conduct a general department store at 120 Main street, have recently opened a large and up-to-date talking machine department in their store, where they feature the Columbia Grafonola and records. A large space in the rear of the store has been devoted to this department and it is furnished in a very attractive manner. Seven booths have been erected and the general scheme is of French design, finished in white ivory. The equipment was installed by the Van Veen Co., New York.

DELAWARE INCORPORATION

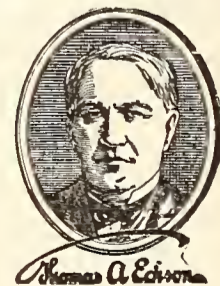
"Phonographs" is the name of a new concern in Wilmington, Del., which has been incorporated under the laws of that State with a capital of \$300,000. The concern will deal in talking machines.

After all there is only one EDISON

The first phonograph was the invention of America's foremost genius—Thomas A. Edison.

Through all the stages of the development of the phonograph, Mr. Edison has always led the way.

The New Edison is his latest achievement in this field and he considers it his greatest invention.



Write us for our latest agency proposition



The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

DETROIT

The Trade in PHILADELPHIA and LOCALITY

SUMMER SALES ACTIVITY PRESAGES BUSY FALL SEASON AND CREATES OPTIMISM IN THE TRADE

Dealers and Jobbers Unanimous in Reports of Good Half Year Sales Volume—Optimistic Over the Outlook for Fall Season—Leaders in Jobbing Field Stimulating Dealers—Other News

PHILADELPHIA, PA., July 5.—Ordinarily quiet June days were extraordinarily active during the month which has just closed. There was no rush save in the isolated case of a department store which placed on the market at very greatly reduced prices a line of discontinued stock made by one of the well-known producers, and which the public eagerly bought under the captivation of bargains. But staple business proceeded with just a little more vim than had been anticipated, and to that extent was most gratifying; moreover, the very satisfactory character of the tone of the market was interpreted by the trade as indicative of more to come. It may perhaps be too optimistic to expect that July and August will be up to the June record, but it is conservative to believe that in comparison with the corresponding months of last year they will show a gain. Evidence of large purchasing power by the public is seen by the trade in the character of the sales.

Good Half Year for Penn Co.

The Penn Phonograph Co., Victor wholesaler, has just completed inventory and found that the story the figures told for the first half of the year was most satisfactory. A contributing reason is believed by the firm to be its series of large posters for window display advertising. These will be continued and the management is confident that the latter half of the year can be made even more satisfactory than was the first half. In pursuance of its policy of effective display window advertising, the firm is displaying, against a background of patriotic red, white and blue, a heroic Tungs-Tone Needle, standing seven feet high and resting on a proportionately large Red Seal record worked out on oil-cloth. The sales organization is making a mid-Summer concentration on holiday orders, as an insurance against probable shortage of stock. President T. W. Barnhill has installed his family in an Ocean City cottage and will make week-end trips to the seashore resort.

New Brunswick Service Room

A most charming and inviting sales and service room, with every forethought given to the comfort and prompt service of patrons, has been completed by the Brunswick-Balke-Collender Co., 1002 Arch street, under the supervision of Oden F. Jester, manager of the phonograph division. It is on the second floor and represents the complete renovation and moderniza-

tion of the old record and sales room. Steel racks have been installed with a capacity of 200,000 records. The room has been decorated in a green and ivory effect, the Unit Construction Co. having installed the partitions of the individual soundproof booths and sales offices for the executives. Inviting overstuffed wicker furniture and harmonizing rugs with rest and comfort rooms, writing desks and other conveniences make the place delightful for customers. There is reported during the last six months a doubling of the business, a result attributed to the co-operation between the sales organization, which laid the ground work, and the executives departments which, through service and publicity, has widened the field; window displays and newspaper ads have made helpful sales promotion for the dealers. There are being featured at this time records made by John Barclay, exclusively for this company. He appears in person at the Stanley Theatre on July 9. A tie-up campaign with the Jewish World, a newspaper of Philadelphia, has been made by the appointment of E. M. Goldman, 623 South street, and who is doing a record-breaking business as a result among the Jewish-speaking people.

Edison Conditions Most Satisfactory

"Business has taken a decided turn upward, if we are to judge from our volume of sales and from the attitude of our dealers," said A. W. Rhinow, of the Girard Phonograph Co., Edison distributor. "While sales through the outlying districts, and particularly throughout the coal-mining regions, have shown a consistently brighter outlook than those in the bigger cities, and especially in Philadelphia proper, during the first half of 1923, the city of Philadelphia has shown a definite improvement during the past few weeks.

"When we consider in this connection that a great many people in Philadelphia are spending time and money at the numerous seashore resorts and that the extremely warm weather has been a serious handicap to the retailer, we believe that the increased volume which we are now enjoying with the dealer shows a fundamental improvement of more than passing importance.

"We are buying heavily for the Fall, because we are looking for the biggest Fall business that we have ever experienced. At the present

time we are taking steps to provide transportation for our phonographs from the Edison Laboratories to Philadelphia during the Fall, so that we shall be almost wholly unaffected by the extreme car shortage which is being predicted by railroad officials throughout the country. During the last three months of 1922 we brought all phonographs from the Edison Laboratories at Orange, N. J., to Philadelphia by motor truck, and it is likely that the unique caravans which caused so much talk last year will again be seen this year.

"While we are cautioning dealers to lay in a sufficient stock to meet their needs at least for the early Fall months we are making every effort to continue the service which we have been able to maintain thus far during 1923."

Columbia School of Salesmanship

A school in salesmanship for records and machines, but particularly for the former, has been started by the Philadelphia branch of the Columbia Graphophone Co., 50 North Sixth street. It will be under the efficient management of Miss Ida Fischer, and it offers a service to dealers at once unique and practical. While the technique of record making will be gone into only to the extent that it is of real value, Miss Fischer will concentrate on sales suggestions and will carry the class through in every detail from the placing of the order with the distributor to the completion of the sale and the delivery of the goods, making, in the meanwhile, many practical suggestions for increasing the volume of sales and of giving better service and thereby developing the return orders by the customer. It is hoped, through the school, also, to increase the number of competent record salesmen and saleswomen. Manager N. E. Gardner, lately transferred from the Detroit branch, reports a brisk June business and describes satisfaction of dealers in the announcement of new models replacing the discontinued lines. There are now in stock in the Philadelphia headquarters two of the console—441 and 442, first of the fourteen new creations. It is expected that the complete line will be received by August in time for the Fall stocking in dealers' stores. The branch recently played host to its sales and office force, numbering almost fifty, motoring them to Halcyon Park, near Pitman, N. J., for an outing and afternoon of sports. The office force defeated the sales staff at baseball by a score of 7 to 4.

There has been added to the sales force Alexander Bard, who comes from Hungary, and who has been in this country nine months. He speaks eight languages and will look after the foreign dealers' needs in the Philadelphia territory.

(Continued on page 88)



\$100
RETAIL
PRICE

A FEW
DEALERSHIPS OPEN
WRITE US

IT COSTS NO MORE TO BUY A NEW EDISON

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and **Ferdie Grofé**

Lyrics by
Dorothy Terriss
author of
Three O'clock in the Morning

BIG WALTZ HIT

"You can't go wrong
With any FEIST song"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

tory, and will supervise the distribution of the foreign records made by the company. L. E. Hilduser will work out from Harrisburg headquarters, having just joined the sales organization, making the rounds of Lancaster, Columbia, Carlisle, York and Harrisburg in the central section of the State, and will also travel through the coal regions, making Pottsville, Mahanoy City, Shenandoah, Mt. Carmel, Shamokin and Sunbury as focal points.

E. W. Keefe Renewing Old Acquaintances

Everett W. Keefe, manager of the Edison department of N. Snellenburg & Co., this city, has just begun a combined business trip and vacation. Mr. Keefe will spend several weeks visiting Edison dealers in the Manhattan district and throughout the New England States, especially in Boston and Fall River, Mass., where he first began his career in the Edison business about ten years ago.

Prior to his connection with N. Snellenburg & Co., Mr. Keefe was in charge of the Edison Shop, at No. 10 Fifth avenue, New York, and this is the first time since having come to Philadelphia two years ago that he has spared himself sufficient time to renew his wide acquaintanceship among the Edison trade.

Building Up Export Business

Everybody's Talking Machine Co., 810 Arch street, is launching, with intensity, an exporting

business, and it proposes to appoint a number of foreign agencies, starting in Australia. Occupancy just has been taken of a new warehouse at Ninth and Filbert streets, a three-story building, in which surplus materials will be carried. The firm specializes on talking machine parts and accessories, and covers a national field. Its own specialty is the Honest Quaker main-spring. President J. A. Fischer is Summering at Atlantic City. Secretary Samuel Fingrut is now in Atlantic City on business, but will spend his vacation in Betterton, Md. He will take charge of the export department. Treasurer and Sales Manager I. B. Grabuski is now in the Middle West and will remain there until after the middle of July.

Many Callers at Buehn Headquarters

C. E. Sheppard and F. B. Reinick, of the Louis Buehn Co., Victor wholesaler, in late June motored to Coatesville to attend the opening of the Victor record department of the Miller Piano Co. Recent callers at the Buehn establishment included George Marris, of W. J. Doyle & Bros., St. Paul, Minn., whose son graduated from a New York institution, and Albert Bates, of the Ohio Talking Machine Co., whose families are cottagers for the Summer at Ocean City.

In helpfulness to dealers the Lincoln Business Bureau, wholesale distributor of Vocalion

records, has begun the experiment of sending out releases a month in advance in order that dealers may feel out their trade and buy effectively. Among the August records there are nine standard gems which the company is issuing in advance in order to stimulate sales for its distributors and which is the newest feature of its activities.

New Quarters for Ulrich & Co.

George C. Ulrich & Co., formerly located in the Estey Building, have subleased quarters with the Lincoln Business Bureau and will occupy part of the offices and storeroom as selling agents for the Outing portable talking machine made by the Outing Talking Machine Co., of Mt. Kisco, N. Y. The firm is also agent for the Trumpet-Tone made by the Trumpet-Tone Corp., of 25 Broadway, N. Y. Mr. Ulrich has been Philadelphia representative for the Outing for the past two years, but the Trumpet-Tone just has been added to the stock.

Operation for Gimbel Manager

Robert S. McCarthy, manager of the phonograph department of the Gimbel Bros. store, has been discharged from the Orthopaedic Hospital after an operation on the jaw bone for an injury which resulted from an infected tooth. During his absence from duty his assistant, Frank P. Anton, looked after the business. Mr. Anton shortly will take a vacation trip through Canada. There was conducted, during June, an intensive sales campaign on the discontinued models of the Columbia line, in which were offered to the public several thousand machines at an extremely low price, and which were speedily disposed of at the cut prices prevailing during the sale.

Quits Newspaper for Edison Shop

George L. Anderson, Edison dealer in Avondale, Pa., has relinquished ownership in the "Avondale Herald," and has taken complete charge of the Edison business since the departure of his son, Laurence Anderson, for the Pacific Coast.

During his visit to the offices of the Girard Phonograph Co., Philadelphia Edison distributor, Mr. Anderson stated that the outlook promises a very satisfactory Edison business for the remainder of the year and that he hopes to at least double last year's business.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

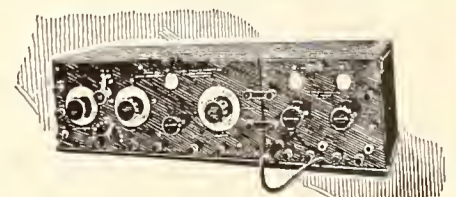
Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise
UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

Our service is built upon an understanding of VICTOR retail problems.

CAN WE HELP YOU?

The Talking Machine Co
Victor Wholesalers
1025 Arch Street
Philadelphia, Pa.

Laurence Anderson has become manager of the Edison department for the Long Beach Music Co., of Long Beach, Cal.

E. Louis Stapf Buys Johnson Store

E. Louis Stapf, formerly employed by the Victor Talking Machine Co. in the machine order department, has purchased the Victor stock and fixtures of Monroe Johnson, at 2530 West Lehigh avenue, this city, where he will continue the Victor agency and also handle a line of musical merchandise and sporting goods. Mr. Stapf is a young man of exceptional ability, full of energy and, unquestionably, will make a splendid Victor dealer. He is a veteran of the World War, having served in the cavalry. Mr. Johnson will continue to operate his Germantown store, which is located in one of the best sections in Philadelphia.

Everybody's Enjoys Good Demand

M. Grabuski, president, and Samuel Fingrutd, secretary, of Everybody's Talking Machine Co., recently completed a motor trip through the Pennsylvania territory, calling on the retail trade throughout this State. They found business generally good throughout, with a marked determination on the part of the dealers to make the Fall of 1923 surpass all others in volume of business.

M. Grabuski reported that Everybody's Talking Machine Co. is doing exceptionally good business. In commenting upon this situation he said: "Our business, thus far this year, has gone ahead of previous years. We have found that the demand has always been for quality merchandise. This, together with the fact that applied energy always brings results, has built up exceptionally good business for us."

Buehn Forces Attend Miller Opening

C. E. Sheppard and F. B. Reineck, of the Louis Buehn Co., Victor distributor, motored to Coatesville on Saturday, June 23, to attend the opening of the Miller Piano Co. This makes two stores now owned by this concern, the other store being located in West Chester. (A story of the opening appears elsewhere in this issue.)

Among recent visitors to the offices of the Louis Buehn Co. were George Mairs, of W. J. Dyer & Bro., and Albert Bates, of the Ohio Talking Machine Co.

W. L. Eckhardt Talks on Radio

Walter L. Eckhardt, president of the General Radio Corp., was the speaker at a recent gathering in Allentown, Pa. The occasion was a combined meeting of the Kiwanis, Rotary and Radio clubs and the business men and college heads from Allentown, Bethlehem and Easton. Mr. Eckhardt delivered a very interesting ad-

dress on radio, its past history, present conditions and what might be expected of it in the future. His talk was right to the point and was enthusiastically received by those present. At the conclusion of the address Charles E. Bonine, senior engineer of the General Radio Corp., ably answered all specifically technical questions regarding radio. The General Radio Corp. is now thoroughly at home in its new

quarters and substantially increased business has already resulted since the move.

Oscar Kern Makes Pacific Coast Trip

Oscar Kern, general manager of the United Music Stores, general distributor of talking machine accessories, is taking a vacation through the Far West. The last report from Mr. Kern was from the St. Francis Hotel, in San Francisco.

PETER R. HAWLEY ENTERTAINED AT TESTIMONIAL DINNER

Manager of Girard Phonograph Co., Edison Jobber, Dined by Edison Dealers and Business Associates as a Mark of Appreciation of His Energetic and Tireless Efforts in the Philadelphia Zone

PHILADELPHIA, PA., July 6.—On the evening of June 29 a very unique testimonial dinner was tendered to Peter R. Hawley, manager of the Girard Phonograph Co., Edison jobber of Philadelphia. The banquet was held in one of the private dining-rooms at the Manufacturers' Club, of this city, and was given by the Edison dealers and business associates of Mr. Hawley as a mark of appreciation of his energetic and tireless efforts in behalf of the Edison retailers located in the Philadelphia zone.

The dinner was a complete surprise to the guest of honor and possessed many features of interest. The table was arranged in a long "U" shape with exquisite floral decorations. At the open end a lively dance orchestra of six pieces furnished popular music and a quartet rendered some close harmony numbers. The dinner program, in addition to an excellent array of magicians, ventriloquists, dancers and singers, included two special features by Edison artists. The first was Charlie Kerr's Orchestra, which made a tremendous hit, and the second artist was Miss Aileen Stanley, who was appearing at Keith's Theatre during the week and who kindly consented to entertain the Edison dealers after her regular performance. She was in fine voice and greatly pleased the assemblage.

At the conclusion of the dinner, Everett W. Keefe, manager of the Edison department of N. Snellenburg & Co., introduced the toastmaster, Arthur W. Rhinow, of the Girard Phonograph Co., who read a telegram containing some very warm-hearted sentiments from Thos. A. Edison, and another from the Phonograph Corp. of Indiana of the same purport. He then introduced the speakers of the evening, Arthur Bloch, member of the firm of N. Snellenburg & Co.; Fred C. Beattie, assistant to the

vice-president of Thos. A. Edison, Inc.; Raymond Bill, of The Talking Machine World; E. H. Philips, credit manager of Thos. A. Edison, Inc.; M. M. Blackman, Edison jobber of Kansas City, Mo.; H. Royer Smith, Edison dealer of Philadelphia; Chas. E. Stapleton, former man-



Peter R. Hawley

ager of the Edison Shop, Fifth avenue, New York, and R. J. Rich, a member of the organization of H. Royer Smith. Each of the speakers paid tribute to the work and character of Mr. Hawley and each stressed on the uniqueness of an affair at which the head of the selling end of the line was royally entertained and honored by the people at the buying end of the line, namely, the retail dealers handling the Edison.

(Continued on page 90)

On Guard

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

**Sold by most Victor Distributors.
Write them or us for prices.**

Penn Phonograph Company

913 Arch Street Philadelphia, Pa.

Victor Wholesale Only

AUDAK Cuts the Cost of Selling Records

USED BY LARGE AND SMALL DEALERS THROUGHOUT THE COUNTRY

Demonstrates any number of records at the same time without booths
NO EARPHONES, BATTERIES OR ELECTRICAL DEVICES OF ANY KIND USED

Ask for Name of Jobber Nearest You

AUDAK CO., 565 Fifth Ave., New York

P. R. HAWLEY HONORED BY DEALERS

(Continued from page 89)

A very delightful dinner and a very delightful evening were brought to a close when Mr. Hawley responded to the call for a speech by graciously thanking those present for the honor they had accorded him and which he assured

Royer Smith, H. C. Heller, Charles O. Luedeke, O. K. Fink, George Bovard, Jr., W. J. Flach, S. B. Spiegle, Harry S. Somers, Harry T. Moss, Leon G. Emery, Rocco J. Rich, J. Campbell, R. Charles Simmonds, D. J. Crowley, R. E. Wieand, A. B. McPherson, George Schwartz, Harry E. Miller, Christian Starr, E. D. Toye, Samuel Gunner, George Werner, Edward Burg, W. C.

GEO. W. LYLE LEAVES FOR COAST

Strand President Will Visit Trade Throughout Country—New Strand Models Well Received

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, left New York on July 3 for a trip to the Pacific Coast. Mr. Lyle is accompanied by his son, Edward G., a student at Blair Academy, who is making his first trip to the Far West. According to his present plans Mr. Lyle will proceed to the Pacific Coast by way of the Middle West, coming back to New York by way of Dallas and New Orleans.

In a chat with *The World*, prior to his trip, Mr. Lyle stated that the sales for June were very satisfactory, figures showing an increase of 100 per cent over last year. The new Strand models have met with the enthusiastic approval of Strand representatives and dealers, who are making plans for a banner Fall trade.

PLANS TO TRAIN SALESMEN

American Management Association Outlines Elaborate Educational Campaign

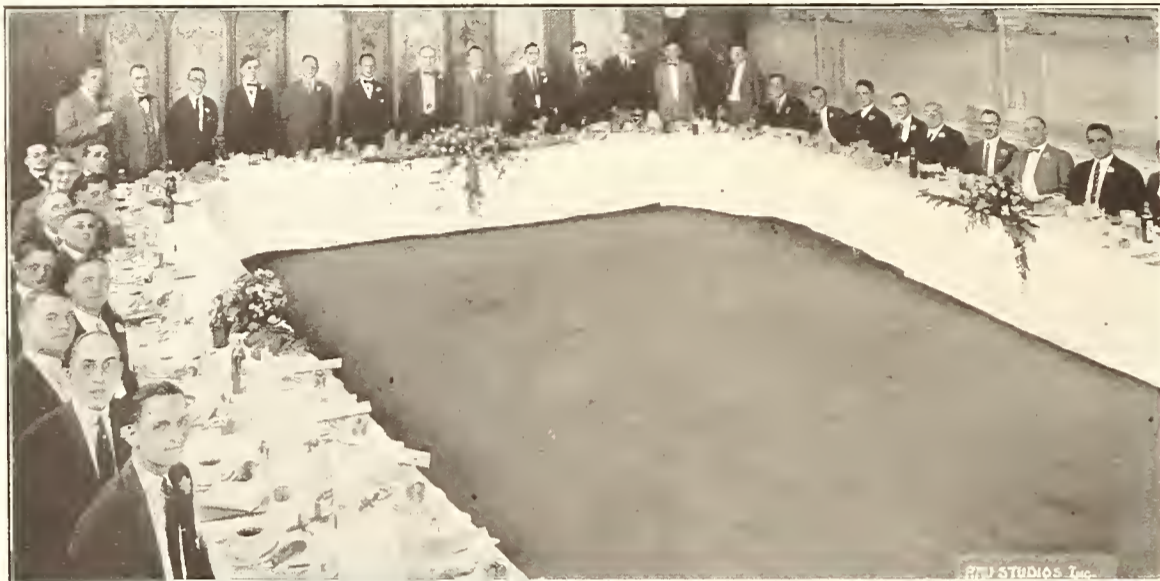
Steps to train America's vast army of salesmen will soon be taken under the direction of the Sales Executive Division of the American Management Association, according to John A. Stevenson, of the Equitable Life, who is vice-president of the Association. Office, traveling and agency schools will be established, tests and examinations devised and conventions and educational conferences held. Correspondence courses and sales manuals are other features being planned and the salesman will be shown how to put the knowledge thus acquired into practice by joint work in the field.

Explaining the purposes of the movement, Mr. Stevenson said: "Manufacturing and commercial companies have given as their reasons for not training salesmen the opinion that salesmen were born and not made. Other companies did not make any effort to supply systematic training for their employes, because 'they could only learn by experience.' Still another reason given was that 'no one person could be employed who was not qualified to teach all jobs.' "It has been found, however, that salesmen can be trained, that the trial-and-error method of experience can be carried to a point which is wasteful, that it is not necessary to have an instructor qualified to teach the technique of every job. As a matter of fact, no excuse really exists at the present time for the failure to train the man on the job. To a considerable extent, the way for a man to get ahead is to do as far as possible the things his supervisor would want him to do if he were already ahead."

J. J. DAVIN LOOKING FOR "WORLDS"

J. J. Davin, of the Musical Instrument Sales Co., 673 Eighth avenue, New York, is very anxious to secure copies of *The Talking Machine World* of the following issues: January, February and March, 1905; February and May, 1906; August, September, October and December, 1913. If any of Mr. Davin's friends in the trade have copies of these issues to spare he will be glad to purchase them.

Amid Summer pleasures it will be well not to overlook your Fall plans.



Those Present at Testimonial Dinner to Peter R. Hawley by Edison Dealers and Associates

them would result in increased effort for more valuable services to the dealers.

Among those present were Peter R. Hawley, Eugene H. Philips, Arthur Bloch, Raymond Bill, Edward C. Boykin, Charles E. Stapleton, Frank Caulfield, Perry Reifsnyder, Earl Bowman, H.

Norwood, W. C. Thompson, Everett Keefe, L. L. Goodman, W. H. Kling, Albert Stott, Arthur W. Merrihew, Curtis Greniger, William C. Stiver, William A. Berry, Vincent DeP. Quinn, E. F. Warner, Arthur W. Rhinow, Andrew Turbitt.

SAMUEL KAHN A BENEDICT

Manager of Music Roll and T. M. Departments of Eugene M. Goldman, Inc., Weds

PHILADELPHIA, PA., June 30.—Samuel Kahn, manager of the Q R S music roll department and the talking machine and record departments

of Eugene M. Goldman, Inc., 623 South street, this city, was married yesterday to Miss Sarah Molliver, also of Philadelphia. Immediately after the ceremony Mr. and Mrs. Kahn left on an extended honeymoon trip to Bermuda.

Mr. Kahn has been very successful in the trade and is particularly well known for his clever window displays.

FELT



RELIABILITY

THEY can depend upon our product.

That is why leading manufacturers of talking machines use American Felt Company's felt for turntable and other purposes.

We have gained their confidence because of the scrupulous care exercised in every step of our felting process. The finished product gives the utmost service and satisfaction only because of this painstaking effort.

American Felt Company

TRADE MARK



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

Van Veen Equipment for Phonograph and Musical Merchandise Sales Rooms

Installed in all the branches of Griffith Piano Company throughout New Jersey

THEY WANTED THE BEST AND THEY HAVE IT



(Griffith Piano Company Branch Store, Scranton, Pa.
Complete installation and decoration by Van Veen & Company)

Complete installations on hand ready for shipment

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:

413-417 East 109th Street

Telephone Lehigh 5324

NEW YORK CITY

HANDSOME NEW SONORA CATALOG

Complete Sonora Line Featured in New Catalog—Illustrations and Text Well Presented—Valuable Addition to Sonora Literature

The advertising department of the Sonora Phonograph Co. has just issued a handsome catalog that is in thorough accord with the prestige and standing of the Sonora phonograph. L. C. Lincoln, advertising manager of the Sonora Co., directed personally the preparation of

tails regarding the instrument "Woods, size of cabinets, motor, tone quality, mechanical equipment, etc., etc." The instruments presented in the first section of the catalog are as follows: Italian Renaissance (Bardini), Italian Renaissance (Milano), English Renaissance (Edgemoor), Louis XV (Du Barry), Gothic (Normandy), Heppelwhite (Traymore), Jacobean (Robespierre), Chippendale (Windermere), Adam (Westminster), Sheraton (Kenilworth), William and Mary (Raleigh), Colonial (Mt. Vernon). All of the Sonora models described in the foregoing are known as the period models De Luxe.

The standard Sonora period models illustrated and described are as follows: Louis XV (Lorraine), Queen Anne (Queensboro), Heppelwhite (Canterbury), Late French (Marlborough), Heppelwhite (Pembroke), Late French (Serenade and Marquette). The upright and table models featured are the following: Invincible, Grand, Japanese, Elite, Baby Grand, Barcarolle, Etude, Melodie and the portable.

One entire section of this catalog gives in detail the various features of Sonora product, calling attention to the immense factory at Saginaw, Mich., the Sonora tone arm, sound box, horn or amplifier, tone modifier, motor, Universal tube, envelope filing section, etc., etc. The covers of this new catalog are designed in many colors, making the publication not only practicable, but thoroughly artistic.

Lebeck Bros., Nashville, Tenn., department store, which operates a large talking machine department, is featuring this branch of the business. The music department of this concern has developed rapidly and is now considered one of the most important branches of the business.

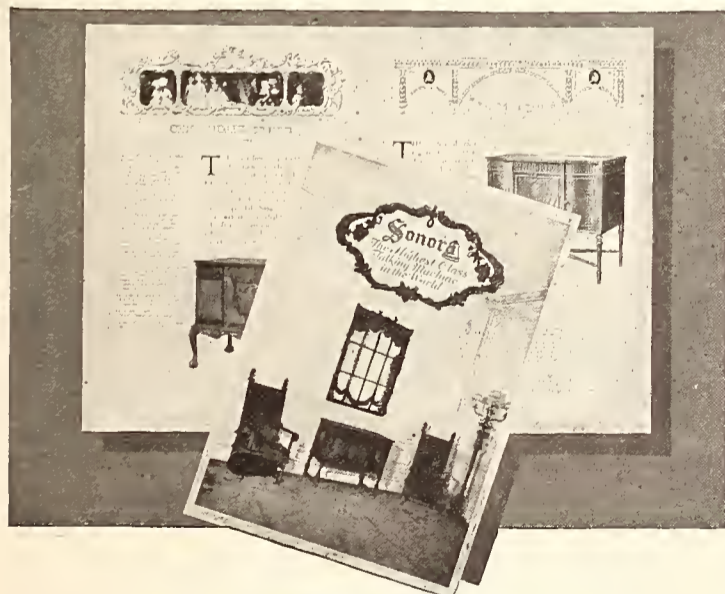
SETTLED IN NEW QUARTERS

Kaplan Bros. Now Have Fine Talking Machine Store in Fall River, Mass.

FALL RIVER, MASS., July 6.—Kaplan Bros., 300 Main street, this city, are now comfortably located in their new and spacious quarters at this address, which comprises two entire floors of the building. Recently the company furnished a commodious display room on the second floor of the building, which will be devoted exclusively to the demonstration of several types of machines which are handled. The company carries the Victor, Columbia, Edison, Brunswick and Sonora machines and is considered one of the largest stores in this city.

DEATH OF L. C. LINCOLN'S FATHER

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., New York, is receiving the sympathy of his many friends in the trade upon the death of his father, who died recently at the age of eighty-seven years at the home of his daughter, in Bloomington, Ill. The interment was made at Millersburg, Pa., and was attended by all the members of the family.



Cover and Inside Pages of Sonora Catalog

this catalog and it represents a valuable addition to Sonora sales literature.

The catalog is complete in every detail, illustrating and describing all of the period, upright and table models in the Sonora line. One page is devoted to each Sonora model, this page presenting a handsome illustration of the instrument, with a brief description of its distinctive features. The text, describing each period model, refers to the particular furniture which characterizes the period and gives the following de-

Artificial Flowering Plants and Trees with Pots, Complete, from 10c. up



Our ILLUSTRATED CATALOG No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., MAILED FREE FOR THE ASKING.

FRANK NETSCHERT, INC.
61 Barclay St. New York, N. Y.

IN PITTSBURGH

Intensive Activities of Dealers Keep Sales Up to Satisfactory Standard—Move Sonora Offices—Trade Changes—Other News

PITTSBURGH, PA., July 9.—To the satisfaction of a large number of progressive talking machine dealers the past four weeks proved to be very satisfactory, as far as sales of talking machines and records were concerned. By dint of intensive sales activity these up-to-date merchants so utilized their publicity methods as to bring the maximum of results in the matter of brisk sales. While there was no rush of business in the particular talking machine shops operated by the several dealers there was sufficient business handled to more than justify the special efforts put forth to make a month that ordinarily is looked upon as slow in retail talking machine circles—briefly, efforts brought results.

All Jobbers Busy

All of the large jobbing representatives and distributors of the various manufacturers, such as the Victor, Edison, Sonora, Columbia, Brunswick, Pathé, Starr and Strand, reported a very satisfactory volume of business and were frank to say that the outlook for Fall business is most reassuring.

Frank Dorian, manager of the General Radio Corp., distributor of Strand phonographs, Modernolette portables and Okeh records, said: "Our business has steadily forged ahead and I am confident that we will enjoy a highly satisfactory Fall trade. Okeh records are meeting with unusual success and we are in an excellent position to care for the demands of our patrons promptly. The Strand is also being well received. As I view it the outlook is very good for us in this territory."

Move Local Sonora Offices

The offices of the Sonora Phonograph Distributing Co., which also handles the Vocalion records, have been moved to 217-219 Stanwix street, on the first floor of the Empire Building. H. Milton Miller is manager. The new location is well adapted for the Sonora and Vocalion lines. The showrooms are large and attractive and there is also a fine display window, in which the various models of the Sonora phonograph are shown to excellent advantage. Mr. Miller stated that all indications pointed to a very brisk Fall season. He said: "Our business for June showed a tremendous increase over the corre-

sponding month of last year and we believe that July will also be a good month for Sonora dealers. We are enjoying an excellent demand for the portable Sonora phonograph. In fact, wherever this instrument has been shown sales have been made." Mr. Miller cited an instance of Sonora dealers, Russell & Rigg, Altoona, Pa., who in a short time had disposed of more than twenty portable machines merely by an attractive window display.

Two of the Live Buehn Phonograph Co.

The picture shows J. K. Nichol (left) and T. A. Dillon (right), popular traveling representatives of the Buehn Phonograph Co., Edison distributor in the Pittsburgh, Pa., zone. A third representative is D. S. Hartley.

At the present time Jack, Tom and Dave, as they are affectionately called by the dealers in their respective territories, are engaged in a friendly but spirited contest to see who can most quickly and efficiently secure dealers in open towns or build up weak points in his territory.



J. K. Nichol - T. A. Dillon

Since the first of January fifteen new dealers have been appointed in the Pittsburgh zone, six in the territory covered by Mr. Nichol, five in that of Mr. Dillon and four in that of Mr. Hartley. There are on file at the present time a number of other applications for dealerships which, when acted upon, may change the positions of the contestants.

New Sonora Accounts

Among the new Sonora retail dealers are Waid & Walker, Girard, Pa.; Imhoff Music Co., Clarion, Pa., and Todd & Stevens, Monongahela, Pa. New Vocalion record dealers are Waid & Walker, Girard, Pa.; R. H. Miller, Sharpsville, Pa., and Frank Sportolari, Bridgeville, Pa.

Frank J. Coyne in New Post

Frank J. Coyne, who was formerly connected

with the talking machine department of the Rosenbaum Co., on July 5 assumed the managership of the talking machine department of the Kaufmann & Baer Co. Mr. Coyne is well known to the trade and has the best wishes of the fraternity in his new position.

C. R. Parsons, manager of the Rosenbaum Co., returned from a recent trip to New York and Atlantic City. He reports June business in both talking machines and records as brisk.

Alterations at Yahrling-Rayner Store

The Yahrling-Rayner Music Co., of Youngstown, O., has just completed extensive alterations in its store, which is now one of the most modern music houses in the Class A district. The Victrola department, which has heretofore been located on the second floor, has been moved down to the first floor, giving a battery of fifteen excellent listening rooms, finished in ivory and mahogany. The formal opening of the new department occurred Friday, June 29.

J. W. Laing Sells Business

J. W. Laing, dealer in musical instruments and Victrolas, near Coalport, Pa., recently disposed of his business to Gill & Lomire, who will hereafter conduct the business under the above name. Mr. Gill has been connected with Mr. Laing for some years and will, therefore, bring to the business considerable experience in the talking machine line.

Brisk Demand for New Columbias

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., in referring to business conditions, said: "Our new models of the Columbia line and the new process records are making a decided hit among our dealers and we have enjoyed a marked volume of business for June which was much larger than for the same month a year ago. Our retail dealers are enjoying good business and our advance orders for Fall delivery show that the Columbia dealers are keenly alive to the possibilities of brisk business and wish to have an ample supply of merchandise on hand to display at the proper time. It is my candid opinion that our Fall business will be the greatest that we have enjoyed for that season." Mr. Nichols was a recent visitor to the general offices of the company in New York.

Edison Demand Gaining

H. M. Swartz, of the Buehn Phonograph Co., Edison distributor, stated that trade conditions for the Edison line, both in phonographs and records, were showing a satisfactory improvement. A. A. Buehn, treasurer of the company, who attended the Edison jobbers' meeting in Chicago, the latter part of June, is quite optimistic relative to the Edison business for the Fall season.

Edison dealers who recently visited the Buehn Co. offices were A. L. Livengood, of Somerset, Pa.; H. C. Crawford, of Uniontown, Pa.; Ross Burns, of Waynesburg, Pa.; I. F. McGaw, New Brighton, Pa.; E. S. Tyler, Point Marion, Pa., and D. C. Feather, Pitcairn, Pa. The latter was confined to his home for some time past by illness.

Adopt Summer Closing Schedule

The leading downtown talking machine shops who are affiliated with the Piano Merchants' Association of Pittsburgh have agreed to the usual Summer closing schedule, effective as of June 16 and ending September 3 inclusive. The closing hour on Saturdays is 1 p. m. and 5 p. m. on other business days of the week.

W. C. Hamilton Convalescent

Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, who early in June underwent an operation in a New York hospital, is now at his home here recuperating. His proposed European trip, scheduled for July, has been canceled, on the advice of his physician, who advised against a long ocean voyage so soon after his leaving the hospital.

Miss Margaret Stuart, of the Victor department of the S. Hamilton Co., is on her vacation.

Victor Business Never Better

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., said: "Business was never better for



Being authentic in design, our reasonably priced period models appeal to lovers of artistic furniture.

And, the realism of tone makes the New Edison of even greater appeal to those who appreciate REAL music.

BUEHN PHONOGRAPH Co.
EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

What happens when one's rabbit foot fails to function?

Bessie Smith, Columbia's exclusive colored artist and by common consent uncrowned queen of blues, tells you all about it this month in "Mama's Got the Blues" and "Outside of That." Record A-3900. Just let the public know you are selling these latest episodes in The Blues of Bessie. That's all!

COLUMBIA GRAPHOPHONE CO.
New York



us and the outlook is brighter than for many months. The new Victor models will, undoubtedly, prove big sellers and make a hit with both the retail dealer and the public. The industrial conditions here are of such a character as to justify the dealer and jobber co-operating very closely in going after business."

Stage Annual Outing

The Lechner & Schoenberger Co., dealers in Victor, Columbia and Edison machines, held their annual outing on Saturday, June 30, at Peel's Farm. The store was closed the entire day and more than 200 persons participated in the picnic, which was a rousing success.

Urges Early Ordering

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is strongly of the opinion that Victor dealers who neglect to make ample preparations for securing their quota of Victor goods will find a shortage just when Victrolas are most needed.

Nathan's Fine Department

One of the handsomest talking machine departments in western Pennsylvania is that of Nathan's, at Johnstown, Pa., one of the largest department stores in the State. The Edison and Sonora phonographs are featured, the Sonora being handled exclusively by Nathan's in Johnstown. The talking machine department is located on the third floor of the new Nathan Building, which was formally opened a few days ago. The demonstration booths are especially attractive. The color schemes are ivory and mahogany. H. Reed List is manager of the department. His assistants are Misses Zelma Clark, Lillian Martin, Mabel Johns and Justina Ridenour.

Constructing New Building

M. Aaron, of the Aaron Co., Connellsville, Pa., who has a chain of house furnishing stores in Connellsville, Greensburg and Uniontown, is building a beautiful four-story building on the former site of the Central Y. M. C. A. in Uniontown, in which will be housed one of the finest and most accessible departments in this section. It will be located on the mezzanine floor near the main entrance and will be devoted, as are all the Aaron departments, to the Victor line exclusively. Mr. Aaron had not previously engaged in the talking machine department in Uniontown, but recently secured the agency conducted by P. W. Simon, in that town, which Mr. Aaron will move to his new department.

News Gleanings

John Henk, head of the Columbia Music Co., Edison and Columbia dealer, declared that business in June exceeded that of June of 1922.

H. C. Niles, of the Starr Phonograph Co., stated that Starr phonographs and Gennett records were increasing in popularity and that reports from his retail dealers indicated a very satisfactory volume of business.

George J. Meyer, Jr., of the Pittsburgh offices of the Brunswick-Balke-Collender Co., reports that the local retail dealers are enjoying a very brisk trade. Mr. Meyer looks forward to a big volume of trade during the Fall months.

E. G. Hays, of the E. G. Hays Co., Bruns-

wick dealer, returned from a brief stay at Cambridge Springs, Pa.

Robert Raugh, manager of the Victrola department of Stone & Thomas, Wheeling, W. Va., motored to Pittsburgh over the week-end of June 21 with Mrs. Raugh and young daughter, Janet. Mr. Raugh reports an excellent year's Victrola business.

J. W. Dickson, proprietor of Lowe's Music Store, Punxsutawney, Pa., Victor dealer, was a visitor to the offices of the Standard Talking Machine Co. Thursday, June 28. Mr. Dickson's store was recently burned out, but he has since secured a much better location than the old and has equipped a fine new music store.

G. C. Hodson, traveling representative of the Pooley Phonograph Co., was a recent caller on the trade here. He had just returned from an extended trip to the Pacific Coast.

M. I. S. CO. SPONSORS DEALER HELPS

Timely Sales Helps for Victor Retailers Well Received—Victrola Price Cards a New Item

The sales promotion department of the Musical Instrument Sales Co., New York, Victor jobber, has been meeting with considerable success in the introduction of service items to the trade and many Victor dealers throughout the metropolitan territory have congratulated the company upon the practical value of these sales helps. One of the recent sales promotion ideas introduced by this company consisted of a set of price cards to be placed on the turntable of the Victrola. These cards, in addition to their value as a sales help, serve to keep the dust off the turntables, thereby enhancing the attractiveness of the wareroom stock. There are twenty-two cards in the complete set and they can be used to advantage by Victor dealers.

Another sales idea announced recently by this same company was a six-page booklet, entitled "There is no accepted style of phonograph which is not now represented in our wide line of instruments for your home, your cottage, camp or country place." The pages of this folder feature a complete Victrola line, including the portable model and the table models, which are particularly adapted for use during the Summer months. On the first page of the folder there is ample room for the dealer's reprint and this sales help is being used with success by Victor dealers in the development of Summer business.

SHELTON BROOKS SCORES A HIT

Alan Dale, famous dramatic critic for the New York American and a recognized leader in his profession, is now in Europe, studying the dramatic offerings abroad. Mr. Dale recently attended the Revue at the "Pavilion" in London, where the principal stars are colored artists from the United States. Among these artists is Shelton Brooks, who sings for Okeh records exclusively, and, referring to his performance in this Revue, Mr. Dale commented upon the fact

that Mr. Brooks had scored a terrific hit, stating that the audience "went wild."

standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

RICHMOND

Sales Drive on Rural Dwellers Brings Results — Retailers Adopt Vigorous Methods—Mouth's News

RICHMOND, VA., July 7.—The Colonial Piano Corp., Columbia retailer, reports that it is getting good results from a special drive for talking machine business in rural districts contiguous to Richmond, several canvassers in automobile trucks being assigned to this territory. The canvassers make it a point to penetrate sections which are difficult to reach because of bad roads, and they have found these sections a fertile field because the people are rarely solicited and only at long intervals find it convenient to come to the city to make purchases. Moreover, because of their seclusion these people are easily sold when the recreative features of a talking machine are impressed upon them. For the most part, they buy the cheaper models, usually the Columbia D-2, which sells for \$60. The company undertakes to cover territory within a radius of fifty miles, but it concentrates on territory in counties adjacent to Richmond. Many colored people are included in this trade and they nearly always prefer jazz records. Practically no portable machines are sold in the country districts, table models being preferred, as a general rule.

The Colonial Piano Corp., which has occupied new quarters at 18 West Broad street for several months, moving from 205 East Broad street, has increased its business greatly since making the move, according to James Cowan, proprietor, the new stand being more advantageous in practically every way.

The interior of the store is attractively finished in ivory, no expense having been spared to make it as attractive as possible. Business of the house during the first six months of 1923 was fully 100 per cent greater than that done in the corresponding period of last year, according to Mr. Cowan.

Other Richmond houses handling talking machines also report highly gratifying business for the first half of this year. Walter D. Moses & Co., Victor retailer, reports that its sales for that period have run far ahead of last year. It is now taking inventory for fiscal year which ended July 1. Most of the other talking machine firms close their fiscal year January 1.

Salesmen for the Moses Co. cover North Carolina and West Virginia, as well as Virginia, and they report that talking machine trade is especially good in North Carolina, the people in that State being more ready spenders than in the other States traveled by them. Upright models are favored over the flats throughout the territory, \$150 being the most popular price.

A. L. Wiggins, vice-president of the Trust Co. of South Carolina, and general manager of J. L. Coker & Co., Inc., Edison dealer in Hartsville, S. C., was a recent visitor to the C. B. Haynes Co., Inc., Edison distributor, and placed a substantial order for records. Mr. Wiggins stated that he looks forward to greatly improved conditions throughout the State this Fall, and that his company plans to increase the facilities of its Edison department with a view of doing a larger business.

Wm. Benjamin & Sons, Edison dealers in Exmore, Va., have moved into their new building, which is considered to be the finest structure in that part of the State. H. E. Benjamin, general manager of the concern, stated that the new store facilities would enable them to do a much larger Edison business. An elaborate program has been arranged for the formal opening of the store, which will be featured by the appearance of an Edison artist.

J. Flegenheimer, field representative for the C. B. Haynes Co., Edison distributor, returned to Richmond headquarters after a month's work among the trade in the Carolinas. He reports dealers doing good business in North Carolina, and the dealers in South Carolina are very optimistic over the promising outlook of a good Fall crop.

New Edison dealers recently established include O. V. Hutchins, Yadkinville, N. C.; F. H. Lilly Furniture Co., Norwood, N. C.; R. E. Knight & Son, Alexandria, Va., and T. J. Hoover, Ashboro, N. C.

The Corley Co., Victor distributor, has been pushing a vacation sale of portables priced at \$50 and reports a ready response from the trade. Boy Scouts as well as girl scouts have bought these models in goodly numbers preliminary to going away on camping trips. A number have also been sold for use on porches and lawns.

Dance records are easily the leaders with these machines and they are also favored, for the most part, with other models.

The Corley Co. finds that the console model is favored over the upright by its trade, the best sellers ranging in price from \$100 to \$200.

The C. B. Haynes Co., Edison jobber, re-

Our A A A Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

ports a greatly increased sale of Amberolas since the price of these models was materially reduced along with the records, which are selling at 35 cents. The several models are now retailed at \$30, \$50 and \$75. E. Bowman, president of this company, visited Orange, N. J., and had an extended interview with Thomas E. Edison. Mr. Edison, he says, was enthusiastic over prospects for the new Edison and is expecting an extra big business this Fall. He found the inventor in particularly fine health and spirits.

Recent visitors to the establishment of the Haynes Co. were George B. Corrie and C. B. Hubert, Edison dealers, respectively, at Crewe, Va., and Victoria, Va. Both reported outlook was for good business in their territory during the next few months.

DISPLAY BOOSTS PORTABLE SALES

Gulick-McFarland Co., Burlington, Ia., Devotes Large Window to Display of Portable Instruments With Excellent Results

BURLINGTON, IA., July 7.—The Gulick-McFarland Co., large furniture house which operates a store in this city and another in Ft. Madison, Ia.,



Simple but Effective Portable Display

pays considerable attention to its talking machine department. Recently the window display illustrated was staged and the results, according to Leland Q. Selzer, manager of this branch of the business, increased the sale of portable instruments and also the larger models.

This concern has another stunt which has been found unusually effective in making newspaper readers remember the firm's advertising when they happen to pass by the store. The advertising of the company in the local newspaper is always under a series of cartoons which feature the matrimonial adventures of "Jiggs." To tie up with this the firm has made an enlarged replica of this famous cartoon character, which is so placed near the entrance to the store that persons passing by cannot fail to see it, thus drawing their attention to the window.

MAMIE SMITH'S NEW OKEH RECORDS

Mamie Smith, exclusive Okeh artist and a pioneer in the rendition of the popular Southern blues type of music, was a recent visitor to New York, making a number of new recordings for the Okeh library. Miss Smith recently returned from the Pacific Coast, where she was the star of "Shuffle Along."

R. W. Clemons, of Clemons Bros., Chattanooga, Tenn., furniture and talking machine merchant, has been made president of the Tennessee Furniture Dealers.

THE C. B. HAYNES, CO. INC.


EDISON SERVICE

Disc and Amberola Instruments

DISTRIBUTORS

Recreations and Amberol Records

THAT SATISFIES

BUILD A  **GREATER**

BUSINESS

WITH

THE NEW EDISON LINE AND ENJOY

MORE PROFITS FROM INCREASED TRADE

BUILT BY

PUBLIC APPRECIATION

OF

EDISON QUALITY

"IT'S AN ASSET WITH YOUR BANKER"

WRITE FOR DEALERSHIP

RICHMOND, VIRGINIA

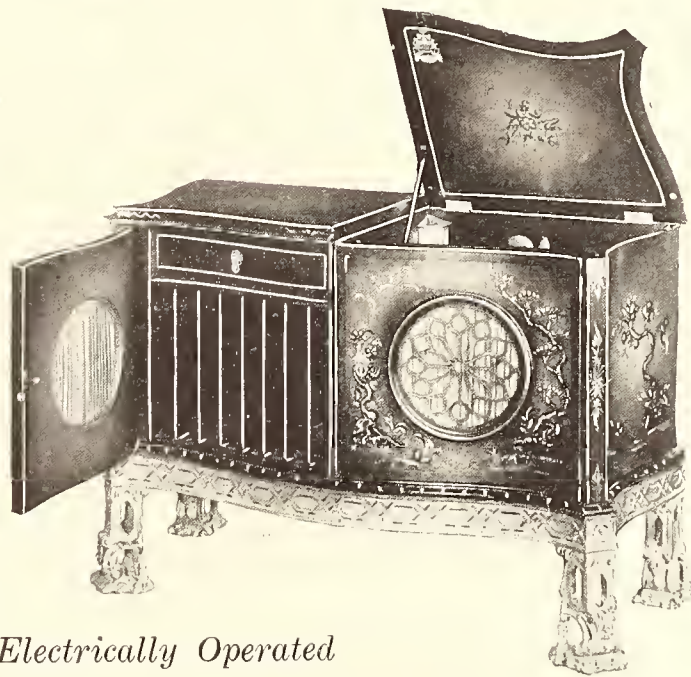


THE ORSENIGO PERIOD PHONOGRAPH



Queen Anne
and
Chippendale Cabinet

This Queen Anne chest with its graceful serpentine shape, finished in a beautifully enamelled blue shade and mounted on a carved Chinese Chippendale base finished in gold; if properly displayed, will add a note of distinction to your showroom.



Electrically Operated

THE ORSENIGO COMPANY, Inc.

Showroom: 383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



S A I N T L O U I S

Portable Instruments Lead in Local Machine Sales—Koerber-Brenner Co. Purchases Putnam-Page Co.—Other Trade Activities

ST. LOUIS, Mo., July 9.—Business in this territory during the past month has, on the whole, been quite satisfactory, although sales were spotty. Portable instruments came into their own during the latter part of June and popular and dance records have maintained the undisputed leadership in the record sales field. Although the larger and more expensive models are not in demand just now many dealers are going after prospects with such energy that some sales are resulting.

Sales Drive on Columbias

Manager Geissler, of the Famous & Barr Co. talking machine department, recently staged a successful sales drive on discontinued models of Columbia instruments which covered a period of three weeks. The sale was about the most successful of the kind in St. Louis talking machine history. A considerable force of extra salesmen was needed. Double-page advertisements, followed by single pages in local newspapers, heralded the event.

Enlarged Duties for "Talker" Managers

In each of three large department stores here

talking machine men are now in charge of both the piano and talking machine departments. In two the managers of the piano departments have recently been removed and the pianos turned over to the talking machine manager. The Stix, Baer & Fuller store was the first to take this step. Following the resignation of Manager Dockstader, of the piano department, the jurisdiction of Manager Horning, of the talking machine department, was extended over both. The most recent example of the same thing is the action of the Scruggs, Vandervoort & Barney Co., following the resignation of Manager Elam, of the piano department, in turning that department over to Manager Hosier, of the talking machine department. Practically the same thing happened when Manager Ditzel, of the Famous & Barr piano and talking machine departments, resigned. Manager Geissler, now in charge of the two departments, has always been a talking machine man. The changes are part of the department store insistence upon more rapid turnover. It means that an effort is to be made to merchandise pianos the talking

machine way in the hope of speeding up the turnover—a desirable consummation.

Early Closing Resumed

The department store talking machine departments will be closed all day each Saturday from June 14 to the first of September, resuming the custom which was inaugurated two or three years ago and which has been found satisfactory. The regular music stores will close at noon or 1 o'clock on Saturday.

Local Jobber Purchases Putnam-Page Co.

The Koerber-Brenner Co., Victor distributor, has purchased the stock and good will of the Putnam-Page Co., Victor distributor at Peoria, Ill. The Peoria office is being closed and all the merchandise, good will and experience of the Putnam-Page Co. is being brought to St. Louis. This will mean greater concentration of resources at the hub of this trade territory and the Koerber-Brenner Co. believes the acquisition of this company will add materially to its ability to better serve all of its dealers.

Drive on Edison Phonographs

Sales of the official Edison laboratory model at \$295 are being promoted by Retail Manager Gold, of the Silverstone Music Co., by a trade-in campaign among Edison owners. The proposition made to them is to allow them full value on low-priced machines bought within the past six months, with a warning of a deduction of 10 or 15 per cent if it goes over into the seventh month. The campaign was especially successful in June because of the large number of December sales to work on.

Mark Silverstone, president of the Silverstone Music Co., has returned from a business trip to Chicago. M. Goldberg, vice-president, is planning a motor trip to Atlantic City this month. Geoffrey Menne is traveling in southeast Missouri. O. A. Reynolds is traveling in Illinois.

The Artophone Corp. reports excellent sales of Artophone, Spencerian and Outing portables and Okeh records.

Brisk Business at Artophone Corp.

Edwin Schiele, president of the Artophone Corp., accompanied by his wife, is touring Europe. They will not return until about September 1.

T. W. Hindley in New Post

Manager T. W. Hindley has resigned from the Aeolian Co. Vocalion department to become a distributor for the Emerson Phonograph Co.

Issues Folder on Portables

The Stix, Baer & Fuller Dry Goods Co. has just issued an attractive four-page folder on portable talking machines. The front page pictures its use in a canoe and the back page gives some good arguments for owning one. This is a companion to the folder issued by the same company on records of music from the Municipal Opera selections.

Read This and Weep

W. C. Daumueller, of Lebanon, Ill., won the prize for the joke column conducted by Sally Green in the Koerber-Brenner Advance List for July for the most amusing experience with a record customer. Mr. Daumueller's customer

THE Artophone CORP.

Same-Day Service

is the kind of service that we are giving to our dealers.

It means that their orders, large or small, are shipped out on the same day they are received. It means that our dealers can depend on us in every emergency for complete, speedy delivery.

We can give this valuable Same Day Service because our stocks are kept complete and right up-to-date, and our system of filling orders is delay-proof.



THE Artophone CORPORATION

1103 Olive Street

St. Louis, Mo.

New Kansas City Branch Office

Kansas City Life Bldg.

Kansas City, Mo.

Okeh Records

The Records
of
Quality

in answer to his query as to the kind of a talking machine he owned, said, "Oh, I got a good 'un. It plays all kind. I got Wictory, Columbians, Oaks and Roosters." We leave it to you to know what kind of records he has.

Dealers Tie Up With Sonora Week

"Sonora Week" was held in this city last month. There were many fine window displays featuring the Sonora and the Sonora dealers in St. Louis were well pleased with the results obtained. Dealers report an increasing demand for Sonora phonographs.

News Gleanings

The mother of C. O. Thompson, assistant manager of the Kieselhorst Piano Co. talking machine department, died recently.

Edward Ginsburg, formerly with the Howell City Equipment Co., radio distributor, New York, has joined the Kieselhorst organization here.

The Field-Lippman Piano Co. has received a shipment of the new Columbia Model 150 machines.

Miss Fleata Trout, of the Cline Victrola department at Herrin, Ill., has just returned from a vacation tour.

For the coming appearance of Isham Jones and His Orchestra at the Grand Central Theatre, St. Louis, Brunswick dealers will co-operate in an advertising drive on his records.

Assistant Manager Bennett, of the Brunswick Co., has returned from a business trip to Chicago.

H. J. Arbuckle, manager of Widener's, has returned from Boston, where he attended a conference of Widener managers.

E. C. Rauth, of the Koerber-Brenner Co., spent a week at the Victor factory recently. Mrs. Rauth accompanied him as far as Indianapolis, where she spent the time with friends until Mr. Rauth's return.

Miss Marie Offil has taken the place of Miss Margaret Hibbler in the Victrola department of the Hellrung & Grimm House Furnishing Co.

Miss Laura Pickell, of the T. D. Music Box, sailed last week for a two-months' tour of Europe, accompanied by her sister and niece.

FRED. KELLER VISITS THE EAST

General Manager of Sterling Devices Mfg. Co., Chicago, Calls on Eastern Trade—Making Plans for Fall Sales Campaign

Frederick Keller, general manager of the Sterling Devices Mfg. Co., Chicago, Ill., was a recent visitor to New York, calling upon some of the manufacturers and jobbers in this territory. In a chat with The World Mr. Keller stated that his company was making plans to rapidly increase its production of tone arms, sound boxes and attachments, in order to take care of the requirements of Fall trade. He expects to announce several important plans in the near future regarding a manufacturing and merchandising campaign for the balance of the year.

NEW OUTING DISPLAY CARD

Handsome Three-color Window Card Ready for Outing Dealers—Features Popular Slogans

The Outing Talking Machine Co., Mount Kisco, N. Y., has just issued for the use of its dealers a handsome three-colored window card which it is supplying to the trade without cost. This card is reproduced in black and white in another section of this issue of The World, although the black and white reproduction hardly does it justice. This company recently devised a new trade-mark, which is featured to advantage on the new display card. It carries out the idea of the Outing slogan, "Master of Movable Music," and also illustrates the slogan "One handle handles it." The display card is already being featured by Outing dealers generally, who are enthusiastic in praising its publicity value.

The Koskie Music Co., Main street and Broadway, Hornell, N. Y., was recently considerably damaged by fire.

WALTER S. GRAY VISITS NEW YORK

Popular Pacific Coast Accessory Jobber Spends Week in New York—Closing Excellent Business With Standard Lines

Walter S. Gray, president of the Walter S. Gray Co., San Francisco, Cal., one of the most successful wholesale houses in the industry, was a recent visitor to New York, spending over a week in this city, visiting business and personal friends. Mr. Gray has been identified with the trade for many years and is recognized as one of the best-posted wholesalers in the trade.

In a chat with The World Mr. Gray stated that business on the Pacific Coast was excellent and that his company's sales for the first five months of the year showed a substantial increase over 1922. Mr. Gray has been particularly successful in developing business for the Manufacturers' Phonograph Co., the Strand, the Outing Talking Machine Co., the Brilliantone Steel Needle Co. and the Peerless Album Co., besides carrying a complete line of accessories of all descriptions. The members of his sales force visit the dealers from Oregon to Southern California and, in order to give the trade efficient service, he has established branches in Los Angeles, Cal., and Portland, Ore. Associated with Mr. Gray is his son, Robert G. Gray, who, as vice-president of the company, is proving an invaluable aid in the stimulation of accessory business on the Pacific Coast. Mr. Gray visited New York after several days in Washington, attending the Shriners' Convention, and left for the Coast by way of the Southwest.



NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it
Colorless, Odorless and Stainless.
Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

Nathan R. Cherry, formerly with Chas. H. Ditson & Co., New York, has become associated with I. Scheib, who has just opened a new talking machine store at 1866 Lexington avenue, New York City. Mr. Scheib also has a store at 1556 Second avenue. Growth of business made the expansion necessary.


THE SWANSON PORTABLE
Complete, Compact and Durable—A Proven Success
The Phonograph of a Thousand Uses
You will like it because—
"It's a Real Portable"

\$37.50 Retail List Price—East **\$37.50**
of the Rocky Mountains

VACATION TIME IS HERE
—You can increase your summer profits by selling Swanson Portables.
—Steadily increasing demand indicates the public's approval of the Swanson.
—Swanson Portables are everywhere. Not far from your store is a Swanson Jobber.
Write to-day. We will send full details.

WHY SWANSON'S EXCEL
Size 11 1/8" long, 13 1/8" wide and 7 1/2" high.
Weighs only 15 1/4 lbs. including album.
Swanson wood tone-arm and mica reproducer.
Tone modifier and speed regulator.
Double-spring Heineman motor.
10" twelve-pocket record album.
Beautiful and natural tone.
Substantial and attractive.

We guarantee it
SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS
738 South Los Angeles Street,
Los Angeles, Calif.



Three Melody Hits— "You can't go wrong—With any 'FEIST' song"

PEGGY DEAR

Light, Tuneful and Original Fox-Trot

The Big Hit from
"UP SHE GOES"
JOURNEYS
END
By JOSEPH McCARTHY and HARRY TIERNEY

LINDY LADY

A Southern Mellow Moon Song

SALT LAKE CITY

Optimism Pervades Trade as Dealers and Jobbers Enjoy Satisfactory Business—D. Thompson in New Post—News of the Month

SALT LAKE CITY, UTAH, July 6.—Talking machine and record sales have been excellent despite adverse weather conditions, according to statements of dealers and jobbers. Special sales drives have been largely responsible for overcoming a natural lethargy in trade at the present time. The members of the trade, generally, are optimistic and determined to get their share of business, regardless of season.

Henry Gardner, for many years with the Daynes-Beebe Music Co. and one of the most popular men in the trade, has been given charge of the new phonograph department of the Z. C. M. I.

Dick Thompson, advertising manager of the

Daynes-Beebe Music Co., has been called East by the death of his mother.

Mrs. Z. Fullmer, phonograph department of the Glen Bros.-Roberts Piano Co., has returned from a month's vacation in Los Angeles taken with her mother. Manager Berry, of the phonograph department, and Manager Palmer, of the piano department, Glen Bros.-Roberts Piano Co., with their respective families, have gone to southern Utah on a pleasure trip.

With the co-operation of the Western Arms & Sporting Goods Co., of this city, the Consolidated Music Co. got up a fine "outdoor" window, in which portable phonographs were featured. The window was arranged by Dean Daynes,

brother of Manager R. W. Daynes, of the company. Much interest was aroused. The Glen Bros.-Roberts Co. has also had a nice "outdoor" window during the month, in which portables were featured.

"Ukulele" Hughes, of the O'Loughlin Co., Brunswick dealer, has had his system of teaching the ukulele, Hawaiian guitar and tenor banjo accepted by the Goodman-Rose Music Publishing Co. for early publication. The O'Loughlin people are to put in a piano department right away, according to a statement made by Harry O'Loughlin, head of the firm.

The Glen Bros.-Roberts Co. will hereafter carry only the Edison and Victor machines.

Charles Lutz, formerly employed by the Consolidated Music Co., has returned to this house to assume the position of manager of the phonograph department. He succeeds Charles Pike, who is now with the John Elliot Clark Co.

The O'Loughlin Co. has installed a lot of new fixtures and equipment and generally put this popular store in fine shape.

John Elliott Clark, head of the well-known local Victor retail and wholesale company bearing that name, is visiting the Victor factory in Camden, N. J.

Manager Spratt, of the Brunswick-Balke-Collender Co., states that the record business is showing a considerable increase. The sale of machines is also very fair, he said.

Miss Olson, of the T. C. Martin Music Co., Pocatello, Idaho, was a recent visitor.

COLUMBIA LOCAL BRANCH NEWS

W. G. Monroe a Happy Father—Death of Edw. Plischker—M. B. Downs Promoted—S. H. Nichols, of Pittsburgh, a Visitor

William G. Monroe, of the New York City branch of the Columbia Graphophone Co., is receiving congratulations from his many friends in the trade on the birth of a son, William Galpin, Jr.

Edward Plischker, of the Columbia sales staff, who covered the Bronx section, died recently of heart disease. Mr. Plischker enjoyed great popularity among the dealers in his territory and his sudden death will be keenly felt by his many trade friends.

Kenneth Mills, manager of the New York branch of the Columbia Graphophone Co., spent some time recently among the dealers in Albany and adjacent territory, stimulating business wherever he visited.

M. B. Downs, formerly inside salesman of the New York branch of the Columbia Graphophone Co., has been transferred to the outside sales staff and will be located in the Long Island territory.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Co., recently visited New York City. He spent some time at the local branch of the Columbia Co., visiting with Mr. Ireland, assistant manager of the New York branch.



Make Money Quick!

HAVE a phonograph sale and offer this beautiful Empire XA1 with an assortment of records for \$89.50! At the peak price this model retailed for \$225, and at the price you can make on it now you can sell dozens in a special sale. Our word for it, you can make a big profit *quick*, by turning a number of these in a special sale. This is a real machine, a wonderful value for you and your customers. Brown or red mahogany, top, front, sides and back. Full French-turned legs all round. Heineman motor. How many can you sell in one week's intensive selling? Write for our interesting proposition.

The UDELL WORKS

28th Street and Barnes Avenue
 INDIANAPOLIS

"Treasure Chest" Will Aid Record Sales

Selected Records of Music Typical of Foreign Lands Is Plan Conceived by the House of Bruno to Boost Group Record Sales

One of the most important problems confronting the talking machine retailer at the present time is the sale of more records. Undoubtedly, not enough attention has been given by some dealers to this important phase of merchandising. Many instances have been found where a machine has been sold to a customer and, after the initial sale of records accompanying the machine is made, no intensive or well-planned scheme was followed to build up the customer's collection. True it is that the monthly supplement is mailed regularly, but it has reached the point where that alone will not suffice. Every retailer is confronted with the problem of whether he is to merely handle records or energetically sell them. Waiting three weeks of the month for the one busy first week has become an antiquated form of record merchandising. New forms of record exploitation, not only of the new releases but of the general catalog numbers, must be found. That there is a decided demand on the part of the dealer for new ideas in record merchandising is found in the great interest manifested by him in all suggestions for increasing his record sales.

The latest, and probably most unique, method for helping the retailer sell more records has

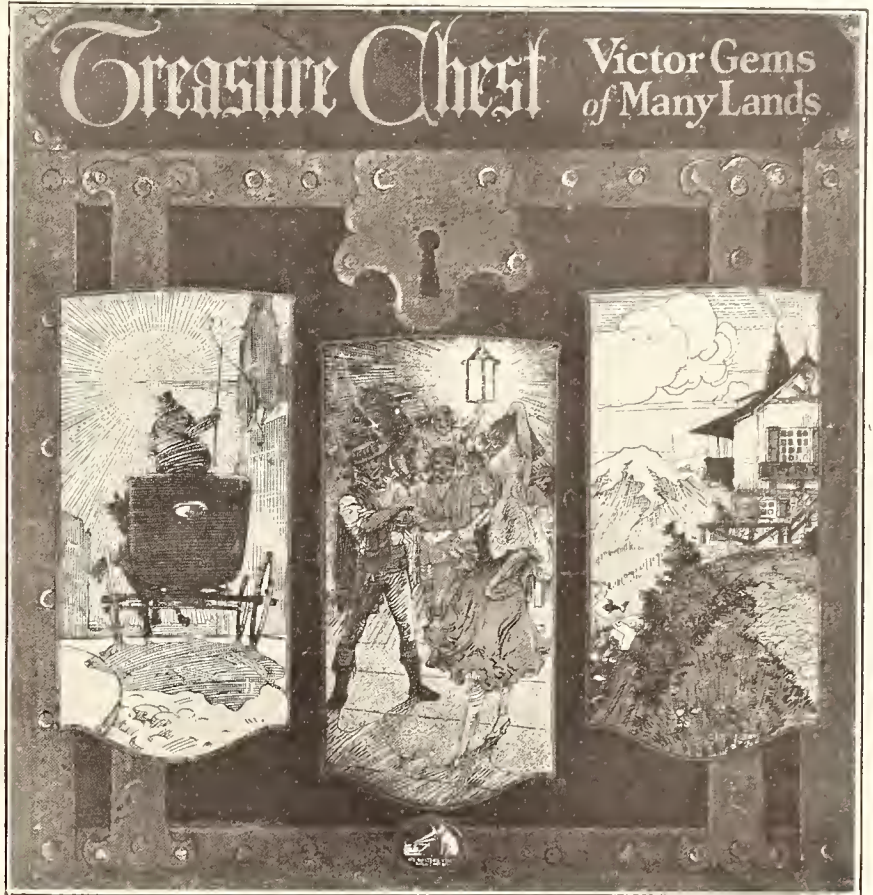
is represented by "My Little Sweetheart Polka," "Tarantelle of Potenzeze"; Spain by "The Little Tippler" (La Borrachita) and "The Exile" (El Desterrado); Mexico, "Mavi Waltz" and "Night of Sorrow"; Norway, "The Chalet Girl's Sunday" and "Solveig's Song" (Sunshine Song); Germany, by "O, Thou Azure Sea" and "The Cab-driver's Song," and Russia by "Song of the Volga Boatmen" and "The Bright Moon."

While some of these selections may be unfamiliar to the average person, nevertheless they are presented as being the most appropriate gems in Victor recordings which are characteristic of the countries they represent. All these selections are instrumental. Thus the inability to comprehend a foreign tongue is eliminated, but, at the same time, a full realization of the beauty of the music is available. Each record is contained in a separate envelope, which has on it a spirited and effective drawing appropriate for the music, together with an interesting and vivid annotation.

This individual description of the composition is worthy of particular note, for the owner of the set is made familiar at once with the important musical values of the selection and general interesting facts about it. The illustrations appearing on these record envelopes are again handsomely reproduced in colors on the container. It is said to be one of the most beautiful record containers that has ever been presented to the trade. It is not only entertaining to a high degree, but instructive as well, as it in reality provides the purchaser with a musical travelogue for his home. It possesses a high educational value and, while it will be a year-round seller, it is expected that it will prove particularly attractive as a holiday gift.

William J. Haussler, president of the company, in commenting on the new record "Treasure Chest," remarked: "It has never been the policy of C. Bruno & Son, Inc., in the production of material or creative ideas, to be selfish in any degree; we have rather had the purpose in mind of benefiting the Victor industry as a whole. In introducing the 'Treasure Chest' I might say that, exclusive of the amount of time devoted by members of this organization to its production, costs have already far exceeded any amount that we might hope to realize for some time to come. Furthermore, it is not our intention to retain the sole sales of these sets ourselves, but plan to place them in the hands of every Victor wholesaler. We believe that the 'Treasure Chest' will open up a new avenue of

record sales activity for the Victor retailer. Aside from its value as a gift every owner of a Victrola will, doubtlessly, realize that it is a requisite to a complete record collection. In considering the preparation of this chest we also had in mind its value as a window display article. We believe that its opportunities in



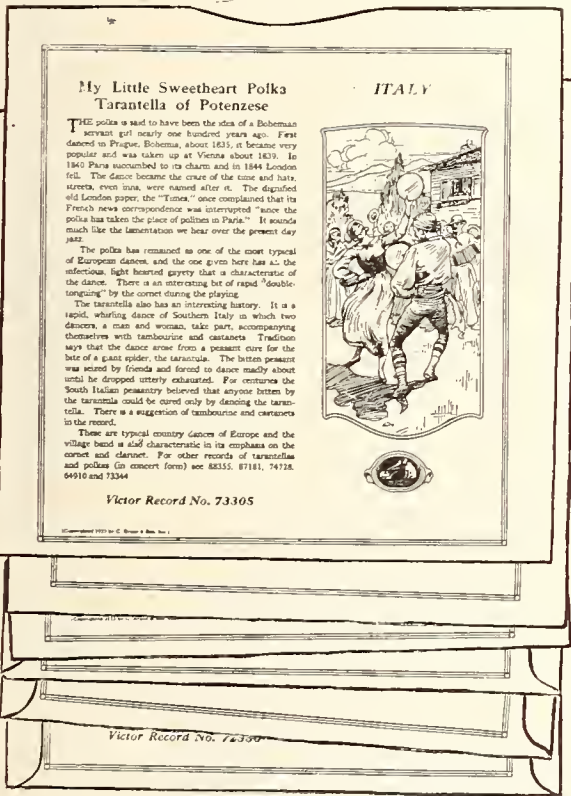
Colorful Design on Front of Group Record Container

this respect are inexhaustible. In presenting the 'Treasure Chest' to the trade we have solely in mind the development of the record business through the selling of records in sets or in quantities, rather than the individual one-time, one-record sale over the counter. We believe that we have made the 'Treasure Chest' so attractive that it will well accomplish its purpose and open up new avenues of profit for the Victor retailer, as well as establishing the custom of selling records in groups."

A REAL PORTABLE MACHINE

Hungarian Inventor Credited With Producing Machine of Size of Watch

According to a story in a German newspaper, a Hungarian engineer by the name of Stephan Badasz has invented a talking machine which, with ten records, can be carried in the waistcoat pocket. It is stated that the instrument is about the size of a large watch with a total diameter of eight centimeters and a thickness of three and one-half centimeters. It is operated by a small clockwork motor. The record is seven centimeters in diameter and is scarcely a millimeter thick. It is capable of recording music and speeches running from five or six minutes on either side, so that the ten records can carry twenty pieces of music. It is claimed that, when placed under a table, it will record conversation that takes place around the board.



Individual Envelope Record Containers

been evolved by C. Bruno & Son, Inc., New York City, Victor wholesalers, through their president, William J. Haussler, who has long given much attention to the subject of how best record sales may be increased. This new idea, the "Treasure Chest," is a presentation in tangible form of Mr. Haussler's concentration on this important subject. The "Treasure Chest" is a record set described as "Victor Gems of Many Lands" and is durably boxed, showing six illustrations in attractive colors. It contains six ten-inch double-faced Victor records, each selection carefully chosen for its characterization of the music of a particular country. The countries represented in this selection of music are Italy, Spain, Mexico, Norway, Germany and Russia, two selections from each country. Italy

Goodnight

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

"You can't go wrong with any FEISTSON."

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JULY 8, 1923.

It is pretty generally realized by now that the showing made in the way of displays and exhibits by the talking machine interests

Talking Machines at Convention

at the recent convention of the music industries in Chicago was considerably surprising to almost everybody. What is not so generally realized is that almost up to the last moment a great many talking machine and accessory men, who finally came in, were thoroughly undecided and, in fact, in many cases much bewildered over the whole proposition. There were many to say that a convention of the music industries is all right for piano men, but not good for others; and in some quarters it was freely predicted that from the talking machine point of view the exhibition would be a failure. As we all know, of course, precisely the opposite turned out to be the case. Better counsels prevailed, the doubters became convinced and the talking machine contingent made an excellent showing, from the great Brunswick room in the corner of the mezzanine floor to the many smaller but not less meritorious displays on other corridors. Not that the result was fully representative. On the contrary, one had reason to mourn the absence of some very distinguished names, but that only shows that even the best of ideas require time for their propagation. Those who did exhibit are now unanimously glad, so far as can be learned by the present writer, that they took the plunge. Some of the accessory manufacturers have been literally astounded, upon reckoning up debits and credits, with the remarkable results achieved in the way of actual sales. We can say from actual inspection of figures in certain cases that results vastly exceeded expectations. Now for next time!

FOR excellent reasons, economic and artistic alike, the art of music recording has hitherto been practiced and conducted almost entirely

New Recording Center

in the Eastern part of the country. But signs begin to appear which suggest, if no more, that the domination of the Atlantic seaboard is at last threatened in this respect. Only a short time ago, for instance, there was a settled practice of taking down to New York local orchestras and other talent whose work it was desirable to record. A little later the experiment was tried of setting up out here temporary recording plants, and the results have been so satisfactory that at present all but one or two of the recognized recording organizations are doing work in Chicago at regular intervals. It is now certain that what has proved to be more than satisfactory and convenient in some cases will be equally so in others and that in consequence we shall soon have Chicago recognized equally with New York as a settled recording headquarters. There will be many advantages in this state of affairs, which is already well on the way to accomplishment. The mid-West capital is a recognized music center. Its symphony orchestra is justly regarded as one of the very finest in the country. In the opinion of many, it is the finest. Chicago is turning out annually a remarkable number of competent young musicians, whose work is certain to lead them along the road of fame. There is, in fact, already a distinct mid-West flavor among the others in the musical mélange, and this flavor, whether in popular or in artistic music, needs to be caught and retained. It is an encouraging sign of the interest in this condition of affairs when recording houses begin to plan making Chicago their second headquarters.

EVERYBODY will agree, no doubt, that the "Midnight Frolics" of the Piano Club of Chicago gave a very good time to all the thousand

Business Plus Pleasure

and more who attended them; but it probably has not occurred to everybody that there was another side to this joyous occasion. The fact is that no less than sixteen different musical organizations, including some of the best-known recording dance orchestras in the country, appeared to play for the diners and dancers, so that for the first time in their experience hundreds of dealers in talking

machines, from all parts of the country, saw and heard at first hand the work of organizations whose names and playing were familiar at second hand through their records which these merchants are all the time selling. The direct contact thus established was of the utmost value, of course, since it gave all these dealers the priceless ability to say to their customers that they had heard the work of such and such an orchestra and could compare it consequently with the recorded work. Then, again, from another point of view, it is worth noting that some of the orchestras and bands which played at the Frolics had never yet done any recording. Their work was, however, noticed and some of them have been asked since to try their hands at the delicate art of playing for the wax disc. Here are two definite facts about what was to almost everybody merely the occasion of a very noisy good time and a fit ending to one of the most successful conventions the music industries had ever carried out. Incidentally, the whole affair reflects the utmost credit upon the Piano Club of Chicago, which got up the affair and was wholly responsible for the great success achieved. We are informed, on what appears to be good authority, that nearly one-half the members of this club are connected, directly or indirectly, with the talking machine trade. The moral may be left to the intelligent reader's intelligence.

THE writer of these commentaries heard the other day a most interesting story, the truth of which he has not undertaken to investi-

Talking Machine and Pipe-organ

gate, but which, in all the circumstances, seems to be most probably accurate. One of the retail salesmen in the talking machine business in Chicago asked us the other day whether we had noticed how very good is the reproduction of the Kimball phonographs. We had noticed this and said so. Our informant then went on to say that when the W. W. Kimball Co. first began to make talking machines the advice was sought and obtained of professional talking machine experts in relation to general construction, but that some two years ago the company's technical men, themselves highly skilled in piano and pipe-organ tone-production, began to feel that there was more to this matter than had at first been supposed. They therefore experimented, and soon perceived that the experience and skill of men who have achieved a vast reputation as builders of fine pipe-organs ought to be turned to account in a field which, to say the least, seems to run parallel. In consequence, it is said, investigations were pursued in directions suggested by Kimball pipe-organ experience, with the result that a new dimension schedule and new design for the reproducing equipment were completely worked out, based upon the phenomena known to be associated with the motions of air columns in wooden and metal pipes. As was said, we do not know officially how far this may all be true in detail, but we feel that it is very likely quite true. Anything the Kimball people do not know about organs and tone production through pipes is not worth knowing, while the parallel between organ pipe work and the amplifying chambers of talking machines is about as close as it can well be. At any rate, Kimball talking machines possess remarkable powers for the faithful reproduction of music. And perhaps these lines may carry a hint to some who are wandering the wilderness of tonal experiment.

THROUGHOUT the West there prevails a very optimistic feeling regarding the business outlook for the coming Fall. Jobbers are

Optimistic Regarding the Fall

emphasizing to good purpose the necessity of dealers analyzing their requirements for the Fall and holiday season so as to insure a plentiful supply of talking machines and records. Now is the time to act. Dealers can strike a fair average of the amount of stock they will need to meet their demands, and they should keep in touch with their jobbers so that by mutual understanding the most satisfactory results may accrue. There is no question but that those dealers who are studying merchandising in its truest and best sense are being properly rewarded by increasing business.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

GOOD BUSINESS RESULTS FROM ENERGY OF THE TRADE IN SPITE OF EXTENDED PERIOD OF HEAT

New Models Brought Out by Manufacturers Stimulate Trade—Parts in Demand—Planning Brunswick Ad Campaign—Important Moves of Distributors and Retailers—The News

CHICAGO, ILL., July 8.—An extended period of continuous heat—the hottest temperatures ever recorded in Chicago—seemed to have little effect on the local business. The boys in this section stuck to the work, in spite of the torrid spell and managed to keep things going.

The most fortunate men in the retail trade are those who carry a line of band instruments, ukuleles and other small goods, as well as an assortment of portables, in conjunction with their regular line of uprights, consoles and records.

Before the coming of portable talking machines and musical instruments into the retail talking machine stores there was nothing else for these men to sell than the large machines and records during the hot weather season. In fact, they had little to induce people to purchase at these particular times. However, with the coming of the portable talking machine, the ukulele and other small musical instruments the retail dealer now has some incentive for refusing to become downhearted. He is now in a position to govern his trade according to weather conditions, as it were, and thereby keep his business running along at a normal level.

Convention Stimulated Trade

The recent music trade convention, as mentioned in these columns last month, stimulated

the activity of various manufacturers considerably and, although quite a number of new designs were exhibited at that time, many more new models have been brought to life in the various factories since then. The tendency of the manufacturers at present is to bring out high-grade goods at acceptable prices. There is a great deal of consideration being given to the construction of cabinets and, beginning with the Fall season, we may look forward to the introduction of these new models. Some of them embody some very well-thought-out principles which have heretofore never been offered; but just how they will appeal to the trade remains to be determined later.

Mushroom Business Gone

The manufacturers as well as the retailers have at last agreed that there is a tremendous field of activity before them. Some of them have always maintained this, whereas others believed that the talking machine business would come all of a sudden and go the same way; and when it went would stay gone. But, happily, the fellows who believed this have gone the way they thought business was going and, if anyone cares to harken back to the days of the world war, when there were hundreds of men putting out machines, he can easily convince himself that these mushroom concerns

have gone the way of all mushrooms. Happily, the men who believed that the business was here to stay are still on deck. These men know that the activity at one period of the old days was tremendous and that there is no reason why it cannot reach the same stage again. For the hundreds who produced machines in those days there are only tens now, but these tens are determined to push the talking machine business to the healthy position it was in when it was temporarily invaded by the hundreds of mushroom manufacturers. They know that business is there to be had and that high-quality goods carrying popular prices or prices within reach of the public can bring about another boom in business. They are working consistently to bring this boom about as quickly as possible.

Big Call for Talking Machine Parts

The local manufacturers of talking machine parts are reporting that this increase of business is a certainty, as their order books are showing that the various firms they have been supplying are increasing their orders constantly. Quite a number of these manufacturers assert that they are practically sold up for the coming months and that the only way that they can take care of more business will be to increase their capacity to a considerable extent. Wherefore many of these manufacturers at present are taking on more space and equipping it with machinery and other necessary adjuncts that will enable them to keep in line with the coming stimulation of activities.

This is particularly true of motors and tone
(Continued on page 102)



"Built by tone specialists"

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

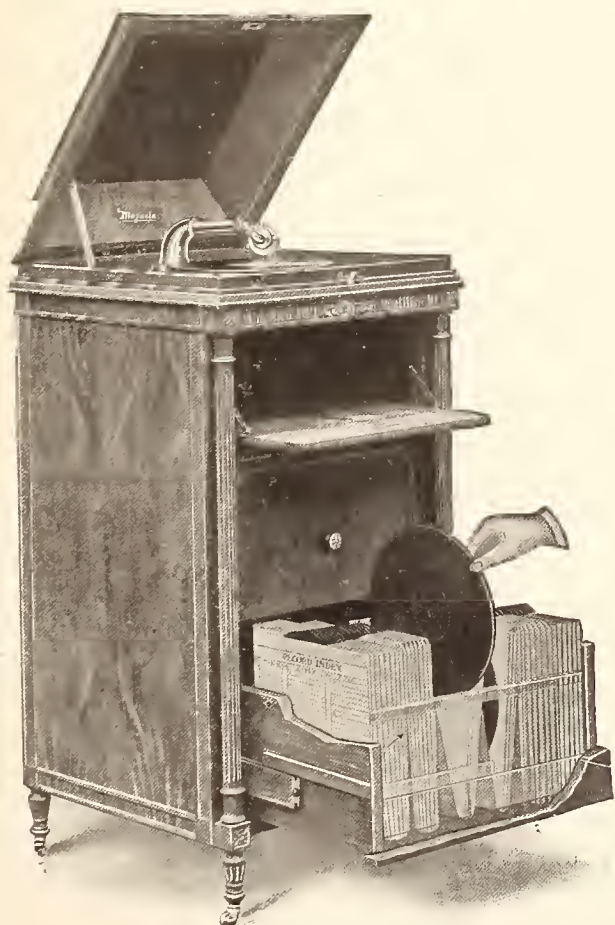
Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XV1

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

arms, and it is these very motor and tone arm men who were the pioneers in the belief that there was tremendous talking machine business to be had when the trade stabilized itself. Their dreams, if we may be permitted to call them dreams, are at last being realized, as the trade has stabilized itself to a remarkable degree. The old hit-and-miss methods are a thing of the past. Manufacturers and retailers are at last in accord with one another and the buying public may rest assured that the goods they are getting to-day, as well as those they will get tomorrow, will carry a value worthy of the price asked for them.

Brunswick Expansion in Several Directions

A. J. Kendrick, sales manager of the Phonograph Division of the Brunswick-Balke-Collender Co., makes the announcement that one of the most remarkable national newspaper advertising campaigns ever organized by any industry in the history of the country is in preparation and will be launched at an early date. The

details these plans embrace have not as yet been disclosed by Mr. Kendrick, but it is understood that a tremendous amount of daily newspaper space will be utilized during the campaign.

Mr. Kendrick also gives out the information that the Brunswick Co. will soon announce to the trade plans for expansion in Brunswick cabinet production at all plants of the company. Several months ago plans were put into effect which enabled Brunswick to increase its cabinet capacity considerably. These plans were decided upon in an effort to anticipate Fall and Winter demands.

Owing, however, to the recent activity of the Brunswick sales force throughout the country, the cabinet plants were worked to capacity and consequently there is at present no possibility of getting supplies of cabinets on hand to take care of anticipated Fall and Winter increases. Therefore it was found necessary to take care of this increase, a large per cent of

A Letter to the Trade

We have insisted since January 1st that 1923 would be a banner year. We have had faith in American business. Therefore we could see nothing but prosperity ahead of us.

The U. S. Treasury report as of June 30th, 1923, shows a surplus of \$309,657,460.00 for the close of its fiscal year. We feel well rewarded for our faith in American business.

Not only in the talking machine industry, but in every other line of activity in this country, we find that all anticipations for the balance of the year are highly optimistic.

At this particular time there is usually a decline in business owing to the vacation season, etc. The Blood Tone Arm Co., however, like all other manufacturers of high grade products, now finds itself working to capacity in an effort to take care of this constantly growing demand for Blood products.

Those who are using, or planning to use, the famous Blood Mono-Turn tonearm or other Blood products should at once anticipate their Fall requirements. Present indications convince us that there will be a still further increase in business activities for the balance of the year and we would therefore suggest that orders be given well in advance, whereby deliveries when deliveries are needed may be assured.

Orders are handled as received and filled for shipment accordingly.

Have faith in the business of America.

Blood Tone Arm Company
326 River St. CHICAGO, ILL.



A Phonograph that is different

Never gets stale
Sales talk is short
Customer delighted
Most useful machine on the market
Send for folder, sample
Stock up and grow with us

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

which is already booked, and the new departure regarding production was decided upon.

It might also be mentioned here that Mr. Kendrick, with several other heads of the Brunswick Co., expects to leave for a six weeks' coast trip beginning July 20. The purpose of the trip is to not only confer with the district managers through the West, but with Brunswick dealers as well, in order that first-hand information may be had regarding the activities contemplated by the Westerners during the balance of the year.

Gigantic Paramount Campaign

The New York Recording Laboratories, manufacturer of Paramount records, used a striking two-color, full-page advertisement in a recent issue of the Chicago Defender to feature "Bleeding-hearted Blues," a new record by Alberta Hunter, well-known negro artist. This company has been making a special drive on developing the demand for records by negro artists and results to date have been very satisfactory. Quite a number of Paramount dealers in this territory co-operated with the New York Recording Laboratories in tying up with this excellent publicity.

A Window Display That Excited Comment

Andrew J. Petersen, of Petersen's Milford Music Shop, 3301 Milwaukee avenue, recently had a Sonora window display which proved remarkably effective in spite of its extreme simplicity and the fact that it required no outlay, all of the materials and goods being on hand. The window, which is always decorated with attractive rugs, pedestals, artificial flowers, etc., contained two Sonora models, one of the console type and the "baby grand" upright. Around the window Sonora catalogs open to the illustrations of the various period styles were placed on fixtures. The window pane was bordered sides, top and bottom with the Sonora "walking doll" novelties. Sonora window posters, the agency authorization, etc., were also used to good effect. That was all there was to it, but the number of comments made on the display caused Mr. Petersen to think it one of the best they have ever made.

Taking Advantage of Radio Popularity

The Ellers, father and son, of the Ellers Music Shop, 2702 West Division street, this city, are anything if not progressive, and the window displays which are handled by the younger man always betray initiative and progressiveness. At the outset of the radio craze he made up his mind that the radio would prove in the end a vast benefit to the talking machine and music business as must any medium of spreading musical knowledge. He believes that the demand for better music inculcated by the classical programs will eventually lead to an increased demand for musical instruments of all kinds.

In the meantime he took advantage of the popular programs to increase the sale of records in an ingenious manner. The programs of the concerts were cut out of the evening papers and pasted on the window the next morning with ribbons tipped onto the numbers of which he had records in stock, and leading back to those records attractively displayed on individual fixtures around the window. Occasionally instead of the record the ribbon would lead to a card stating "We have in stock the record of this

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

selection you heard on your radio last night." The plan was discontinued during the embargo on popular copyright numbers, but will be revived as it proved decidedly successful and was the means of increasing record sales.

R. L. Rayner Tells of Pacific Coast Conditions

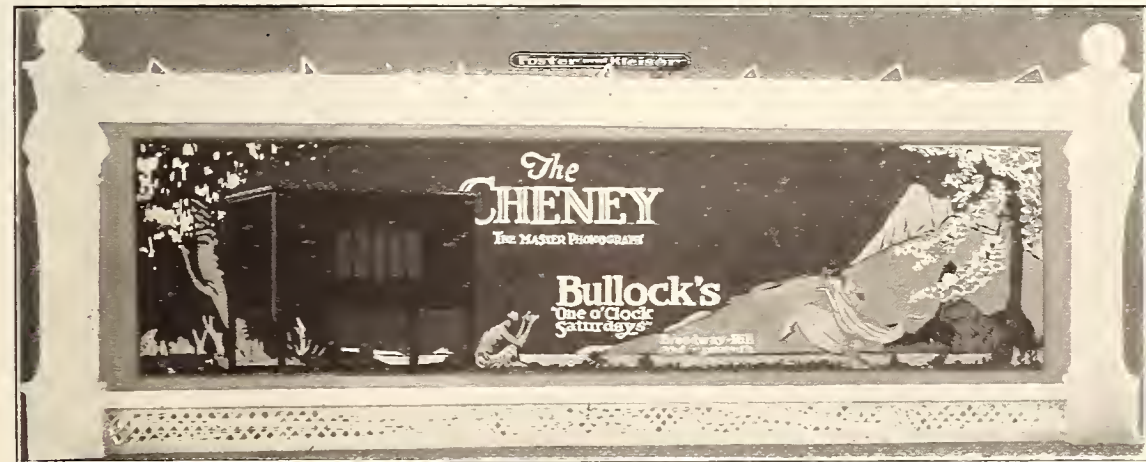
A visitor was R. L. Rayner, of the Munson-Rayner Corp., of Los Angeles, Cheney distributor of that city. He was returning from an Eastern trip and on his way home stopped off for a few days in Chicago to visit the Cheney headquarters here. He spent considerable time with the local World representative, telling of the business outlook in the California section. He also told, in a most simple and unaffected manner, exactly what he thought of the Cheney talking machine, what Munson-Rayner is doing to further Cheney sales and the prospects for Cheney's future in the territory looked after by his organization. The impression Mr. Rayner left with The World representative was that, if all talking machine distributors were as thor-

oughly sold on their instruments as Mr. Rayner is on Cheney, it would not be long before the talking machine industry would be the leading industry of the entire country.

will be in oils. The latter are to be erected in various towns and cities for the purpose of featuring local dealers and the former along the great and well-traveled highway from San Diego to San Francisco. The color scheme of these posters will be of the three-colored type, using the primary colors with combinations of each compounded so as to bring out vivid oranges, greens and purples in conjunction with pleasing shadows of red, yellow and blue. Of the painted boards there are at present fifty erected, each poster bearing the name and address of the local Cheney dealer, as well as a large portrait of a Cheney console model. All the posters which are erected in cities will be electrically lighted at night.

Okeh-Strand Publicity

A. F. Bennest, who travels the northern Indiana territory for the Consolidated Talking Machine Co., recently purchased a new automobile, replacing the old one which he used to cover this territory. In order to get the utmost of



Great Cheney Signboards in Colors Used by Munson-Rayner Corp. on Highways

Mr. Rayner also talked concerning the advertising plans being put into effect by the Munson-Rayner Corp. and its Cheney dealers on the Coast and said that by the first of September there will be 250 outdoor billboards featuring the Cheney talking machine. Each billboard is to be forty feet in length by ten feet in height, with pilasters on either end and surrounded by a well-kept patch of lawn.

Of these 250 billboards 150 will be of the twenty-four-sheet poster type and the other 100

advertising value from it Mr. Bennest had the body painted red, with a large Okeh record label on one door and on the other a facsimile of the famous Strand trade-mark. This auto is becoming well known throughout the territory Mr. Bennest covers and word comes that the idea has enthused other talking machine travelers in that territory, who are contemplating the decoration of their autos in like manner.

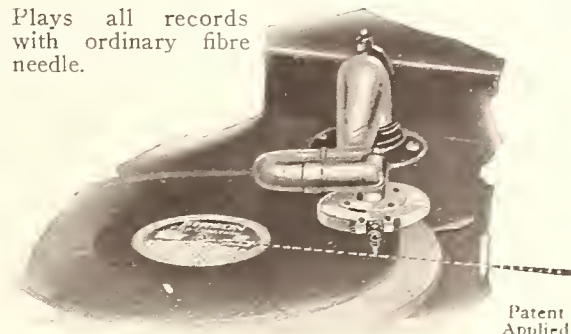
Dodging Harry Again

Speaking of automobiles, we are again reminded of the activities of Harry Schoenwald, sales manager of the Consolidated Talking Machine Co., who recently received a floral piece from admiring friends when he broke all speed

ORO-TONE No. 5

This Remarkable Automatic Equipment Plays All Records on the Victor

Plays all records with ordinary fibre needle.



Patent Applied for

Illustrating the position for playing Edison and all other vertical-cut records on the Victor. The pressure or weight on the record is the same as that of the regular Edison reproducer, thus insuring perfect reproduction of Edison records on a Victor without the slightest damage to records.

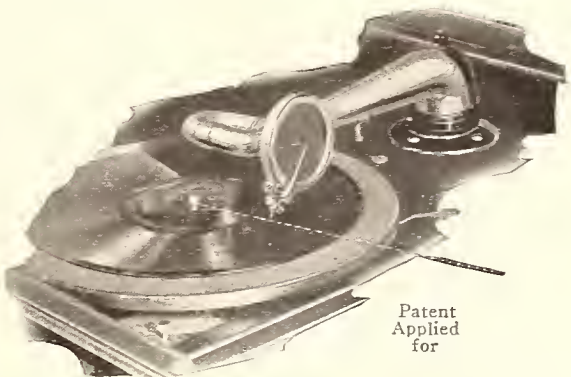
Special Exclusive Features

- 1st. Automatic Weight Adjustment.
- 2nd. Automatic Needle Center and the
- 3rd. Automatic Correct Position of the reproducer on the record when playing either lateral or vertical cut records. These unusual features make this equipment easy to sell, and dealers everywhere find that, with the Oro-Tone No. 5 Equipment on hand, they can make an added profit on every machine they sell.

LIST PRICES

No. 5 Victor Automatic Equipment
 NICKEL FINISH\$6.00
 GOLD FINISH\$8.00

Usual discount to Dealers. Please furnish references if you are not rated.



Patent Applied for

Illustrating the position for playing Victor and all other lateral-cut records.

The Oro-Tone Co.
 QUALITY FIRST

1000-10 George Street CHICAGO

records by making eight miles in one hour and one-half. Since that time Harry and his Dodge coupe have added to their laurels by vanquishing three flivvers and two coal wagons in one afternoon. Harry claims that the majority of autoists along the drives in and about Chicago have a peculiar habit of hooking their rear wheels up with the bumper of his car.

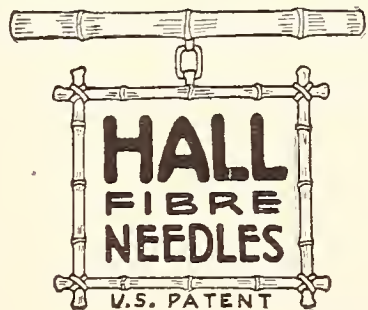
Westphono Manager on Trip

Ben Wood, sales manager of Westphono, Inc., left Chicago the first of the month for a three weeks' trip through the Eastern territory, where he will call on the trade. The portable talking machine known as the Spencerian, which is put out by this concern, has, since its introduction to the trade, made quite an impression on the dealers and jobbers throughout the country. This proved to be especially true at the time of the convention in Chicago, where it was on exhibit.

E. A. Fearn Visiting Dealers

A three weeks' auto tour covering parts of Wisconsin, Minnesota and Michigan was started
 (Continued on page 104)

Positively
 Eliminate
 All
 Surface
 Noise



Cannot
 Possibly
 Injure
 Records

Suggest—Demonstrate—Push
HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

towards the end of the month by E. A. Fearn, president of the Consolidated Talking Machine Co., accompanied by A. Thallmayer, manager of the foreign record division for Okeh and Odeon records. Both gentlemen will call on Okeh and Odeon dealers in the sections visited by them. The Wisconsin and Minnesota territories will be covered first and the State of Michigan will be reached by ferry across Lake Michigan. Quite a number of towns will be taken in through this territory and the trip will end at the Detroit offices of the Consolidated Co. Various Consolidated traveling representatives will be picked up en route and their respective territories gone over.

Now Jobbing Swanson

The Consolidated Talking Machine Co. has just taken on the exclusive representation of the Swanson portable talking machine in Michigan, Indiana, Illinois, Wisconsin and part of Ohio. Although the Consolidated Co. took on this line but two weeks ago President Fearn is very enthusiastic over his success with these well-known machines.

The Swanson portable is one of the oldest instruments of its kind in the trade. It is considered one of the lightest that has ever been put on the market and embodies many unique features which are fully covered by patents. One of the Swanson's foremost features is the tone arm, which is a hollow wooden tube, wherein is inserted the reproducer. The distant end of this tube is swung on a pivot and an opening at this end directs the sound directly into a corner of the top lid, thereby utilizing this lid as an amplifier.

Okeh Records in Chicago

Taking advantage of the appearance of some of its foremost talent in Chicago the Okeh record division of the General Phonograph Corp. established a temporary record laboratory in this city on June 21, 22 and 23. This is the first time in the history of Okeh recording that a temporary recording laboratory was established

in this city, but the results obtained were so encouraging that it was decided to do the same thing again in Chicago late in August, and then for an indefinite period. The recordings here were handled by Fred W. Hager, manager of the Okeh recording laboratory, assisted by Charles Hibbard. The executive work of this recording, as well as the handling of various artists who appeared, was looked after by Ralph S. Peer, of Okeh's executive department.

Piano Club Closes Membership Drive

The Piano Club of Chicago now boasts a membership of 345. That number, according to Harry D. Schoenwald, sales manager of the Consolidated Talking Machine Co. and treasurer of the Piano Club, was reached as the result of a membership drive which closed on June 25, during which seventy-five new members were taken in, of whom fifty-eight are resident members and seventeen non-resident. When the drive was put on twenty teams of five men each, all members of the Club, were enrolled for the purpose of getting new members and the winners are to receive prizes. The membership committee team, headed by Mr. Schoenwald, scored a total of 18½ points, the next team, headed by J. T. Bristol, scored 13½ points and the third place was captured by R. E. Davis, whose team scored 12 points. The points were won on a basis of one point for resident members and one-half a point for non-resident members.

Oro-Tone's First Picnic

The Oro-Tone Co., manufacturer of the well-known Oro-Tone tone arms, Victor-Edison and Edison-Victor attachments, and Oro-Tone portable talking machines, held its first picnic on Saturday, June 23, at the country home of Mrs. L. K. Scotford, wife of the late L. K. Scotford, former president of the Oro-Tone Co. The Scotford Summer home is located in the North Shore district, near Waukegan, Ill., and the fifty or more members of the Oro-Tone Co., who met at the plant Saturday morning, motored to the

scene of the gathering in large motor buses.

En route to the picnic the motor buses passed the North Shore Cemetery and the party stopped for a few minutes in order to place a wreath on the tomb of Mr. Scotford and pay their respects to his memory. On reaching the Scotford Summer home the party indulged itself for a day with lake bathing, dancing to music of the Oro-Tone portable talking machine, baseball games, racing and so forth. Prizes were donated by the company to the winners of the various events.

The picnickers returned to Chicago at a late hour Saturday night and such an enjoyable time



Picnic of Oro-Tone Co.'s Forces
was had by all that the Oro-Tone Co. contemplates holding a monthly picnic for the balance of the Summer.

Vitanola Exhibit Made Hit

One of the features during the recent furniture exhibition at Chicago, which lasted from June 18 to July 14, was the show of the Vitanola talking machine in Suite 232 of the Auditorium Hotel. Here the visiting furniture dealers found a cordial welcome and a display of a full line of Vitanola instruments, built according to the Vitanola Co.'s plan to meet the constant demand for quality merchandise at the lowest possible price. At its immense plant in Saginaw, Mich., the Vitanola Co. has a capacity of several

(Continued on page 106)



Style J
Mahogany



Style M
Equipped With Albums

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
Variety of designs;
Wide range of prices;

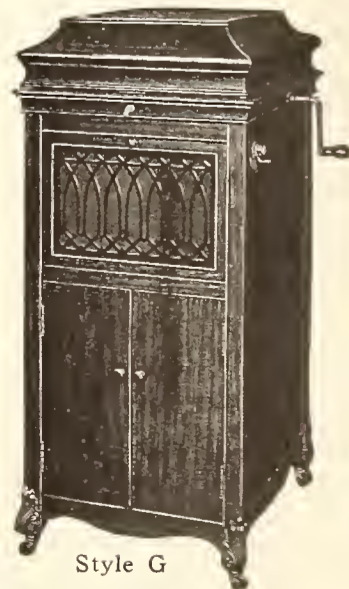
Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.
CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records



Style G

Kimball Phonographs Play ALL Records



CONSOLIDATED SERVICE

IN their campaigns for bigger and better business, hundreds of Okeh dealers have come to know and depend entirely upon the merits and advantages of Consolidated Service. They have gained that confidence in it that comes from knowing that whatever their orders may be—large or small, emergency or casual—each one will be fulfilled in the absolutely dependable Consolidated manner.

Our maintenance, at all times, of a thoroughly complete stock of every record in the Okeh catalogue, combined with a smoothly running organization working under tested, up-to-date methods of production, not only insures a complete filling of every order, but insures also the filling of the order with unfailing promptness and efficiency.

A more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records

The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

hundred complete instruments per day, so that the trade is assured of prompt delivery on orders, whether they be small or in carload lots.

Although the Vitonola has always been well known by reason of its tone and finish the models shown during the recent exhibit exemplified a higher standard of craftsmanship in both respects. This is especially true of the new Tudor and Italian period models. The exhibit was in charge of M. C. Schiff, president, and S. S. Schiff, vice-president and general manager, who were assisted by a large corps of traveling representatives.

New Sterling Co. Replaces Old Concern

The Sterling Devices Mfg. Co. is the title of a new concern which was recently formed to take over the business of the old Sterling Devices Co., bankrupt. The new concern maintains its headquarters at 412 Orleans street, in this city. The head of the new company is Frederick Keller, who was connected with the old concern, and the production will be looked

ABSOLUTELY FREE

of

Extraneous Sounds

is the



This has been accomplished by a new discovery which makes the playing point of TONOFONE more

Resilient and More Flexible

Than ever before: This means less wear on the Records and a sweet, clear brilliant tone.

TONOFONE

May now be had in two styles

LOUD

For Dancing and Band Records or

MEDIUM

For Voice and Instrumental Records

Both offer the Best Needle Value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Manufacturers

First with the hits



EDISON DEALERS find their record business continually on the increase, because Edison "Flashes from Broadway" are satisfying the public demand for prompt recording of musical hits.

The Phonograph Co.

229 So. Wabash Avenue
CHICAGO, ILL.

after by Julius Keller, Sr. Several changes have already been made which have, naturally, improved the Sterling products and the new company will continue the manufacture and distribution of a complete line of Sterling tone arms, as well as reproducing attachments for hill and dale and lateral-cut records.

J. G. Griswold Returns From Europe

After ten weeks of visiting the British Isles and Europe J. G. Griswold, vice-president of the Widdicomb Furniture Co., has returned to headquarters at Grand Rapids, Mich. He was accompanied on the trip by Mrs. Griswold and two members of the Widdicomb Co., Andrew Johnson, superintendent, and William Balbach, designer. All the important cities and art galleries in Europe were visited.

Jewel Phonoparts Active

One of the busiest plants in this section so far during the Summer months is that of the Jewel Phonoparts Co. According to A. B. Cornell, treasurer and sales director of this concern, the talking machine industry has stabilized itself in a remarkable manner and the manufacturers of complete instruments, parts and accessories have before them only a clear field. The last few months have shown that there is a tremendous amount of business to be had and that all that remains for the producers to do is to give the trade what it wants; namely, high-class goods at reasonable prices, and there is nothing to prevent the man who does this from cleaning up an immense amount of business.

"There is nothing remarkable about the increased activities of the Jewel Phonoparts Co.," continued Mr. Cornell, "as we have always maintained that high-grade goods would, sooner or

later, get the preference of the business to be had and this can be proved conclusively if one cares to look back a few years and compare the vast number of manufacturers of those days with the small number of to-day. This indicates that the few of to-day are producing genuine merchandise and it is due to this alone that they were able to weather the period of depression."

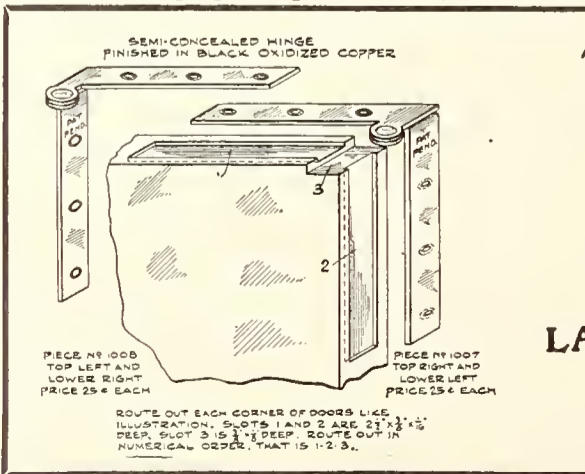
New Stores and Changes

The Avalon Music Shop is the title of a new retail store which was recently opened with headquarters at 1549 East Seventy-ninth street. The proprietor of this new establishment is J. J. Pendergast, who will retail Okeh and Odeon records, Strand talking machines and a number of high-grade accessories. The location of this store is within a stone's throw of the immense municipal bathing beach on the South Shore, in which section many of Chicago's elite maintain their Summer residences.

H. Schuckert has taken over the store formerly conducted by Joseph F. Neises at 5451 South Ashland avenue. This retail shop is one of the most flourishing in the West Englewood section, handling Okeh and Odeon records and Strand talking machines.

The Phonograph Shop, of Oak Park, handling Brunswick talking machines and records and Okeh and Odeon records, has moved from its old location at 121 Marion street to new and larger headquarters at 124 Marion street. The new location now boasts of five beautifully equipped hearing rooms.

A. Bastiani, proprietor of a talking machine store at 410 West Division street, announces the opening of a new retail store at 2707 West Thirty-eighth street. The Division street store handles a line of Okeh and Odeon records and



The Most Practical Hinge For High Grade Phonograph Cases

Write for Prices and Samples

LAKESIDE SUPPLY COMPANY

73 W. Van Buren Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 106)

Strand talking machines and the new store will represent the same lines.

The Austin Music Shop, at 5748 West North avenue, one of the liveliest Okeh, Odeon and Strand accounts in this section, has taken on the entire line of Consolidated musical instruments. The Consolidated Co. was recently appointed exclusive jobber for Chicago territory for a number of the best musical instrument manufacturers in the country.

Audak Now Strong With Trade

Quite a number of Chicago concerns have recently equipped their retail warerooms with the celebrated Audak devices for the demonstrating of talking machine records. These little instruments are cleverly devised for the purpose of increasing the available hearing room space for record customers. They can be arranged on counters or small tables outside the regular hearing rooms for the purpose of listening to records, so that the proprietor of the talking machine store may utilize his regular hearing rooms exclusively for the demonstration of the talking machines he handles. Among the many places of business which have recently equipped their talking machine departments with Audak are The Fair and Rothschilds Co., two of Chicago's biggest Loop department stores.

Old-time Concern Dissolving

The Michigan Phonograph Co., of Grand Rapids, which at one time marketed a talking machine known as the Lauzon, is bringing its activities to a close. This company was one of the first in the Grand Rapids furniture district to market a high-grade talking machine. The heads of the concern since its inception were George M. Cook and H. W. Knoblauch. The company was in good financial condition at the time of its dissolution and the discontinuance was brought about by the ill health of the partners, especially Mr. Cook.

Brunswick President on "Leviathan"

A number of Chicago's most prominent business men have returned to this city after enjoying themselves for a few days on the trial trip of the "Leviathan." Among the Chicagoans who made the trip was B. E. Bensingler, president of the Brunswick-Balke-Collender Co., who received his invitation from Alfred D. Lasker, chairman of the Shipping Board, and an old business friend. In civil life Mr. Lasker is president of Lord & Thomas, Inc., the advertising agency which has its main headquarters at Chicago and which directs all advertising of the Brunswick Co.

Planning 1923 Radio Show

Extensive plans for the holding of the 1923 Radio Show at the Coliseum, Chicago, are being put into effect. The plans for this show are under the direction of U. J. (Sport) Herman and supervision of James F. Kerr, the same man who so successfully pulled off the Radio Show of 1922 at the Coliseum.

Although last year's show went down in history as the first really successful radio exhibit ever held in this section of the country, indications are that the 1923 show will far surpass it. The date of the coming exhibit has not been definitely arranged, but it will take place some time in November.

The plans this year call for arrangements in broadcasting and receiving which are scheduled to be very interesting and enlightening to the public and from present indications the gate receipts of the coming show will prove it to be one of the greatest expositions ever held in the Coliseum.

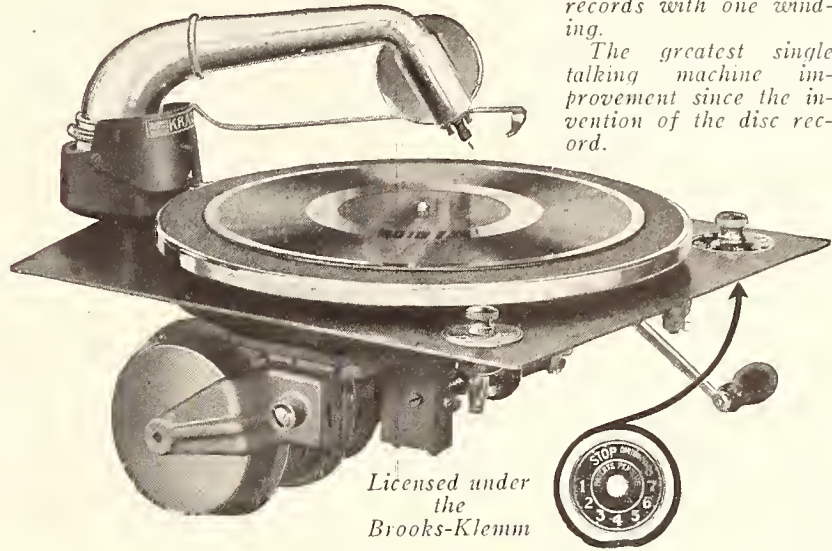
W. D. Montgomery Returns to Unico

After several months engaged in special work pertaining to the sale of talking machines, W. D. Montgomery has returned to his desk as district manager of the Chicago division of the Unit Construction Co. During Mr. Montgomery's absence the Chicago office was looked after by George A. Lyons, assistant general sales man.
(Continued on page 108)

The KRASCO Assembled Unit

Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record

*Will play ten 10-inch records with one winding.
The greatest single talking machine improvement since the invention of the disc record.*



Licensed under the Brooks-Klemm

WILL GO IN ANY CABINET

In the Krasco Assembled Unit you get a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate.

MANUFACTURERS, JOBBERS and DEALERS using the **KRASCO ASSEMBLED UNIT** are more than doubling sales. Ask for full particulars—**THE PRICE IS LOW.**

Nearly Two Million Krasco Motors in Use

At the present moment we are more than doubling our output. During the past year our sales have tripled—**WHY?**

Because the trade has become critical and discriminating.

The **PUBLIC** demand silent motors.

The **DEALERS** demand trouble-proof motors.

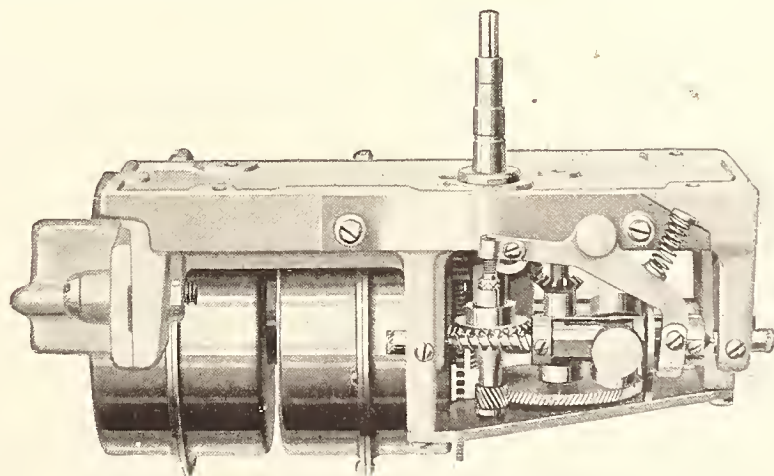
The **MANUFACTURERS** demand sturdiness, quality, design and finish.

And right now the makers—dealers—users demand sharp, close prices.

Our steadily increasing business is due to the fact that the KRASCO motor (the same motor used in the Krasco Assembled Unit) meets all these demands. To do this it must be a **better motor.**

Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

May we quote you prices and send descriptive literature?



KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

ager of the Unit Construction Co., who came on from the company's Philadelphia headquarters. Mr. Montgomery reports that the present business already booked by him in the Chicago territory promises to show more activity in this section during the remainder of Summer and early Fall than any other time in the history of the talking machine business.

Cornell on Vacation

A. B. Cornell, of the Jewel Phonoparts Co., left Chicago on Saturday, June 30, for a month's vacation on his farm at Somerville, N. J.

Excel at Furniture Exposition

The Excel Phonograph Co. is holding an elaborate exhibit of its well-known products at the big furniture mart at 1319 Michigan avenue. The exhibit is on the first floor in Section 19 of the Exhibition Building and is under the supervision of I. A. Lund, who is one of the best-known traveling representatives in this section, with a host of friends in the furniture business. He was at one time Ohio, Pennsylvania, Kentucky and Indiana representative for the old

The Quality Appeal of the
**COLUMBIAN
BABY GRAND**

is just what every dealer needs. A baby grand in size 59" x 56", but a concert grand of Exquisitely Pure Tone.



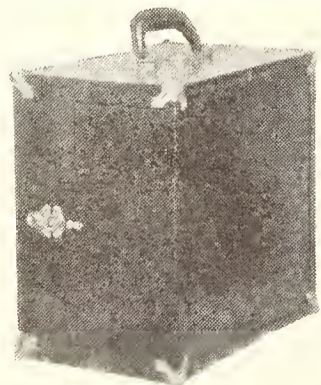
Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.

STYLE 4

Size 48 inches high, 21 inches wide, 23 inches deep. Cabinet; Genuine mahogany or oak. Panels 5 ply. Motor plays 4 records with one winding.



PORTABLE PHONOGRAPH



STYLE 16

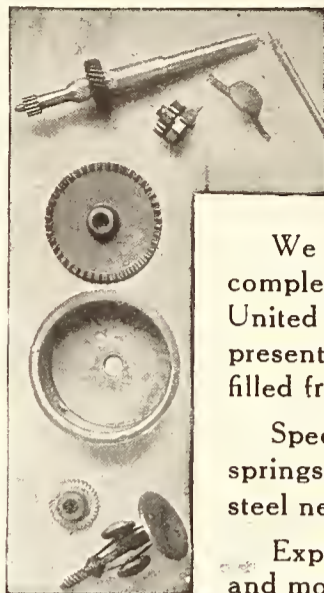
Carries 10 Records

Compact enough to be carried anywhere and absolutely substantial in construction. Its durability is assured by the use of a double spring Heineman motor and a tone arm with a large powerful reproducer. Universal plays all disc records.

EXCEL PHONOGRAPH COMPANY

Manufacturers

400-412 West Erie St. Chicago, Ill.



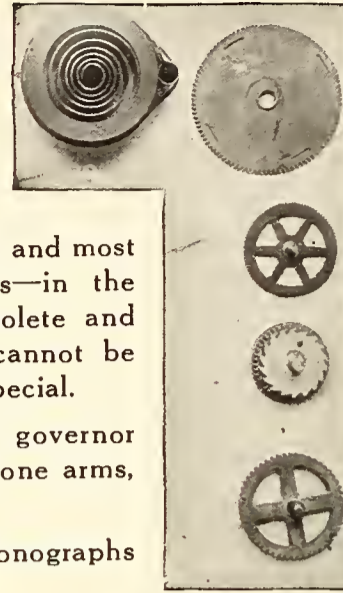
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino 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.

Mandel Mfg. Co. He recently became associated with the Excel people and since his joining this company has made a remarkable showing in the sale of Excel products. Besides a full line of upright, console and portable talking machines, this concern is exhibiting its well-known little Columbian baby grand piano. This little instrument has made quite an impression upon furniture dealers because of its tone and small size, which is fifty-nine by fifty-six inches.

Local Vocalion Activities

Announcement is made this month by F. W. Clement, manager of Vocalion's Chicago headquarters, that this office is now Western distributor for the Pooley Furniture Co., of Philadelphia. Mr. Clement now has on display the entire line of high-grade Pooley talking machines, consisting of uprights and consoles, ranging in price from \$115 to \$250.

Mr. Clement also gave out the news that his office has been appointed mid-Western distributor for the Standex, manufactured by the Musical Products Distributing Co., of New York City. Standex is a cleverly designed little record display stand. It is made of stamped sheet steel and comes packed six in a carton, which sells to the trade for \$2.75. This little display stand is very neat in appearance and may be used for displaying ten-inch or twelve-inch records. Its finish is in black crystallized lacquer.

In commenting on business Mr. Clement stated that June proved to be one of the best months so far this year and that July promised even to exceed the business of June.

One of the best little trade stimulators that was ever handled by Mr. Clement is the little combination Vocalion record cleaner and needle holder which was recently announced by his concern. This little cleaner is in reality a round tin box, which holds 500 needles. On the back is printed a facsimile of the well-known Vocalion label and the upper lid is covered by a piece of colored velvet, which can be utilized as a record cleaner. These little cleaners have been greatly appreciated by the local trade because they offer a new avenue for the sale of needles.

Improved Record Department

The retail roll and Okeh record departments of the W. W. Kimball Co. were recently consolidated and put under the sole management of Miss Ruth C. Strickland, who has had charge of the talking machine department of this concern for the past ten years.

Miss Strickland says the consolidation of both roll and record departments stimulated trade because buyers coming for rolls will invariably interest themselves in records and vice versa. The department is arranged so that the shelves on one side contain records and on the other side rolls. Both are within easy reach of the hearing rooms, each of which contains a player-piano and a talking machine.

Regarding the sales of Kimball instruments Miss Strickland says that the Kimball Style H upright, coming in mahogany, walnut and oak, is proving to be an exceptionally good seller; and the same holds true of the new Kimball console Style S, which comes in mahogany, walnut or oak finish. Style S is fully equipped with six albums, automatic stop, two-spring motor, and its size is 35 inches high, 37½ inches wide and 21¾ inches deep.

Whelan Twin Weds

On the afternoon of July 10 Miss Afra K. Whelan, one of the twin daughters of Eugene Whelan, assistant manager of the retail department of the W. W. Kimball Co., will become the bride of Woodburn Winings, technical expert for the Goodyear Rubber Co. The wedding will take place at the Whelan residence, at 5328 Hyde Park boulevard.

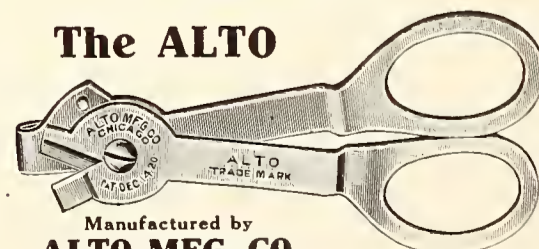
Pathé in Loop Office

The Interstate Phonograph Co., local wholesale representative of the Pathé Phonograph & Radio Co., is now located at 533 South Wabash avenue, having moved from its old location at 427 West Erie street. The new headquarters continue to be directed by W. E. Hotchkiss, who is one of the best-known men in the talking machine business and at one time was connected with several of the largest manufacturing concerns in the East.

In the new headquarters there is now being

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

shown the entire line of Pathé phonographs, Pathé records and Pathé radio parts and among the most prominently featured in these show-rooms is the new Pathé console, which was recently announced to the mid-Western trade. The Pathé Co. is fortunate in the location of its newly acquired mid-Western production plant, which enables the trade in this section to get immediate shipments of the new lines of consoles the Pathé Co. announced a short time ago.

According to Manager Hotchkiss the new Pathé needle-cut record has been well received by the local trade. New accounts taking on the new Pathé machines and records are constantly growing in number, there being approximately 1,000 of them since the first of the year.

The new Pathé consoles are known as Nos. 31, 36 and 40, ranging in retail price from \$110 to \$185 and \$15 additional for electric motor equipment. Model No. 40 is of the Italian renaissance period, furnished in mahogany and oak and carrying the Universal tone arm. No. 36 is the Queen Anne type, furnished in brown mahogany and walnut, and No. 31 is furnished in brown mahogany and oak. The new Model No. 15 is of the upright type and comes in mahogany finish and the Pathé portable may be had in mahogany, golden oak, fumed oak or fabrikoid leather.

Miss Wiswell Graduates With Honors

Miss Elizabeth Wiswell, daughter of Leslie C. Wiswell, of Lyon & Healy, prominent Victor jobbers, has graduated with honors from the Francis Sheimer School extension course of the University of Chicago.

Take on the Cheney Line

It was announced at headquarters of the Cheney Talking Machine Co. this week that Young & Chaffee Co., Grand Rapids, Mich., had taken on the complete Cheney line, and elaborate preparations have been made for the re-

tailoring of this well-known line of instruments. Young & Chaffee conduct the largest department store in the western part of Michigan and maintain their headquarters in the heart of the business district. This concern has proceeded to set forth the merits of the Cheney line in a manner which is proving agreeably surprising even to the population of Grand Rapids, where the Cheney factories and the Cheney name are thoroughly familiar.

Opens New Store

The Benson Music Shop, at 2135 West Chicago avenue, one of the best-known retail music concerns of this section of the city, has opened a new store at 5915 Division street, where the entire line of Brunswick talking machines and records are being handled.

Remodeling Headquarters

The Reichardt Piano Co., at 1311 Milwaukee avenue, is making major preparations to take care of anticipated Fall business. This concern, one of the oldest retail establishments in Chicago, has been handling Victor and Columbia talking machines and records for many years, as well as a number of high-grade pianos. During the time it has been in business the Reichardt Co. has built up an enviable clientele. Among the many plans which this company has for taking care of an increased Fall business is one which brings about a complete remodeling of the entire store. Heretofore the talking machine department was located on the first floor, but the new remodeling plans call for its location on the second floor. This change admits of greater possibilities for increasing the talking machine department, as well as the installation of many more new demonstration and hearing rooms.

Rusticating in New Jersey

A. B. Cornell, of the Jewel Phonoparts Co., left Chicago on Saturday, June 30, for his farm at Somerville, N. J. Mr. Cornell contemplates staying the entire month of July in company



with his family on the farm. While on his vacation Mr. Cornell will keep in close touch with activities at the Jewel plant and he expects to devote some time to planning and making preparations for business during the balance of the year.

The Jewel Co. has a number of interesting features concerning its product which it expects to announce to the trade during the coming months and in all likelihood we may look forward to some new Jewel products to be added to the line which will prove of great interest to Jewel clientele.

Miss Powell Motors to Kentucky

Miss E. E. Powell, secretary of the Tonofone Co., left Chicago July 5 for a ten days' motor tour of the South. She is accompanied on the trip by her sister and infant niece. The party left Chicago and motored directly to Paducah, Ky., where Miss Powell's parents reside. A stop for several days will be made there and then the party will leave for Memphis, Tenn., to visit other relatives before the return trip is made.

Receiving Many Inquiries

The Lakeside Supply Co. is receiving a large
(Continued on page 110)

VITANOLA
The Phonograph of Marvelous Tone

WHY?



Vitanola 43
List \$130.00
Dimensions: Height 35 inches, width 39 inches, depth 23 inches.
Finishes: Brown Mahogany or Walnut.

Why does 90% of Vitanola business consist of repeat orders?

Why do most Vitanola dealers stick to the line, and those who make a change later reinstate the Vitanola?

Why are Vitanola dealers prosperous, even in times of depression, their financial ratings improving year after year?

There *must* be a reason.

Any Vitanola dealer can tell you what it is. But, better still, find out for yourself. Order a sample of Vitanola No. 43 today. See what a hit it will make, and how you, too, will find it necessary to reorder time and time again.

Complete line of Upright and Console Models in two-tone and solid finish.

Send for catalogue

VITANOLA TALKING MACHINE COMPANY

Wheeler St. and M. C. Railroad
SAGINAW, W. S., MICH.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

amount of inquiries for the semi-invisible hinge which it manufactures. Not only are these inquiries from local concerns, but they also have been received from all parts of the world. This hinge is so constructed that it is placed on the top and bottom edges of the doors of the talking machine. Material used in this construction is highly tempered ribbon steel and at the same time the tempering will permit its bending rather than breaking when under a strain. The Lakeside Supply Co. also reports that dealers throughout the country are showing an exceptional interest in radio during the Summer months and many of these dealers are anticipating their Fall wants by placing orders. It is the common belief in this section of the country that the coming Fall months will bring about a big increase in the radio business.

Eckhardt With Ad Agency

Walter Eckhardt, who for the past year was in charge of the retail dealer sales department of the Wallace Institute, manufacturer of the well-known Wallace reducing records, has severed his connection with that institution and is now associated with the firm of Maxwell & McLaughlin, an advertising agency, with headquarters in the People's Trust Building, this city.

Prior to his coming into the talking machine field, over five years ago, Mr. Eckhardt was associated with several nationally known advertising concerns which specialize on music copy.

During his association with the Wallace Institute Mr. Eckhardt built up a considerable retail clientele throughout the music field and he was helped materially in doing this by virtue of a large dealer acquaintance gained in his many years' service as sales manager for the Phonograph Co., Edison distributor, with headquarters in Chicago. In view of his long association with the talking machine trade, Mr. Eckhardt will continue to specialize in this field.

The Cheney Resonator

The June edition of the Cheney Resonator has just come from the printers and, as usual, the entire four pages are full of interesting articles and items concerning Cheney, as well as a number of prints showing the style of newspaper advertisements that the Cheney advertising department has prepared for Cheney dealers. One of the important articles printed on the first page gives some interesting facts about the fine new Cheney posters which were recently printed. These posters, by the way, show a sort of phantom or X-Ray view of the

Cheney instrument and the text matter calls attention to the patented Cheney acoustic system which is a progressive series of resonators that scientifically controls sound.

Another item of important interest printed in the Cheney Resonator is the second article of a series of articles on the scientific basis of Cheney construction. This series of articles is so written as to be extremely interesting and takes the reader through the various steps and stages of sound wave recording and reproduction and then goes on to tell how the Cheney acoustic system regenerates these sound waves.

CUTTING & WASHINGTON SALES PLANS

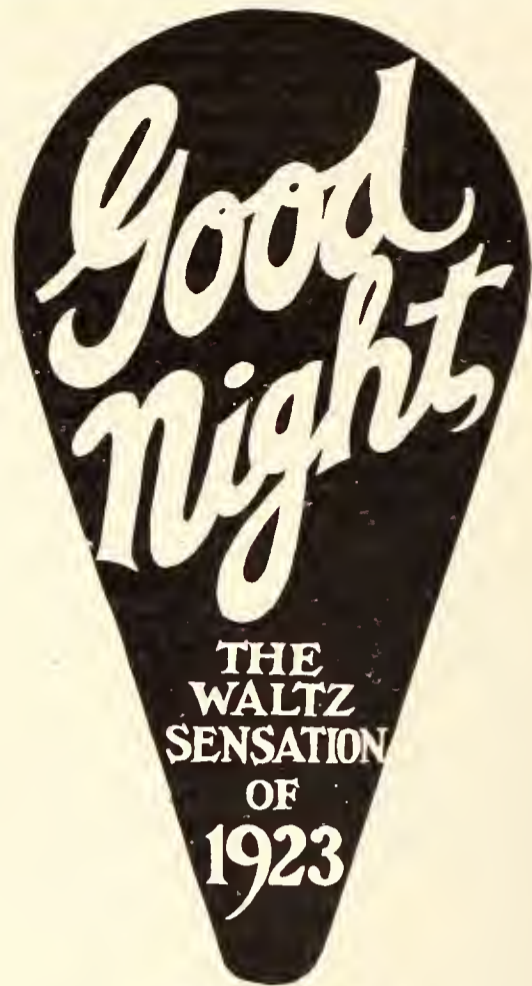
Prominent Minneapolis Radio Manufacturers Will Introduce Special Product for Talking Machine Trade—Herbert A. Brennan in Charge of Sales for the Company

MINNEAPOLIS, MINN., July 6.—Considerable interest has been aroused here by a recent announcement coming from headquarters of the Cutting & Washington Radio Corp. that this concern will introduce a new model radio receiving set in a few days. It is understood that this new instrument, which carries the most modern radio developments, is built especially to cater to the requirements of the talking machine field.

For the past fifteen years both Dr. Fulton Cutting and Bowden Washington, heads of the company, have been regarded as leaders in the radio field and they have originated many important units used in radio receiving. Much of the equipment brought out by them is considered standard and this is said to be especially true in so far as present-day naval radio equipment is concerned.

Sales of Cutting & Washington instruments are being handled by Herbert A. Brennan, whom the talking machine trade has known for many years. Mr. Brennan was formerly associated with the Victor Talking Machine Co. and the Rudolph Wurlitzer Co. and more recently has made a detailed study of the sales possibilities for radio product in the talking machine field.

Extensive plans for the music dealer have been made for the Cutting & Washington Radio Corp., under the direction of the Reincke-Ellis Co., a prominent advertising and dealer service organization, which maintains headquarters in



Chicago. These plans call for publicity of every form that will enable the retailer to hold the attention of the purchasing public. Reincke-Ellis have for many years made a specialty of this particular branch of advertising and in the talking machine field have concentrated their activities upon the Victor retail trade, working with the Victor distributors.

RECEIVES SEDAN ON BIRTHDAY

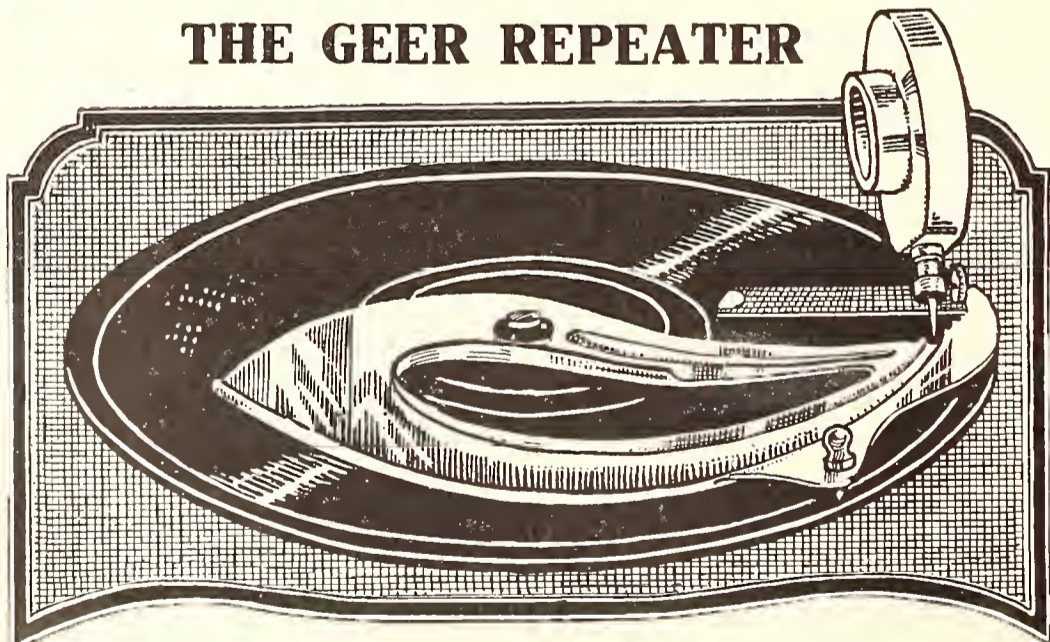
A. Abelowitz, Metropolitan Dealer, Celebrates Fifty-fifth Birthday

The entire family of A. Abelowitz, well-known Victor and Brunswick dealer, who has been engaged in the talking machine business in New York City for more than twenty years, participated in the anniversary of his fifty-fifth birthday on July 5. A surprise gift of a Paige sedan was presented to Mr. Abelowitz by his four children, Chester, Harry, Sam and Hannah. The former is the metropolitan sales representative of the Brunswick Co. and the latter three are connected with their father's business, the Abelowitz Phonograph Co. Neil Abelowitz, another member of the family, recently purchased the Ansonia Music Shop on Broadway.

SAIL FOR EUROPEAN TOUR

A visit to England and a tour of the Continent have been planned by Mrs. Ralph L. Freeman, wife of Ralph L. Freeman, director of distribution of the Victor Co., and their three children and Mrs. Edward K. MacEwan, a sister of Mrs. Freeman and wife of the secretary of the Victor Co., who sailed recently on the United States liner "Pittsburgh."

Among the recent visitors to the Victor Talking Machine Co. in Camden, N. J., was Jerome Harris, manager of the jobbing interests of C. Bruno & Son, Inc., New York City.

THE GEER REPEATER

This improved Geer Repeater is adjustable—it plays all records completely through—and it is daily becoming more popular wherever continuous music for dancing, dining, entertaining or other purposes is required. Thousands of dealers are making splendid profits. Why not you?

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

F I R S T

Only

50

Cents

TALKING MACHINE WORLD



Only

50

Cents

EDWARD LYMAN BILL, Inc. Publishers
373 FOURTH AVENUE NEW YORK

THE TALKING MACHINE WORLD TRADE DIRECTORY, published for the first time in *May, 1922*, was the first publication in the talking machine industry that furnished the trade with accurate, up-to-date lists of manufacturers and jobbers of all talking machine products.

The 1923 edition of the TALKING MACHINE WORLD TRADE DIRECTORY is now ready for the trade, and this book is the only complete DIRECTORY of manufacturers and jobbers of talking machine products that is now available for the use of the trade.

This convenient reference book and buying guide should be in the hands of every progressive and successful talking machine dealer, for it gives accurate, concrete information as to the products and personnel of the talking machine industry. It is primarily a book of fact that can be depended upon for reliability and accuracy.

The TALKING MACHINE WORLD TRADE DIRECTORY represents several years of careful, detailed compilation of trade facts and figures. The information in this book was not prepared haphazardly or hurriedly, but is complete, accurate and up-to-date.

Send 50c and a copy of this valuable DIRECTORY will be forwarded immediately

Edward Lyman Bill, Inc.
373 Fourth Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

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

DALLAS

Haverty-Columbia Deal—Watkin Honored—New Concerns—Distributors Make Satisfactory Reports

DALLAS, TEX., July 5.—The Columbia Graphophone Co. has just closed a deal whereby the Haverty Furniture Co., of Dallas, has purchased the entire stock of the former company carried in its Dallas and Atlanta warehouses. This is said to be the largest talking machine deal ever made in the Southwest and includes transfer of more than 1,000 machines for a little more than \$100,000. Five different models of the Columbia machines were included in the lot. The purchase was made by B. T. Stanford, secretary of the Haverty Furniture Co. and general manager of the Dallas store. Victor B. Lowrey, advertising manager and in charge of talking machine sales, has already launched a big advertising campaign and has placed the newly purchased machines on sale at special prices. Mr. Lowrey has already sold more than three carloads of talking machines so far this year and reports business unusually good for the Summer season. He anticipates little difficulty in disposing of the entire lot of Columbia machines.

Work of R. N. Watkin

Robert N. Watkin, of the Will A. Watkin Co., 1207 Elm street, Dallas, who, as reported in *The World*, was recently elected president of the National Association of Music Merchants, has been largely responsible for the remarkable growth of the musical industry in the Southwest in the last few years. To his efforts is largely due the success that has attended the inauguration of Music Week in Dallas, which has now spread to other cities and towns in Texas until there is hardly a community that does not observe Music Week, and the musical industry receives a big impetus therefrom.

Plan National Musical Week

Mr. Watkin reports that the National Association of Music Industries, through its chairman, Otto H. Kahn, of New York, is now at work on plans for a National Music Week next year. Governors of all the States that have held Music Weeks have been invited to become members of the honorary committee, and Mr. Watkin, president of the National Association of Music Merchants, and Mrs. John F. Lyons, of Fort Worth, president of the National Federation of Music Clubs, have been chosen to

represent Texas on the general committee. Dallas is one of the three cities in the country that have held music week for the last three consecutive years. About 150 cities in the entire country have held music week for two consecutive years.

Dallas now boasts of three presidents of music industries organizations: D. L. Whittle is president of the Dallas Music Merchants' Association; William Howard Beasley, of the State Music Merchants' Association, and Robert N. Watkin, of the National Association of Music Merchants.

New Concerns Organized

The Gunst Music Co. has been organized at Fort Worth, Tex., and has opened a retail store at 500 Houston street, with Ernest L. Conkling, formerly with the Citizens' Savings & Loan Association, as sales manager. The Gunst Music Co. has secured a long lease on the building at 500 Houston street, formerly occupied by the Conkling-Grimes Piano Co. The company will handle pianos, sheet music, various musical instruments and several standard makes of talking machines. Jesse S. Aldridge, well-known music merchant of Fort Worth, is manager of this company.

The Mason Music Co., Inc., is the style of a recently organized music company in San Antonio, Tex., which has been incorporated with capital stock of \$20,000. Incorporators are G. W. Parish, L. E. Robinson and J. W. Mason. The company will retail pianos, musical instruments of all kinds, sheet music and talking machines.

The Phonograph Co., of Oklahoma City, Okla., has been organized with capital stock of \$25,000 to conduct a retail store, dealing in Edisons. The incorporators are A. C. Dennis, R. H. Sherman and W. J. Davidson.

Good Business Enjoyed

Dallas distributors of various makes of talking machines report continued good business. Good crop prospects over Texas have induced a marked feeling of confidence and the retail trade in the various cities and towns continues good, despite the seasonal dullness, according to reports received by Dallas jobbers, and their sales bear out these statements.

Sanger Bros., jobbers of Victrolas and Victor records, which firm perhaps sells more talking machines to the small town merchants in this trade territory than any other firm in Dallas, owing to the fact that it is an old well-established firm and has been selling goods for more than half a century, reports an unusually heavy demand for new machines and for records. The

TEXAS-OKLAHOMA CO. IN NEW HOME

Prominent Dallas, Tex., Edison Distributor in Permanent New Quarters—Former Warehouses Destroyed by Fire Some Time Ago

DALLAS, TEX., July 2.—The Texas-Oklahoma Phonograph Co., Edison distributor, whose headquarters in this city were so badly damaged by fire recently that the concern was compelled to secure other quarters in order to avoid in-



terruptions in supplying its large clientele with Edison instruments and records, is now located in the spacious and well-equipped building shown in the illustration, in front of which are standing part of the warehouse and office personnel. Despite the confusion and loss occasioned by the fire the Texas-Oklahoma Phonograph Co.'s service to its dealers suffered little interruption and business is now going on at a normal pace.

development of radio in the Southwest is believed in part responsible for the heavy demand for Victrolas and records. Many homes in the small towns and rural districts have installed radio receiving sets to pick up programs from Dallas, Fort Worth and other broadcasting centers and once the programs are picked up there is created at once a desire for more music. Investigation shows that nine out of ten homes equipped with a radio receiving set also have talking machines and good selections of records.

The Texas-Oklahoma Phonograph Co., distributor of Edison machines in Texas and Oklahoma, is now well established in its new building on Jackson street, and O. G. Feltner, manager, reports business is altogether satisfactory.

The Sonora Distributing Co., of Texas, of which Earle D. Behrends is president, distributor of Sonora phonographs and Vocalion records, reports a satisfactory demand for both machines and records. The record business is somewhat better than the machine business, according to Mr. Behrends.

Numerous retail music stores in Dallas, dealing in talking machines of various makes, are following the lead of the Haverty Furniture Co., which has put on special sales of Columbia discontinued models.

Early Closing in Effect

The Dallas Music Industries Association, which includes all merchants in Dallas dealing in musical instruments, has voted to close their places of business on Saturday afternoons during the months of July and August. The Association has discontinued its weekly luncheon meeting for the Summer and the next luncheon will be in September, at which Robert N. Watkin will be the chief speaker.

MATT HOHNER IN EUROPE

Matt Hohner, of M. Hohner, harmonica and musical instrument manufacturer, of New York, sailed for Europe recently on the "George Washington." He will visit the Hohner factories in Trossington, Germany, and will return to New York some time in September.

A SIGNIFICANT QUESTION

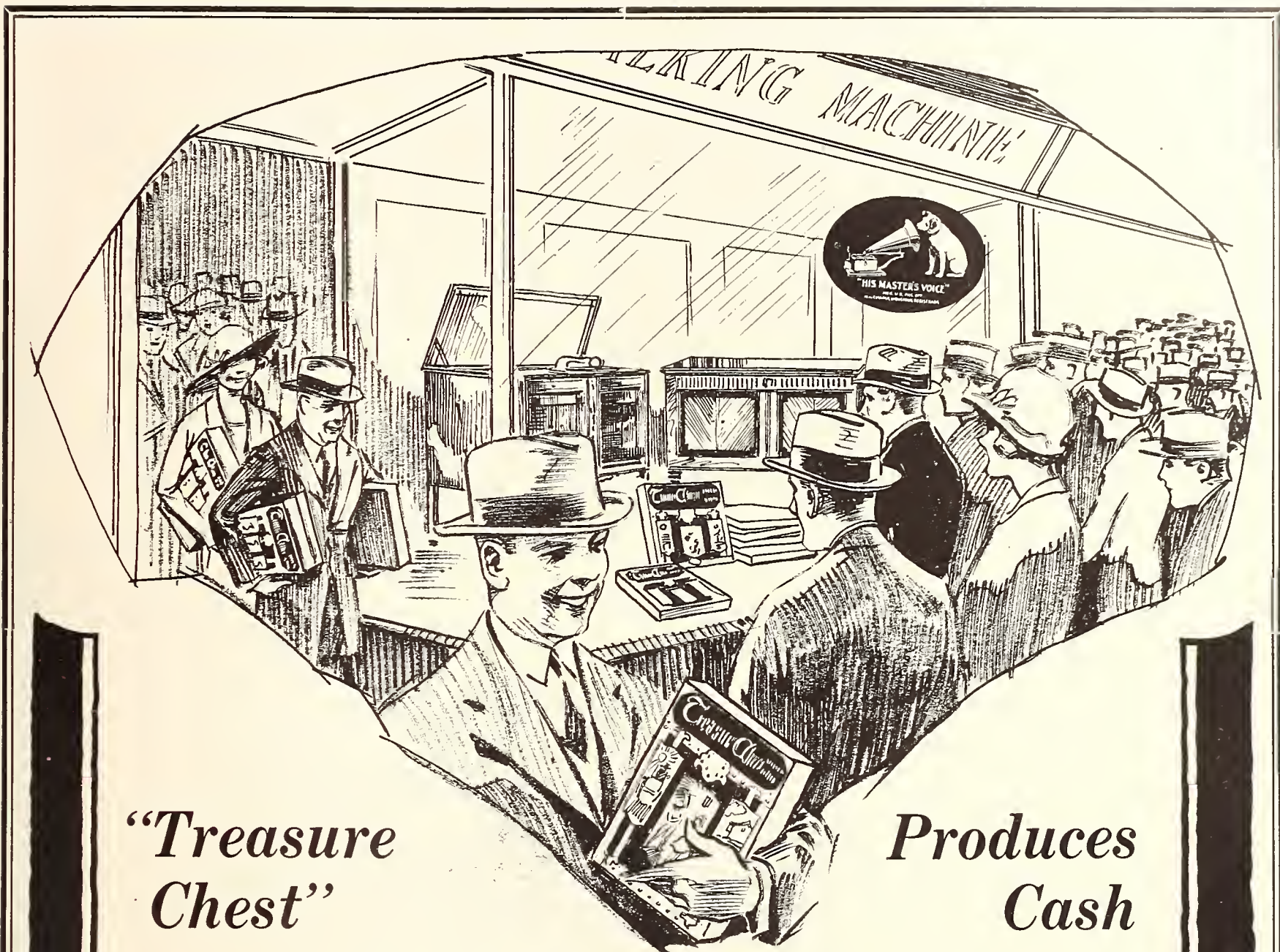


MORE than 5,000 times this test has been made by more than 75 artists. Five million music lovers could detect no difference between the Edison performance and the living performance.

SIGNIFICANT indeed is the question asked on the back cover of this magazine.

The answer would reveal that more and more discriminating music-lovers are demanding the *one phonograph* that dares the test of direct comparison with the living artist.

Texas-Oklahoma Phonograph Co.
2025 Jackson Street DALLAS, TEXAS



***“Treasure
Chest”***

***Produces
Cash***

The “Treasure Chest” is a brand new creation, one that will certainly begin a new era of interest and activity in your business. Daily, Mr. Victor Dealer, your customers demand of you something new, something different, something out of the ordinary. When you fill those demands you will have made satisfied customers, and satisfied customers mean your very existence and future success.

The “Treasure Chest” fully meets the demand for novelty and entertainment. It comprises six 10-inch double-faced Victor records (12 selections) of the finest instrumental music of foreign lands—every selection being a musical gem and novelty. The envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation.

These six wonderful Victor records are enclosed in a specially designed and durable container handsomely and appropriately decorated, reproducing in full colors the six original drawings appearing on the record envelopes.

It is the finest and most beautiful record packet that has yet been devised for the merchandising of phonograph records.

Most important of all, every selection in the “Treasure Chest” has been carefully chosen to meet the particular and discriminating taste of the American people. This collection will be the prized possession of every home that it enters.

The “Treasure Chest” and its music will make the strongest possible appeal to every record buyer in your community. Where you previously sold one record, Mr. Victor Dealer, you will now sell six and with less effort.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

W. D. ANDREWS CO.

DISTRIBUTORS OF

VICTROLAS and VICTOR RECORDS

“Service That Satisfies”

SYRACUSE, N. Y.

I N S Y R A C U S E

Live Methods of Dealers Pay Dividends—How L. E. Carl Makes Summer Sales—Meeting of State Sonora Dealers—Month's News

SYRACUSE, N. Y., July 7.—Talking machine business in this city and surrounding territory has been very satisfactory during the past month or six weeks. This is partly due to the unremitting efforts of the more aggressive dealers in sales promotion work of all kinds. Advertising, window displays and other methods of bringing the various types of merchandise handled before the public are playing a large part in the satisfactory conditions prevalent here now and indications for the immediate future of business are excellent.

Proof That Summer Trade Is Active

A typical example of the way in which some dealers are determined to get business is that of Leslie E. Carl, Edison dealer at Deposit, N. Y., a fair-sized community not far from here. The photograph illustrates the confidence of Mr. Carl in his ability to make sales during the Summer months. This is only one of several shipments of Edison instruments which have been made to this enterprising merchant. Although Mr. Carl's store is located in a town

of about 1,000 population he has established a very good business by reaching out into the surrounding communities. He is a firm believer in canvassing and many sales have been made



A Mid-Summer Shipment of Edisons to Leslie E. Carl

through this agency. Publicity and advertising of all kinds have also helped materially. Mr. Carl is the type of merchant who believes that

sales can be made regardless of the season or weather and the fact that Frank E. Bolway & Son, Inc., Edison distributors, with headquarters in Syracuse, find it necessary to make regular shipments of all models of the New Edison is sufficient indication that he is doing an excellent business, despite the fact that the Summer season is upon us.

State Sonora Dealers Meet

The “get-together” meeting of New York State Sonora dealers, held on June 25, under the auspices of the Gibson-Snow Co., Sonora distributor, of this city,

was well attended by merchants from all parts of the State, also by W. W. Gibson, president of the Gibson-Snow Co.; George E. Brighton, president of the Sonora Phonograph Co.; F. V. Goodman, E. D. Coots, of the Sonora Co.'s sales division, and L. C. Lincoln, advertising manager of the Sonora

Phonograph Co. The dealers met to become better acquainted with each other and with the Sonora organization, but mainly to hear the story of Sonora. These purposes were more than accomplished and the meeting proved a great success.

The morning session was addressed by E. D. Coots, who is an authority on the reproducing properties of a phonograph, and his talk on the distinctive reproducing qualities of Sonora will long be remembered by those who heard it and will, no doubt, be of inestimable benefit to the dealers in presenting the Sonora to the public. At a luncheon at the Onondaga Hotel Nelson P. Snow, of the Syracuse branch of the Gibson-Snow Co., introduced Mr. Brighton, whom the dealers received with enthusiasm. His talk was both instructive and constructive; he cited many interesting details about the early days of Sonora and outlined the remarkable development of Sonora popularity during the past nine years. In his congenial, yet convincing, manner he spoke of the strength and principles of the Sonora Co., making the dealers realize more than ever before the excellence of the phonograph they sell.

After Mr. Brighton's talk W. W. Gibson gave a number of very conclusive reasons why the dealers could expect good business for the balance of the year, stating that every indication pointed to prosperity ahead.

C. T. Malcomb, Sonora manager of the Gibson-Snow Co., advised the dealers strongly against waiting until November and December before placing their holiday orders, reminding them of their struggles for merchandise in 1922. He spoke of the splendid plant at Saginaw, where the Sonora is made from start to finish,

Selling a Service That Satisfies

WHY the GIBSON-SNOW CO. is GROWING



The Gibson-Snow Co., Inc., distributor for Sonora phonographs and Vocalion records, not only supplies its dealers with merchandise promptly and efficiently, but helps its dealers in their sales problems.

The Gibson-Snow organization comprises an experienced, capable sales staff that is qualified and willing to help Sonora and Vocalion dealers in its territory increase their sales totals.

GIBSON-SNOW CO., Inc.
SYRACUSE NEW YORK

with the exception of the motors, which are made in the Sonora Co.'s own factory in Switzerland. With all its excellent equipment, however, the company is not able to put through sufficient machines to supply the demand and he urged the dealers to insure themselves against loss of business and disappointment during December by placing orders now for future delivery.

L. C. Lincoln, advertising manager of the Sonora Co., then addressed the meeting and foretold the advertising possibilities for the balance of the year and also gave many points of good advice about the mediums of advertising available to the dealers and the proper use of the advertising material sent to them by the Sonora Co.

Closing the session was Mr. Goodman's sincere counsel to the dealers to place their orders as early as possible in order to prevent a repetition of their experience last Fall, when they could not obtain merchandise to meet the demand. The distributors, he told them, have contracted for practically every machine that



George E. Brightson

will be turned out by the factory for the rest of the year and will not be able to secure further shipments after their allotments have been shipped. It, therefore, behooves the dealers to estimate their probable needs now and have the machines set aside for them. Making an estimate should not be a difficult matter if the dealer will refer to his sales for the past three years, note the increase in the past and take into consideration the ever-growing demand for the quality phonograph.

It was the opinion of all present that meetings of this kind should be held once or twice every year and Mr. Malcomb expressed himself as being well pleased with the results of the present gathering.

Immense Summer Trade in Victors

The W. D. Andrews Co., of this city, Victor jobber, reports a brisk trade with an exceptionally big demand for Summer Victrola models and the latest dance and song hits. Located in the center of the playground of America and supplying dealers catering to clientele in such points as the Thousand Islands, Adirondack Mountains, Catskill Mountain resorts, the celebrated Finger Lakes region of New York State and the Green Mountain district of Vermont, the W. D. Andrews Co. is admirably qualified to obtain an accurate idea of Summer business. There is an active demand for small Victrolas

Est. 1889

EDISON

PHONOGRAPH

We desire representation at certain points in New York State—Special proposition for efficient merchants.

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
 Jobbers

for use in Summer cottages, camps and tents and on all of the water craft Victrolas can be heard playing the latest dance and song hits for the entertainment of vacationists.

Victor dealers throughout the State are very optimistic in commenting upon the business outlook, stating that the new Victrola models, which are about ready to be placed on the market, represent the best values that could possibly be presented to the public.

Curt C. Andrus Reports Progress

Curt C. Andrus, the Edison dealer, at North Tonawanda, N. Y., stated in an interview the other day that about 20 per cent of his business is from talking machine owners who hear the New Edison in their friends' homes and appreciate its natural tone and are willing to trade their talking machines in for the Edison. If a dealer allows the right price on these trad-ins he can work them off readily without loss. Much favorable comment is heard about the promptness with which the Edison factories are issuing the hits of the day. This is having a decided influence on sales. The demand for the console model of the Edison is increasing right along in this city.

NEW DEALER PUBLICITY ON "PAL"

Plaza Music Co. Issues Special Display Sign for Use of Dealers

The Plaza Music Co., manufacturer of the "Pal" portable talking machine, has just issued a new display sign for dealers' use. The illustrations are for the purpose of showing the all-year-round use to which a portable machine can be put. The many purposes to which the "Pal" portable can be put will tend to create many additional sales and should not confine consumer interest to the strictly Summer season. The advertising department plans to continue the interest of the dealer and the public throughout the whole year and much additional publicity material has been issued for the purpose of continuing and intensifying the interest in the portable instruments.

C. C. BAKER'S ARTISTIC STORE

Establishment Recently Opened in Columbus, O., Is a Model of the Most Modern Ideas in Interior Decoration and Arrangement

COLUMBUS, O., July 7.—An artistic local store is that of C. C. Baker at 43 South High street, which was opened a little more than a month ago, and referred to in our columns before. The interior of the establishment, reproduced herewith, shows the excellent arrangement of



Interior of New C. C. Baker Store

the twenty-four record demonstration booths and machine display rooms and the service counters and record racks which line one entire side of the store. As may be seen from the illustration, C. C. Baker has spared no expense in making this the last word in talking machine store arrangement. The show windows also are a feature, and the artistic simplicity of the displays which have thus far been arranged indicates the value of restraint in achieving the beautiful in window displays.

SECULAR'S MUSIC SHOP ASSIGNS

Secular's Music Shop, Inc., dealing in talking machines and records at 931 Eighth avenue, New York City, has made an assignment to Isador Goetz, of 15 Park Row. James Secular is treasurer of the company.

Goodnight *The Waltz Sensation of 1923*

Nearly as good as "Three O'Clock in the Morning"

"You can't go wrong - With any FEIST song"

THE TWIN CITIES

Every Branch of the Trade Represented at Monster Picnic at Spring Park—All Dealers and Jobbers Report Good Sales Volume

MINNEAPOLIS and ST. PAUL, MINN., July 7.—By the time this issue of The World appears the mammoth picnic on Tuesday, July 10, at Spring Park, on Lake Minnetonka, will be history. At this writing 1,000 people are expected, comprising the 500 men and women of the trade and their families. The invitation is extended to jobbers, retailers, salesmen, piano tuners and piano movers. The idea originated with Charles K. Bennett, general manager of the George C. Beckwith Co., Victor distributor.

The party will leave the Minneapolis parade grounds for the lake in automobiles. Sports include a baseball game refereed by two huge piano movers, Hans Christianson, of the Reliable, and Andy Anderson, of the Skellett Transfer Co., and the loving cup, a two-quart oil can, will be presented by Frank Gage, known for his oratorical gifts. A married folks' race, pie-eating contest and aquatic events, a basket luncheon and a dinner at the Hotel Del Otero, to be followed by dancing, are on the program.

The committee heads are: Chairman, A. E. Monson, Stone Piano Co.; secretary, K. E. Stommel, Cable Company, and treasurer, L. E. Crocker, Foster & Waldo; general arrangements, Charles K. Bennett; music, P. A. Simon, Metropolitan T. M. Co.; transportation, M. L. McGinnis, Starr Phonograph Co.; location, C. L. Carlson, Howard-Farwell; advertising, H. H. Whitstruck, Metropolitan; publicity, Robert O. Foster, Foster & Waldo; official doctor, Dr. Arthur W. Hoaglund; photographer, Thomas Seland, and entertainment features, representatives of music publishers, including Leo Feist Co., Jerome H. Remick, M. Witmark & Sons, Shapiro-Bernstein and Ross-McCline.

Schumann-Heink Sings for Veterans

One of the brightest stars in the Victor galaxy of artists, Schumann-Heink, has made herself even more beloved here by her gracious visit to Minneapolis to sing for "her boys," who gathered in this city, June 25 to 28, for the annual convention of the Disabled American Veterans of the World War.

Victor Educator Here

The Victor interests are being admirably served in this district by Miss Ada Bicking, spe-

cial Summer representative of the Victor educational department, who is giving eight weeks to lecturing on "Musical Appreciation" before the Summer sessions of colleges and normal schools. She lectured at the University of Minnesota last week and arranged meetings with the Twin City dealers. Monday afternoon of her Minneapolis stay she talked to Minneapolis dealers at an informal gathering.

Good Edison Demand Continues

Laurence H. Lucker, Edison jobber, says: "Our out-of-town business is 60 per cent ahead of last year at this time. We look for a big country business from now on." Popular songs are selling well, according to J. Unger, of the Laurence H. Lucker Co. Many sales are being made of the new \$100 model and the \$135 and \$175 consoles, he said. The company has just sold a \$1,000 console and also made the sale of three Edison consoles to one man. All the models retail for over \$300.

A. H. Curry, of Orange, N. J., vice-president of the Edison Co., paid a flying visit June 27 to the local offices on his way to Dallas. He accompanied Mr. Lucker from the Chicago meeting of Edison jobbers. Mr. Unger is back at his desk, after a vacation spent fishing, and at the present time A. L. Topel, office manager, is on his vacation fishing. The company is sending out literature in anticipation of the county fairs, for which country dealers are getting ready. "Si" Poppler, president of the Poppler Piano Co., of Grank Forks, Edison dealer, plans a large display of Edison machines and records at the North Dakota State Fair.

Victor Popularity Grows

"Business is good," says George A. Mairs, head of the talking machine department of W. J. Dyer & Bro., Victor jobbers. He adds the cheering word that South Dakota is picking up after a long quiet period.

George C. Beckwith Co. Busy

"Sales for the first six months of this year are considerably ahead of last year," according to Charles K. Bennett, manager of George C. Beckwith Co., Victor jobber. "Most of the business is out of town and the record business is considerably increased," he said. Portables are

BROADMAN'S BOOTHS BETTER BUILT BETTER DESIGNED

Designers and Manufacturers
Music Stores a Specialty

BROADMAN WOODWORK FIXTURE CO.

TELEPHONE DRYDOCK 9069

652 EAST 12th ST. NEW YORK, N. Y.

selling well and the new console Models 215 and 405 are also going well.

C. H. Jensen, who has just returned from a sales trip, says that the Victor business in southern Minnesota and South Dakota is better than he expected and conditions are looking better than a year ago.

The Beckwith Co. has instituted the Beckwith Business Booster, designed for the sales forces of Victor dealers, which the company issues once or twice a week, containing pertinent material.

Georgie Price, Victor artist, who appeared here with the "Spice of 1922," gave Victor dealers an exhibition at the Beckwith offices.

Brisk Sales of Okeh Records

The Consolidated Music Co. branch here is specializing on a line of talking machine accessories, according to Miss B. C. Eggar, manager, who recently returned after a five weeks' absence. Okeh records are in good demand here.

Artists' Appearances Help Sales

Brunswick dealers are selling many records by Arnold Johnson and His Orchestra, which played in Minneapolis and St. Paul recently, according to Eugene F. O'Neill, of the Brunswick-Balke-Collender Co. Minneapolis and St. Paul dealers tied up with some excellent full-page advertising.

Regret Death of R. H. Bach

Profound regret is expressed among music industry men over the death a fortnight ago of R. H. Bach, of Owatonna, one of the oldest Brunswick and Victor dealers in this territory and one of the most important dealers in southern Minnesota, having stores in Faribault and Rochester, as well as Owatonna.

News Gleanings

Cliff Hunt, Brunswick and Victor dealer, is back at work after an enforced vacation due to an automobile accident.

"Doc" O'Neill says the popularity of Isham Jones' "Swingin' Down the Lane" promises to equal that of "Farewell Blues," which was such a big Brunswick seller. We understand that Isham Jones is expected in the Twin Cities for a personal appearance some time this Summer.

Edward G. Hoch, Cheney distributor, has just returned from a business trip to the northern Minnesota towns.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., Milwaukee, was in Minneapolis last month and spent a day at the home of Charles Bennett talking over old times and their experiences as phonograph salesmen.

MAKING DELIVERIES OF "LITTLE TOT'S"

Regal Record Co. Starts Quantity Production of Children's Records

The Regal Record Co., Inc., manufacturer of records for children under the trade name "Little Tot's," is now making deliveries of this product in quantities. In conjunction with the campaign exploiting these children's albums and records the company has issued a complete series of display signs, cut-outs, hangers, consumer circulars, newspaper mats and other publicity material. Every phase of publicity which would produce sales has been thoroughly canvassed by the advertising department and the result is that the trade and consumer literature undoubtedly will prove effective in creating business for dealers.



**EDISON
Dealers Enjoy
Steady Profits**

**Open Territory
for
Live Merchants**

It's the only phonograph that can sustain the test of comparison with the living artist.

Quick turnover—Steady profits.

New console and upright models at new low prices. Sixteen models for every taste and purse.

The only permanent-point instrument in the phonograph field.

First to adopt instantaneous release of new Hits. No waiting for monthly release dates.

Edison Builds PRESTIGE—Make your store the musical center of the community.

Write for special new liberal dealership proposition

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South 6th Street

Minneapolis, Minnesota

OGDEN DEALERS AFTER RURAL TRADE

Bulk of Sales Are Made to Suburban Residents—Glen Bros.-Roberts Piano Co. Amends Charter—Activities of the Month

OGDEN, UTAH, July 5.—The suburban districts are furnishing the greatest part of the talking machine business of Ogden dealers. The farmers, too busy to come to the city, are easy to approach when machines are taken to their homes.

T. J. Holland, sales manager of the Glen Bros.-Roberts Piano Co., states that he finds his greatest success in "spotting" talking machines in the homes. "We leave them a day or two after playing several records, providing them with a varied selection of records. When our salesman calls again he usually finds that the family has been 'sold' on the phonograph and the machine stays in the home."

This firm keeps a daily record of the movements of talking machine records and a competition is kept up between the clerks. The sales people take a keen interest in their records and a large volume of sales is the result. T. J. Holland recently completed the organization of a Scout band at Layton, Utah, placing twenty instruments and a library of music.

The Glen Bros.-Roberts Piano Co. filed with the Secretary of State amendments to its articles of incorporation increasing the authorized capital stock by \$150,000, extending somewhat the corporate authority and also altering the directorate. Amended articles provide for 3,500 shares of common stock, no par value, into which outstanding common stock shall be converted on terms satisfactory to the directors and the owners of such stock, and also the \$150,000 of preferred stock. G. S. Glen is president and R. D. Roberts secretary.

An unusual spurt of business is reported by Ezra Jones, of the Jones Phonograph Shop, who sells Brunswick and Sonora instruments. He attributes his good business to personal calls and keeping in touch with his patrons after the machines have been placed. They are furnished with the latest records, and this, coupled with advertising in the newspapers, keeps the records moving.

The Proudfit Sporting Goods Co., Edison distributor, reports fair business in Utah, Idaho and parts of Wyoming and Nevada.

The Williams Music Co. is maintaining a steady business in talking machines, especially portables, and reports a demand for records.

Browning Bros., Brunswick dealers, are contemplating the removal of the talking machine department from the mezzanine to main floor.

NEW CANADIAN COPYRIGHT LAW

Two Cents Royalty for Mechanical Reproduction of Copyright Music on Rolls and Records Provided for in New Law, Effective January 1

The new Canadian Copyright Law, which has been passed by the House of Commons and the Senate and which goes into effect on January 1, 1924, embodies many new features in copyright legislation which are of interest to publishers and copyright owners both in Canada and the United States for the reason that the new law may be used as a sample for certain clauses in any new copyright legislation introduced in the United States.

The chief features from the angle of the talking machine trade are naturally those provisions applying to the mechanical reproduction of copyright music through the medium of records, and these provisions include:

(1) A royalty of 2 cents a playing surface (that is 4 cents on each double-sided record) will be collected from the phonograph record manufacturers, for the use of copyrighted music.

(2) A royalty of 2 cents will be collected on each player-piano roll, containing copyrighted music, sold.

(3) The "manufacturing clause" is in. That provides for all countries, not adhering to the Berne Convention, having to print in Canada to secure copyright protection here. As Russia, for the time being at least, is not an important factor in the international copyright situation, the United States is the only great power not in the Berne Convention. At the present time there is before the United States House of Representatives a bill intended to bring the United States into the Berne Convention.

The life of the copyright under the new Canadian law is fifty years, and this half-century of protection also applies in the case of mechanical reproduction.

MANY DEALERS IMPROVE STORES

Installations of New Equipment by Van Veen & Co. Indicative of Confidence of Trade in Future Prosperity of the Business

General activity in beautifying the warerooms on the part of many talking machine dealers is reported by Van Veen & Co., Inc., New York City, manufacturers of talking machine wareroom equipment. Among the most recent jobs completed by this company is that of the Pravder Music House, of 531 Sutter avenue, Brooklyn, N. Y. This is the second Van Veen installation for this company, Van Veen & Co., Inc., having equipped the other store of the Pravder Music House in New Rochelle. The Brooklyn installation consists of eight booths, together with a piano salon and a large reception room in the front of the store. A special feature of this installation is a domed ceiling connecting the booths and running down the center of the store. The walls are handsomely decorated with hand-painted frescoes and the color scheme of the equipment is in antique blue and ivory. In addition to the booths and large record department equipment was installed for sheet music racks and wall cases for musical instruments. The new warerooms of the Pravder Music House will carry the Edison and Columbia lines.

Van Veen & Co., Inc., have also just completed an attractive installation in the warerooms of the Fox Piano Co., Stamford, Conn., where twelve booths were installed in the talking machine department, in addition to wall cases for musical instruments and racks for records. The interior treatment was particularly attractive, the woodwork being in the Adam period and the color scheme ivory and gray. It is said that this installation in the Fox Piano Co. makes these warerooms one of the most attractive in Stamford.

A. L. Van Veen, president of the company, reports that five or six installations are now being finished, which anticipates the activity on the part of these dealers for good Fall trade.

PORTABLE PROFITS

Order Your Portables Now

Your Largest Seller



**Outing
\$22.50**

- Charmaphone - - - \$18.00**
- Buddy - Three Styles**
from \$17.50 to 19.00
- Carola - - - - - 15.00**
- Carnival - - - - - 10.00**
- Madison - - - - - 6.50**
With Carrying Case 8.50

Distributors of

- Little Tots' Nursery Tunes**
- Albums and Records**
- Albums with 6 seven-inch selections, List Price . . . \$1.00**
- Individual Records, List Price 25c.**

Liberal Discounts—
—Now Ready for Delivery

- Outing and Charmaphone Portables**
- Walter Camp's Daily Dozen and Health Builders Reducing Sets**
- The New Cesco Repeater Musical Instruments**
- Music Roll Cabinets**
- Gold Seal and Geer Repeaters**
- Record Cabinets**
- Fixtures**
- Albums**
- Brilliantone Needles**
- Honest Quaker Springs and All Other Accessories**
- Bubble Books and Bobolink Books**
- Kiddie Albums and Kiddie Rekords**

Write for our complete catalogue of Standard phonographs, cabinets, musical instruments and accessories.

THE CABINET and ACCESSORIES CO.,

INCORPORATED

Otto Goldsmith, Pres.

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The demand of the public for the **NEW EDISON** was never greater. The models never more artistic. The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

C I N C I N N A T I

Comparative Figures for Six Months Past Show Big Gain Over Last Year—Local Columbia Branch in New Home—Month's News

CINCINNATI, O., July 7.—Sales of talking machines and records have held up remarkably well in Cincinnati as the warm weather has approached. Usually, with the advent of Summer and the many outdoor attractions which accompany it, there is an inclination on the part of the public to turn to open-air amusements. But this year there is no slump noticeable on the part of local dealers, who report that their volume of business is maintaining a steady pace. Of course, there has been some decrease in the total amount of business in comparison with the months of March, April and May, but this is to be expected. On the other hand the most encouraging sign is the large increase in sales over the same period last year. Many firms do not hesitate to say that their business is far better than at this time in 1922, in some cases showing an increase which approximates 100 per cent. In one specific instance the sales increased 150 per cent over last year. This is merely an indication of how good business is in Cincinnati for the talking machine dealers. The decrease in the total sales over May is a negligible factor when the increase over last year is taken into consideration. The sales of talking machines are heaviest on the console models. The portable camp model is proving to be popular and many of them are being sold by local dealers, who have made an especial effort, through window displays and newspaper publicity, to dispose of them.

Starr Co.'s Big Publicity Stunt

A publicity stunt enacted recently by the Starr Piano Co. caused much interest and excitement in local circles. Probably the most popular and best-known dance orchestra in Cincinnati is Justin Huber's Orchestra, which has gained fame dispensing dance music at the Hotel Gibson and has been featured at the more important of the private dances in this city. Lloyd Kidwell, pianist and composer, who is also the assistant director of Justin Huber's Orchestra, composed a popular number, entitled "Japanese Lullaby." The Starr Piano Co. engaged Huber's Orchestra several weeks ago and had it play in the window of its store, featuring "Japanese Lulla-

by." First the orchestra would play the piece and then the Gennett record of "Japanese Lullaby" would be played. To make the comparison of the two better the orchestra would play part of the song and then the Gennett record would finish playing it, the change from the orchestra to the record bringing no change in sound that was noticeable to the auditors. The crowds which gathered in front of the Starr Piano Co. were so large that traffic was blocked. The feature proved so good an advertising venture that large sales of "Japanese Lullaby" resulted and the Starr Piano Co. and Gennett records gained some highly valuable publicity in addition.

New Quarters for Columbia Co.

The Columbia Graphophone Co. has moved its local office to West Fourth street and the large six-story building formerly occupied on East Eighth street has been leased to a paper company. This move is in line with the recent decision of the main office to discontinue the district office in this city. Reports received from dealers indicate that the sales of Columbia records are large and that increases in the total volume of sales have been realized.

J. F. Ditzell Addresses Brunswick Sales Force

J. F. Ditzell, manager of the sales promotion department of the Brunswick-Balke-Collender Co., Chicago, was in the city on June 29 and made an address before the salesmen of the Cincinnati district office at a dinner given in his honor. On July 20, at Richmond, Ind., one of the company's leading musical organizations, the Isham Jones Orchestra, will play at a dance at the Romey Furniture Co. This is one of the best-known dance orchestras in the country and it is expected that the many dealers in this territory handling Brunswick machines and records will profit by the appearance of the Isham Jones Orchestra in this vicinity. The district office of the Brunswick Co. states that business during June was approximately 150 per cent better this year than in 1922. This is partly attributed to the new system of releasing records whereby new records are issued daily, rather than monthly. Plans are being made by the

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

district office for participation in the State convention of music dealers, which will be held in Cincinnati in September. Brunswick machines will also be displayed at the Fall Festival, which will be held here in the latter part of August.

C. M. Robinson on Vacation Trip

C. M. Robinson, of the Robinola Co., who says that business has been very good during the past month and that console models in particular are selling well, expects to go East next week on a vacation trip to Washington and Newport News.

Sterling Roll & Record Co.'s Fine Record

Ben Brown, of the Sterling Roll & Record Co., states that his volume of sales has been 150 per cent in advance of last year. The best sellers are "Yes! We Have No Bananas" and "Barney Google." Orders are being received for Okeh records by this company from great distances, according to Mr. Brown.

Rose Helburg, formerly with the Columbia Co., has become associated with the Sterling Roll & Record Co. in trade promotion work. Larry Naber, of this company, is getting good results on his sales trip through Kentucky. Glenn Buck, traveling through Indiana, also has been getting some fine orders.

High-grade Demand at Baldwin's

Miss Stevens, head of the Victrola department of the Baldwin Piano Co., says that business has improved wonderfully in the past few months. She believes that there are excellent prospects for the future and that business will continue to be good throughout the Summer. High-grade machines in the console models and No. 111 Victrola upright machines have been in good demand. Music rolls are also selling well. Camp machines have been in considerable favor and many of them have been sold.

Edison Sales Continue Active

Manager Pohlman, of the Phonograph Co., Edison jobber, reports that the sales of Edison records have been holding up splendidly in the last few months. The Edison phonograph has been in much favor, also, and it is expected that the good business on both the Edison machines and Edison records will continue.

Novel Display Window


The Chubb-Steinberg Music Shop had a novel window display during the past week. It showed Barney Google leading his charger, "Spark Plug," towards the race track at Latonia, Ky., where the racing season is now on. This window display was very successful in disposing of many of the Victor records of "Barney Google." The Chubb-Steinberg Co. is going to increase its space very shortly and at present is engaged in remodeling the basement of its present store on East Sixth street.

Patriotic July Fourth Window Helped Sales

Morris Fantel, manager of Widener's Grafonola Shop, says that patriotic records and even bugle call records are selling well. This is probably due, in large measure, to the patriotic Fourth of July window display, which has succeeded in stimulating sales wonderfully.

H. & S. Pogue Co. Pleased With Outlook

Business is good in the talking machine department of the H. & S. Pogue Co. The warm weather has lowered sales somewhat, but they are still good and it is expected that they will continue to be good during July and August. Each month this company devoted one of its large, handsome display windows to talking machines, resulting in a splendid stimulus to sales.



The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

Two simple songs of the heart form Louis Graveure's offering this month in Record A-3891.

"My Treasure" has for its subject King Baby, while "The Boat Song" is a tone poem of idyllic evenings afloat.

Both are presented with the charming friendliness their nature demands, and each shows Graveure's splendid baritone voice at its best.

COLUMBIA GRAPHOPHONE CO.
New York



ALBANY

Ormus E. Kellogg Promoted—Baker Music House Staff in Conclave—Sales Maintain Good Volume

ALBANY, N. Y., July 9.—Ormus E. Kellogg has been appointed general sales manager of the Baker Music House, Inc., to succeed F. A. Brown, general manager, whose resignation took effect July 1. Mr. Kellogg has been sales manager of the company and will be assisted in his new position by John H. Anderson, as general representative, whose duties will be to assist the three main stores and the twenty agencies in the promotion of sales of phonographs and records. The new managers are planning to start aggressive sales campaigns. Mr. An-



Baker Branch Managers and Sales Staffs

derson has been the special representative in the Utica division of the Baker territory.

The branch store at 440 State street, Schenectady, has become inadequate for the increasing business and larger quarters, at 508 State street, were occupied June 29. The formal opening of the new store will take place as soon as the decorations and new fixtures have been placed, which will be about July 15, and will be attended by all the officials of the company. Albert J. Clapper is manager of the Schenectady business.

The convention of the branch managers and sales staffs of the Baker Music House was held here recently with over forty in attendance and, after a day of enlightening business discussions and addresses by men in and out of the organization, including Frederick W. Teele, of the Brunswick-Balke-Collender Co., the members of the organization were transported to Schenectady by automobile, where they inspected the company's new store in that city and had dinner. The accompanying photograph shows the members of the sales organization gathered in front of the local store just before starting for Schenectady.

The Baker Music House, Inc., has made a contract with the C. G. Conn Co., Elkhart, Ind., whereby its line of musical instruments will be placed on sale in all the stores and agencies.

All of the local retailers report excellent business. The Thomas Music Store has been working the rural districts the past month and re-

ports larger sales than in June of last year. The Pommer Music Store also reports a better business for June than that of the corresponding month in 1922. Mr. Pommer says that when people leave the city for Summer vacations the way to keep up the business is to go after them. A representative has begun the canvass of the Summer camps, showing the new portable Brunswick models and taking orders for records to be delivered at the camps.

The popularity of the Edison in this territory is growing, if the business being enjoyed by the American Phonograph Co., Edison distributor for this city and adjacent territory, may be taken as a criterion. As far as most Edison dealers are concerned no Summer slackness has materialized and, with the excellent sales record thus far this year, the outlook is bright for a record Fall business and optimism pervades the trade.

Szilagyi & Co., Inc., has been incorporated in June to deal in phonographs in the Borough of Manhattan. The authorized capital stock is \$10,000 and the directors are Elemer Szilagyi, Morris Grossman and Esther Grossman, all of New York.

Al Edelson, of the Strand Temple of Music, who is noted for his unique window displays, again excelled in his Fourth of July window show. In the center of the window was a large figure of Miss Columbia holding a flag, surrounded by a shield of stars and stripes as a frame. The remainder of the display was of firecrackers and Victor records.

The W. M. Whitney department store featured a sales drive on a carload of talking machines during June. Transportation charges were prepaid to any point in New York State and a large proportion of the sales were made outside of Albany, due to extensive advertising.

HEALTH BUILDERS, INC., EXPAND

Will Shortly Open Three New Factories for Manufacture of "Camp-Fone"—R. B. Wheelan Sails for European Vacation

R. B. Wheelan, president of Health Builders, Inc., New York City, accompanied by Mrs. Wheelan, sailed for Europe the last week in June, where they intend to spend a vacation of probably two months. While away they will visit France, England, Switzerland and Germany. Mr. Wheelan, before he left, stated that the business of the company was good. The "Camp-Fone" portable is selling extremely well and the usual amount of record business is being received. An initial order of 5,000 "Camp-Fones" has just been received from a Western distributor. In order to meet the demands production on the "Camp-Fone" will be materially increased through the addition of three new factories. In addition to the large plant at Boston, factories will shortly be opened in Garden City, Peekskill and Chicago. Thus, not only will production be increased, but facilities for prompt delivery will be readily available in all sections of the country.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.

707-09 BROADWAY, ALBANY, N. Y.



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

"You can't go wrong
With any FEIST song"

©1923 Leo Feist, Inc.

IN DES MOINES

Retail Dealers and Jobbers Form Trade Association—Portable Instruments Have the Call—News and Activities of the Month

DES MOINES, IA., July 7.—In spite of the usual Summer lull in the talking machine business, June sales volume has been very satisfactory, according to local retailers and jobbers. Business in portable lines has been good, although heavier machines have been moving somewhat slowly. June trade has been better than that of the same month last year. In fact, every month of this year has shown a larger volume than that of the same month last year.

Mickel Bros., jobbers in Victrolas and Victor records, have about completed the transfer of their Des Moines stock to Omaha, according to H. B. Sixsmith, local sales manager. Orders are now being filled from the Omaha headquarters and the Des Moines office has been retained only as a sales headquarters for travelers in this section of Mickel Bros.' territory.

The sales contest inaugurated by Harger & Blish, Edison jobbers, has, so far, produced very gratifying results. Fully 50 per cent more sales have been reported during the contest thus far than during the same period of any previous contest. June business, as reported by Harger & Blish, is somewhat better than that for June of last year.

Des Moines dealers have formed an association composed of all retail dealers and jobbers of talking machines in the city. The aim of the Association is to adopt retail policies that will be mutually beneficial to the retailer and the customer. At a recent meeting of the Association the dealers decided to discontinue the "records on approval" plan after July 1. R. B. Townsend, of Davidson Bros. Co., is president

of the new Association, and H. B. Sixsmith, of Mickel Bros., is secretary.

H. W. Burnett, commonly known as "Burnie" to the Victor dealers of the southeastern part of the State, has been ill for the past month. At the present time he is somewhat improved and will soon be on the road again for Mickel Bros.

Clammer Bros., of Cresco, Ia., have recently

AKRON TRADE IN PROSPEROUS STATE

Complete Stocks Enable Dealers to Render High Type of Service—Earle G. Poling Co. Making Alterations—Other Activities

AKRON, O., July 3.—In common with some other sections of the country the Akron district provided a volume of sales for talking machine dealers during June that in some cases was little short of surprising. The fact that stocks have been very complete has probably had something to do with the trade volume. The rubber industry, upon which this city is largely dependent, promises to be extremely active for the balance of the Summer. The various plants were shut down only a few days for the purpose of taking inventory and then resumed on full schedule.

The J. H. Johnson Sons Co., Alliance, O., announces that it will concentrate on the Victor line in the talking machine department and is disposing of stocks of goods of other makes. Some alterations in the store are planned.

Miss Carolyn Martin, formerly connected with the jewelry section of the Geo. S. Dales

obtained the Victor sales rights for the territory in and about Cresco.

The Massey Piano Co., this city, has taken over the business of the Haddorff Piano Co. The Massey Co. will handle pianos and the Victor line of instruments and records.

W. F. Boy has succeeded to the business of Boy & Paulson, at Dell Rapids, S. D. Mr. Boy will continue to handle Edison instruments and records.

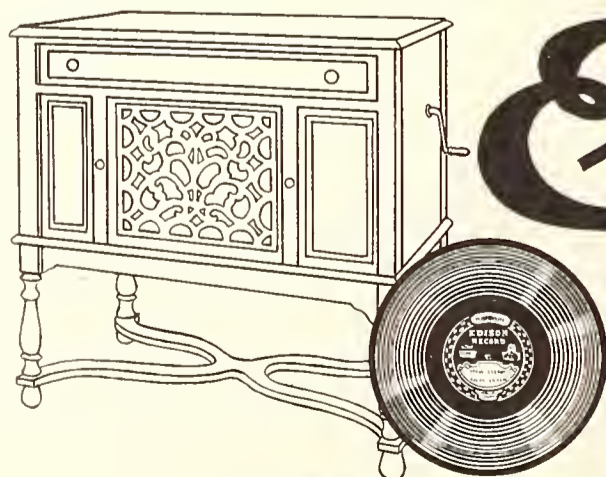
The Whitley Music Co., Corydon, Ia., has installed a Bristol audiophone at the front end of the store for broadcasting new record releases. On quiet days the music may be heard several blocks from the store. According to Manager Whitley, this method of introducing new records has been very successful.

Co. here, has been appointed head of the record department, succeeding Miss Frances Draper, who was married recently and resigned the position, which she held for five years.

The Earle G. Poling Co. is making a number of alterations in its store for the purpose of making room for a new sheet music department to be opened shortly. This company has been featuring portables with considerable success and reports a substantial record business.

The Vernon Piano Co., Alliance, O., has been attracting some attention by offering to send out any Victor machine in stock without a down payment, sixteen records to accompany the machine. The move is said to have been made for the purpose of stimulating Summer business.

Brunswick record sales have increased close to 100 per cent in this territory following the recent appearance here of Isham Jones and His Orchestra, of Chicago, which gave a concert before a capacity audience at Goodyear Hall, under the auspices of the Geo. S. Dales Co. During the evening members of the audience had opportunity to dance to the music of this well-known orchestra.



THE NEW
Edison

PHONOGRAPHS
AND
EDISON RECORDS

HARGER & BLISH DES MOINES



Outing Talking Machine Co., Inc.

MOUNT KISCO, N. Y.

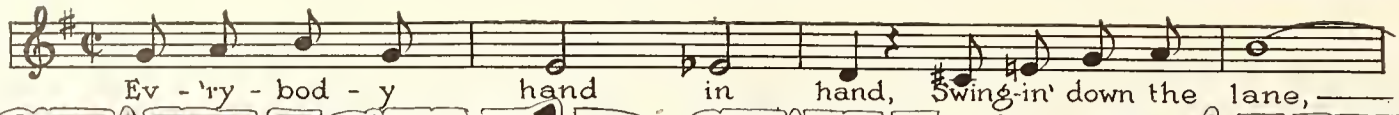
JOBBERS

- ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
- ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- CABINET & ACCESSORIES CO., INC.....3 West 16th St., New York, N. Y.
- CONSOLIDATED TALKING MACHINE CO., 227 West Washington, St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO., 1121 Nicollet Ave., Minneapolis, Minn.
- DAVENPORT PHONOGRAPH ACCESSORY CO.....Davenport, Ia.
- THE DUNING CO.....303 Second St., Des Moines, Ia.
- A. E. ERISMAN CO.....174 Tremont St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- W. S. GRAY CO.....942 Market St., San Francisco, Cal.
Los Angeles, Cal.; Portland, Me.; Seattle, Wash.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Ia.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
- STEWART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
- GEO. C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
- VOCALION CO. OF OHIO.....328 Superior St., West, Cleveland, O.
- MARTIN WEISS CO.....Dallas, Tex.

Export:—CHIPMAN, LTD.

New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio de Janeiro, Santiago de Chile.

Cable Address: Chipmonk, New York



Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing



"You can't go wrong
With any FEIST song"
©Leo.Feist Inc.N.Y.C



Words by GUS KAHN

Music by ISHAM JONES

KANSAS CITY

Blackman Music Co., Edison Dealer, Moved Into Beautiful New Showrooms—Victor Dealers Stage Meeting—News of the Month

KANSAS CITY, Mo., July 6.—The biggest event in talking machine history in Kansas City during the month of June was the removal of the Edison Shop from 1012 Grand avenue to 12 Walnut street. The new location is only a very few feet from Twelfth and Walnut streets, which is perhaps the busiest corner in the city. The new home of the Blackman Music Co. is one of the most beautiful in the West. The building has a 75-foot frontage and is at least 150 feet deep. The showroom, which is entered from the street door, is perhaps 75 feet square, and in it various Edison models which would please even the most fastidious are grouped. The broad staircase, very short, made attractive by palms and an oil painting of Mr. Edison, entices one to the cool rooms below. The basement is largely given over to the Edison department with eleven booths for record demonstrations.

Two exquisitely furnished and decorated sound-proof conservatory rooms have been arranged, one on the main floor and the other below for concerts and recitals. On the mezzanine floor a special Edison room, which has been prepared like the music room in a home, is another feature.

Ample storage and repair space in the back of the building completes every need of this institution, of which M. M. Blackman is manager.

The Victor dealers from this territory held a meeting in Kansas City the evening of July 2 at the Baltimore Hotel. The new 125 model Victrola was on display and the records released for the month of August were played so that dealers could determine their orders for the coming months. The selection made at the previous dealers' meeting (which was the first ever held) was pronounced by Mrs. McArthur, of the Wunderlich record department, and Miss Miller, of the J. W. Jenkins Sons' record department, as the most splendid lot of releases they have received in months.

Messrs. Wentworth, of Leavenworth; Houston, of the J. H. Bell Music Co., of Lawrence, Kan., and Miss Grace Davis, of Topeka, were out-of-town visitors to the meeting.

C. A. Bibler, of Florence, Kan., recently suc-

ceeded O. L. Patton as Victor dealer of the Sanders-Ridgway Co., Bonitta, Okla.

The secretary of E. W. Gootengerg; Miss Rae Wise, who has been with him ever since the coming of the Artophone Corp. to this city, was called to Texas on account of the illness of her sister. She is not expected to return, and Miss Anna K. Eaton has succeeded her.

The Artophone Corp. is having success in the sale of the album set called "The Unfinished Symphony," which is the Symphony in B Minor by Franz Schubert, played by Eduard Moerike. The set consists of three twelve-inch Okeh double-disc records in a black and gold album which sells for \$5.

Fred B. Jenkins, Jr., and his wife, are motoring to Denver, Col., and will return the first of August.

The Phonograph Co. of Kansas City, Edison distributor for this territory, has experienced a satisfactory month's business. The Edison is one of the most popular instruments sold locally and, according to the reports of dealers, both phonographs and records are in good demand, and indications are that a continuation of these conditions may be expected for the remainder of the Summer.

An attractive postcard has been arranged for the J. W. Jenkins Sons' talking machine department to send out to Victor dealers over the territory announcing the special releases which come out from time to time.

DEALERS ORDERING EQUIPMENT

Broadman Woodwork Fixture Co. Closing Many New Contracts—Local Dealers Remodeling Warerooms—Indication of Optimism

That dealers are realizing the advantages resulting from up-to-date and attractive installations of wareroom equipment, and acting accordingly, is evidenced by the activity reported by the Broadman Woodwork Fixture Co., New York. Among recent installations made by this company are those for H. Brodwin & Co., New York; the second installation for A. Lesser, 115 Boulevard, Rockaway Park; the complete remodeling of the headquarters of Landay Bros., 311 Sixth avenue, New York; a piano showroom for Owens & Beers, 1075 Flatbush avenue, Brooklyn, N. Y., whose store was completely equipped several months ago; the Greater City Phonograph Co., 234 West Thirty-ninth street, New York; Sonora jobber, and Mullins & Co., 70 East 125th street, New York.

A. Broadman, president of the company, states that a number of new contracts have been received during the past few weeks, including that of the Kings Highway Music Shop, Brooklyn, N. Y., for the installation of eight hearing rooms, two showrooms for talking machines and pianos, musical merchandise cases, record racks, service counters, etc., which will make this a store of the most modern type.



The London Console
\$135
The Hit of the Year

Comparing
Volume for Volume
Edison Records
Are
SMOOTHER
Than Any Needle
Records

TONE QUALITY
ALWAYS HAS
BEEN SUPREME

Missouri, Kansas, Oklahoma, Arkansas Dealers write

The Phonograph Co. of
Kansas City
1215 McGee Street
KANSAS CITY, MO.

BUFFALO

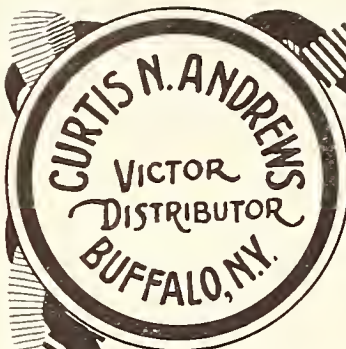
Victor Dealers' Association Annual Outing a Big Success—New Models in Demand—Month's News

BUFFALO, N. Y., July 7.—The annual outing of the Victrola Dealers' Association of Buffalo, held June 27 at the Woodcliff Club on Lake Erie, was the largest in the history of the organization. In attendance were 130 dealers and members of their families. Aside from a few minor casualties in the baseball game a pleasant time was had by all, so to speak. The baseball game was a real thriller, the "Bananas" finally winning from the "Spark Plugs," 20 to 19. The losers demanded an audit of the score card and this is now in progress. Charles Beschinger was struck in the eye by a bounding ball and was severely injured. Gus Blank suffered a sprained elbow and there were minor casualties, due to the fierceness of the battle.

Many athletic games and races also had a place on the program. Winners in these were: Fifty-yard dash, ladies, Miss D. Wagner; fifty-yard dash, ladies (heavyweight), Mrs. J. M. Kibler; broad jump, Mrs. H. Childs; balloon race, Mrs. C. Wright; fifty-yard race, men, J. White; fifty-yard race, men (heavyweights), F. E. Russell; wheelbarrow race, Wright and Beschinger; tug-of-war, Melzer team; three-legged race, Levi and Cohn; boys' race, H. Levi; girls' race, Charlotte Kibler.

An elaborate dinner was served at 6 p. m. and was followed by dancing. A. H. Fleischmann, president of the Association, and Frank Russell, chairman of the committee, were aided by the following: E. R. Burley, C. H. Heinke, J. M. Kibler, William Gunnell, J. Wills, H. Childs and A. Schwegler.

June business in this territory was featured by heavy sales of new models and unusually brisk record business. This has been true of practi-



CURTIS N. ANDREWS
VICTOR
DISTRIBUTOR
BUFFALO, N. Y.


SERVICE

Confidence

Victor retailers in Buffalo territory can well regard the future with confidence and optimism. Basic industrial conditions are excellent, and the supremacy of Victor product was never more firmly established.

Confidence in his Victor wholesaler is a vital part of the retailer's success and we are doing our utmost to *earn* the confidence and support of the Victor dealer. Any suggestions that will assist us in strengthening this dealer confidence are most welcome.

CURTIS N. ANDREWS
Victor Distributor
BUFFALO, N. Y.



cally every make of machine and record, according to reports. Most firms report June business substantially in excess of that of the corresponding month of 1922.

A romance of a music shop came to a happy conclusion recently when William Herbert, manager of the talking machine department of the Erion Piano Co., and Miss Effie Louise Howard, formerly a saleslady with the same firm, were married. They are now at home after a honeymoon tour of the Great Lakes region.

H. B. Clark, of the Buffalo Talking Machine Co., is another recent bridegroom. He was married a few days ago to Miss Laura Stewart and is now being congratulated by his associates and acquaintances.

Goold Bros. have opened their new store at 203 Falls street, Niagara Falls. The firm has 2,500 square feet of floor space and a most advantageous location, together with tasteful furnishings. The company is featuring Sonora and Victor machines, also Victor and Vocalion records. Chester E. Campbell is manager of the new store.

C. E. Siegesmund, sales manager for C. N. Andrews, Victor jobber, reports the trade greatly interested in new models and placing very substantial orders for those recently presented. Record sales of "Yes! We Have No Bananas" promise to break all western New York records, according to Mr. Siegesmund.

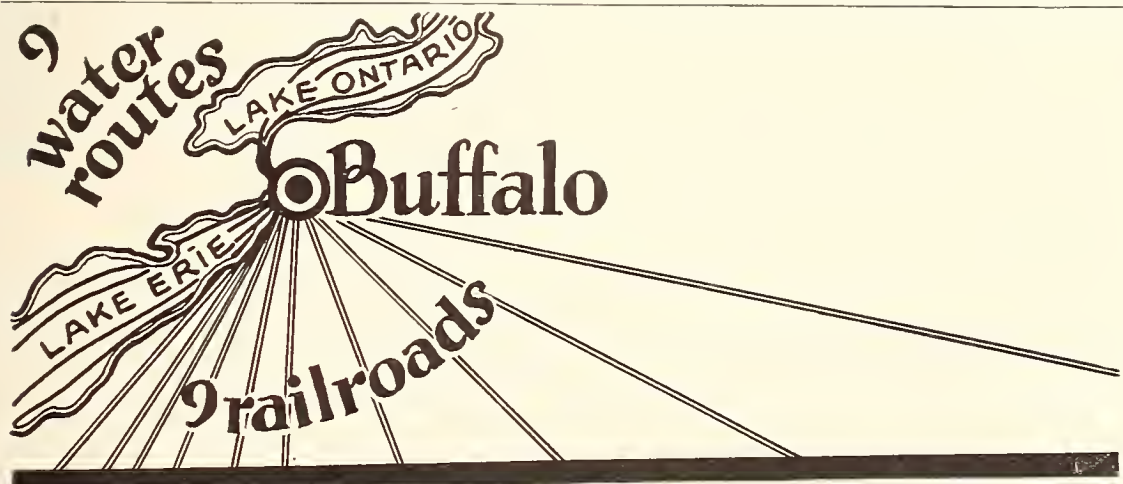
Sidney Brooks, for many years proprietor of a music store at Grant and Ferry streets, this city, died at Atlantic City, where he had gone in the hope of regaining his health. He was formerly with Bing & Nathan, of Buffalo, leaving their employ to open his own store.

William F. Drews has joined the sales force of the Laurens Enos Co.

E. P. Erion, of the Erion Piano Co., is enjoying a motor trip through New England.

W. H. Daniels, of Denton, Cottier & Daniels, was serenaded by the U. S. S. "Leviathan" Orchestra when it played recently in Shea's Theatre, adjoining the Denton store.

A. H. Fleischmann, of the talking machine shop of the William Hengerer Co., reports business as very gratifying and showing steady gains over 1922.



BUFFALO *A NIGHT'S RIDE FROM EVERY IMPORTANT TRADE CENTER IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.
Victor Wholesalers
BUFFALO, N. Y.

WYCKOFF T. M. CO. MOVES

The Wyckoff Talking Machine Co., 3125 Wyckoff avenue, Brooklyn, N. Y., has opened a new store at 1659 Broadway, near Halsey street. Mr. Stapenoff, proprietor, is one of the most enterprising members of the Brooklyn talking machine fraternity and the growth of his business is due to real merchandising ability.

COTTON FLOCKS
.. FOR ..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

M I L W A U K E E

Many Sales to Newlyweds Bring Summer Sales Volume to Satisfactory Point—Two Music Houses Retire From Trade—The News

MILWAUKEE, Wis., July 9.—Much to the gratification of the local trade talking machine business so far this Summer has been of a much better character than in any previous year, with the possible exception of 1919, which was a wholly unusual year. Following a June which produced more business than almost every corresponding month in the past dealers in this city believe that July will set new records as well. The manner in which business is developing is actually remarkable, for in recent years the trade has become accustomed to counting June, July and August as "slack" months.

Many Sales to Newlyweds

June sales, now that a good perspective can be obtained, loom up even brighter than the enthusiastic reports made concerning business

in the last issue of The World. Throughout the month a good many sales were made which were predicated upon wedding gifts and, while the art styles and more expensive types had the favor of this class of business, many of the standard styles in the medium range of prices were sold either to parents or relatives of newlyweds, or to the couples themselves.

Early Ordering in Evidence

Wholesale business is reported by the various distributors of the best-known lines to be more active than usual in mid-July. For several years dealers in this territory were not disposed to start laying up stocks for the Fall and holiday season until September and October. This year they are anticipating their requirements unusually early. One of the reasons, probably, is

that they are expecting a shortage of instruments as well as records and accessories when the Fall rush begins. Another is that dealers, as a rule, are better fortified financially to accumulate stocks, while, at the same time, the prospects for next September, October and November are considerably improved over the same period in the past three years.

Strong Victor Demand

"Basing opinions alone on trade so far this year talking machine trade next Fall should surpass all past records," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan. "At the same time current trade is more active than usual. While there is nothing sensational about business at this time we feel that some significance attaches to the manner in which dealers are buying Victor goods, both for immediate and deferred delivery. So far as records are concerned we have great trouble in keeping our stock filled in, for there is a heavy demand which ranges all the way from the most popular to the numbers on the Red Seal records which we have never had occasion to look to for strong release."

Cashing in on Sales Promotion Work

There is something about Brunswick business in this territory that seems to be attracting the rapt attention of distributors and dealers of the line in all other parts of the country. Notwithstanding this eminent position Manager Thomas I. Kidd, of the local Brunswick branch, maintains his usual attitude of modesty. He is a quiet, unassuming worker and the best "dope" is that he is now beginning to reap the real results from several years of intensive cultivation of the talking machine end of the extensive interests of his company.

One of the best outlets for the art styles of the Brunswick is the J. B. Bradford Piano Co., with a main store at 411 Broadway and a branch at Second and Mitchell streets. Accompanying its notable achievement of selling eleven Mason & Hamlin grand pianos, which it handles, in less than two weeks after the middle of June was the fact that it sold a number of art styles of the Brunswick. Probably the most important was the sale of a beautiful Italian console model, specially decorated, to Mrs. Myron MacLaren for the sun room of the magnificent million-dollar mansion on the shore of Lake Michigan.

Sales of New Columbias Grow

The Columbia line has been establishing new marks in the merchandising of its new line of products, notwithstanding the fact that at the time of this introduction Gimbel Bros. were offering a large part of the stock of obsolete styles at low prices in this territory. One of the distinct features of Columbia business in the past few months have been its records, which are gaining in popularity at a rate never equaled by any line of records.

Singer T. M. Co. Changes Name

The Singer Talking Machine Co., one of the earliest concerns to engage in the manufacture of instruments in Milwaukee and vicinity, has recently amended its corporate articles so that its name henceforth will be the C. A. Kitz Furniture Co. While continuing the manufacture of talking machines, cabinets, etc., the concern for some time has been devoting more and more attention to the production of high-grade furniture specialties.

Sonora Machines and Okeh Records Popular

The Yahr & Lange Drug Co., Wisconsin and Upper Peninsula distributor of the Sonora and the Okeh record, continues to maintain its high position among local jobbing houses. It is confidently stated that there has been no advance in talking machine merchandising greater than the success of the Yahr & Lange Drug Co. with the Sonora and the experience of the past month has been entirely demonstrative of this fact. Fred E. Yahr, president of the company, and personally in charge of the Sonora and Okeh promotion, looks forward to the best holiday business in the history of the house and, if his predictions come true, as they promise to do,

A BUBBLE BOOK Hour Draws Customers To Your Store

Now that school is over and the "dog days" are here, keeping the children happy and busy becomes every mother's problem. What can she do to coax them off the streets at least during the hottest part of the day?

Here is your chance to win her good will—and her trade. Start a Bubble Book Hour in your store—say from two to three, a few times a week.

Children will need no coaxing to be won to the cool shelter of your store. They will do the coaxing—coaxing to come back with their parents at other hours—coaxing to own all fourteen of the Bubble Books that sing their favorite nursery rhymes and games.

Announce Bubble Book Hour through a window card or circular letter. Then watch your slack season vanish into thin air! And be sure to have a generous supply of Bubble Books on hand from which to refill your Bubble Book stand.



Bubble Books "that Sing"

Retail at \$1.00

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by
RHODA CHASE

When you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROTHERS, Bubble Book Division

Established 1817

Franklin Square

New York, N. Y.

another new high record is going to be hung up in 1923. Mr. Yahr was one of a party of 100 leading Milwaukee jobbers and manufacturers who participated in the twentieth annual trade extension tour of the Milwaukee Association of Commerce in the middle of June. One of the features of the equipment of the special train in which the party traveled an entire week was a Sonora talking machine and a liberal supply of Okeh records.

Old Firm Dissolves

The oldest talking machine house in Appleton, Wis., one of the principal cities of the famous Fox River Valley of Wisconsin, passed out of existence recently when the stock, goodwill and accounts of the Kamps & Stoffels Co. were acquired by the Irving Zuehlke Music Co., of the same city. Harry Stoffels has joined the staff of the Wilson Music Co., of Oshkosh, Wis., and on July 1 took charge of its branch house in Stevens Point, Wis., which has just moved into permanent quarters in the new Hotel Whitening Building.

Cheney Styles in Demand

The art styles of the Cheney have been selling well at the Edmund Gram Music House. At the same time the Columbia and the Vocalion are moving well and Miss Julia Wolff, manager of the talking machine department, says that this has been the finest Summer selling season the Gram Co. has ever experienced.

Brunswick Shop Chartered

The Brunswick Shop, Inc., is the name of a new corporation organized at Sheboygan, Wis., with \$15,000 capital to market the Brunswick line. The incorporators are Harmon C. Bendle, Paul F. Schmid and G. W. Buchen.

Elgentone Discontinues Business

The Elgentone Mfg. Co., of Marshfield, Wis., for four years manufacturing the Elgentone talking machine, is discontinuing business with the sale of its factory to a new company, known as the Northern Scenic Co., which will build stage settings exclusively.

Edison Jobber Dissolves Corporation

Notice of dissolution as a corporation organ-

We Serve New York!



Our ability to consistently serve New York dealers to their complete satisfaction is the result of carefully maintaining at all times a thoroughly complete stock of the fast-selling

Okeh Records
The Records of Quality

and having a smoothly-running organization equipped to handle all orders—large or small, urgent or casual—with the same unvarying degree of promptness and efficiency.

We would like to demonstrate the advantages of superior service.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

Distributors for
OUTING
and
ODEONETTE
Portable Machines

ized under the laws of Wisconsin has been filed by the Phonograph Co., of Milwaukee, long the Edison jobber in this territory.

Stages Rekordo Rekord Contest

The Rekordo Rekord, which is part of the line handled at wholesale by the Yahr & Lange Drug Co. in Wisconsin and upper Michigan, is maintaining a high place which has been brought about by the conduct of a contest among amateur "recorders," staged under the auspices of the Milwaukee Sentinel, one of the leading newspapers of the city.

fairly recently. L. G. Shatney, manager of the phonograph department, reports an increased demand for the attractive two-toned finish period models and a very satisfactory business in Vocalion records.

Walter S. Gray Returns From East

Walter S. Gray, president of the Walter S. Gray Co., distributor of the Strand Phonograph and accessories, spent an hour or two in Los Angeles en route for San Francisco, having just returned from attending the Shriners' Convention in Washington, D. C., and spending a week or two on business in New York and other Eastern cities. Mr. Gray was met by J. J. Grimsey, managing director of the southern California territory, and congratulations were extended to the latter on his excellent business for June, which showed an increase of more than 100 per cent over that of last December, which previously represented the largest single month's sales.

Opens Third Store

Schireson Bros. have opened their third branch store on South Main street, between First and Second streets. They have carried the Victor line for a number of years and at their headquarters store on North Main street have specialized in Mexican records.

W. M. Cresmer a Benedict

W. M. Cresmer, of the phonograph department of Hamburger's Music Salons, married Miss Olsen, also of Hamburger's, late in June. The ceremony was performed just before the honeymoon month had passed and the couple are spending their honeymoon during the first two weeks of July.

H. C. Britts a Visitor

H. C. Britts, manager of the phonograph department of Frederick & Nelson Department Store, Seattle, spent a few days recently in this city. Mr. Britts reported good business in his Brunswick, Sonora and Victor department.

LOS ANGELES

Business Maintains Fair Average—Question of Trade-ins—Exhibits at Monroe Centennial Exhibition—The Mouth's Activities

LOS ANGELES, CAL., July 2.—Reports from the various talking machine departments are somewhat conflicting. One manager said that while the total sales of his department for the month showed an increase over those for June, 1922, this increase is very small. On the other hand, several managers declared that business had been excellent and has maintained its proper level with a large percentage of increase over the corresponding period of last year. The query is often made by salesmen regarding the effect of radio and many opinions of varied kind are advanced. There is one thing positive, however, and that is that all are alert and keeping their wits working so that no opportunity will escape or plan for increasing business and sales be neglected.

One great bugaboo, however, exists, and that is in regard to the valuation of trade-ins; there is still a tendency on the part of many salesmen and managers to let themselves be persuaded into giving extravagant allowances on old instruments. A talking machine which is two years old is not worth more than one-half of its cataloged price and a fair basis for estimate is to deduct 5 per cent, 10 per cent, 15 per cent additional for the third, fourth, fifth year, respectively, and so on. The trouble seems to be that the dealer allows himself to be too often persuaded by his eager salesman to grant a too liberal price for a trade-in and then—perhaps because his accounting system is not lucid or plain enough—he fails to realize what a bad stroke of business he has made and, repeating his mistake, puts off the day of final reckoning. The policies of stores are like barrels of apples

—one rotten one is apt to affect the rest; but when there are two or three rotten ones, then it is difficult indeed to save the rest.

Monroe Centennial Exposition Starts

The Monroe Centennial Exposition, which is being held under the auspices of the Motion Picture Industries, opens on July 2. Among the exhibitors are the following music houses: Fitzgerald Music Co., Barnes Music Co., both displaying Brunswick phonographs and records, Platt Music Co., with Victrolas and Victor records. All exhibitors are supplied with model Mexican bungalows in which to display their goods and they will be viewed by hundreds of thousands during the thirty days from the opening to the closing.

Good Cheney Sales at Parmelee-Dohrmann

The sale of Cheney phonographs at the Parmelee-Dohrmann Co. has exceeded expectations and encouraged this house in its maintenance of that department, which was established

Headquarters for Mica Diaphragms

We are IMPORTERS of MICA and MANUFACTURERS of MICA PRODUCTS.

Our diaphragms are of the highest quality.

We make diaphragms of India, Brazilian and African Mica in any size, thickness and center hole.

Let us know your requirements.

Prices and samples upon request.

STENZEL MICA CORPORATION

New Dorp Station

Staten Island, N. Y.

Telephone Dongan Hills 399

BALTIMORE

Maryland Victor Dealers Entertained by Cohen & Hughes, Inc., E. F. Droop & Sons and H. R. Eisenbrandt & Sons, Wholesalers

BALTIMORE, Md., July 1.—Cohen & Hughes, Inc., E. F. Droop & Sons and H. R. Eisenbrandt & Sons, Victor distributors of this city, tendered a dinner, entertainment and dance to the Maryland Victor dealers on June 21 in the garden of the Belvedere Hotel and the management gave possession of the garden for the entire evening.

Alexander Eisenbrandt was toastmaster and introduced, at the conclusion of the banquet, Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., who was the guest of honor and speaker of the evening. Mr. Dolbeer gave the dealers and their employes who attended a most interesting talk on matters of general interest to the trade. His address was divided into three parts, in the first section of which he took up and described in detail the tremendous Victor organization, its plant and its innumerable activities. In the second portion he described the various departments and spoke of their executives. The conclusion of his address consisted of a most interesting story of the beginning of the Victor product from the time of its inception by Eldridge R. Johnson. Mr. Dolbeer's talk was enthusiastically received and heartily applauded.

Among others present was Miss Aileen Stanley, well-known Victor artist, who happened to appear during the week as the headliner at the Maryland Theatre, the local Keith house. She sang a half dozen of her most popular selections, which so delighted the audience that at the conclusion she was given a rising vote of thanks.

George Castille, a former member of the Metropolitan Opera Co., ably rendered two selections in English and one in Russian. Clarence Johnson's Jazz Band, one of Baltimore's fore-

most orchestras, had been engaged to play continuously during the dinner and again at the conclusion of the entertainment until well after midnight for dancing purposes. Approximately 200 people were present at the affair, every dealer in Baltimore being represented, as well as numerous other dealers throughout the State.



Members of Maryland Victor Trade Present at Dinner Tendered by Distributors

The affair was a decided success and much credit is due William Biel, secretary of Cohen & Hughes, Inc., and William Roberts, manager of E. F. Droop & Sons Co., who served on the entertainment committee. Seated at the speakers' table were: Alex. S. and W. A. Eisenbrandt, Aileen Stanley, William Biel, W. C. Roberts, Sr., Mr. and Mrs. Castille, I. Son Cohen, W. T. Davis and F. K. Dolbeer.

There were also present Irma Groell, Lillian Goldberg, M. P. Smith, C. Griffner, F. Harris, A. B. Wertheim, R. L. Morgan, Katherine Pitcher, Mary L. Phillips, Irma Philipp, Messrs. Reiser and Kirsch, Wm. Roberts, Jr., Miss Thompson, Joseph, Herbert and Sam Fink, Miss Wells, E. Keefer, E. P. Hamilton, the Misses Burkhardt and Schultz, Mr. Quinnt, Louis Dedrick, Miss D. A. Eisenbrandt, Harry How, B. L. Anderson, Mr. and Mrs. E. C. Bickford, Wm. Mueller, Mr. Crater, J. Paul Heise, J. G. Hoesch, William Fischer, the Misses E. J. and C. J. Mueller, Harry McKnight, Joseph G. Loeffler, Mr. and Mrs. Jacob Neistadt, Irving Cohen, Mary Mazon, Mr. and Mrs. Fivel, Mr. and Mrs. Mazon,

Gerson Cohen, L. H. Lehman, Louis Taylor, T. Ralph Clark, I. H. Taylor, Mrs. Rose Taylor, Elmer Harting, Marie R. Flaherty, Miss Friday, Andrew J. Oldeburtle, Ruth Herald, H. Mandel Little, Arthur N. Ansell, Wm. B. Wolf, Charles A. German, Miss N. Kennard, Severn J. Shores, John S. Berry, Mr. and Mrs. C. A. Peck, Mr. and Mrs. E. J. Totten, Mr. Stengle,

(Continued on page 128)



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

PREPAREDNESS

That is our slogan

Prepared to meet your needs.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

DOMES of SILENCE

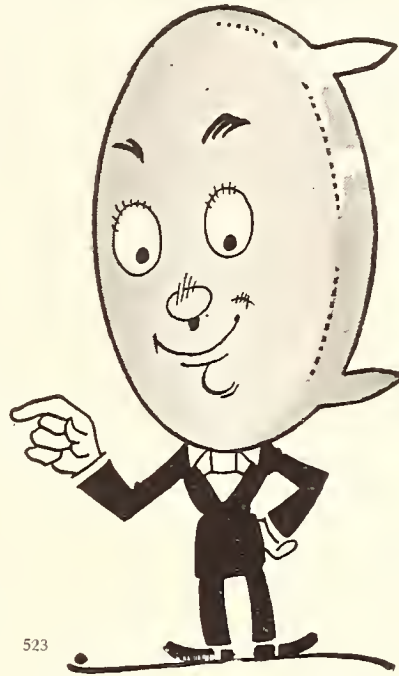
"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.

Will actually increase Talking Machine and Furniture sales

Get them on the furniture you buy

Thousands of Retail Furniture dealers specify that the furniture they buy shall be Domes equipped. See to it that you get the *Genuine*.



Put them on the furniture you sell

The largest, most successful stores will not display caster equipped furniture. They prefer and their customers prefer furniture footwear that is invisible—footwear that does not destroy the lines of the furniture.

Sell them by the package

Feature a Display Carton of **DOMES of SILENCE** in your window. People will come in to buy. That accomplishes your first purpose—to get people into your store.

DOMES of SILENCE Division
Henry W. Peabody & Co.
37 State Street, New York City

In all your Talking Machine orders

Specify DOMES of SILENCE

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

What we say above about Furniture applies also to Phonographs

TRADE HAPPENINGS IN BALTIMORE

(Continued from page 126)

Miss Schukhart, Messrs. Driscoll, Fry and Cashman, John Chappell, Mr. Lohrfnck, the Misses Sullivan, Wiseman and Roszell, Messrs. Vordemberge and Jacobson, Mr. and Mrs. Hurley, Mr. and Mrs. C. J. Levin, A. V. Geer, Miss H. Reed, Mrs. R. Doherty, Mr. Bowen, L. A. Randall, Mr. and Mrs. M. K. Newman, J. W. and Mildred Wheatley, Joseph A. Kunkel, Frank E. Old, George Becker, Mr. and Mrs. M. Sandler, Mr. and Mrs. O. P. W. Smith, *Asa and Wm. D. B. Hepner, Abe Davis, W. Norris Jackson, Dorothy Broadwater, Joel Acker, Robert Ansell, Joseph Roberts, A. Burdwise, Miss Aronson, H. L. Shevitz, the Misses Rose and Anna Karsh, Mr. and Mrs. A. Berlin, Mr. and Mrs. M. Lewis, E. C. Messick, Mr. and Mrs. I. Potts, the Misses Friedman, Mary Glase and Burdwise, Sol Berlin, Reuben T. Ember, Isaac Ember, Sam Morris, Miss G. Kramer, Mr. Schlotie, Louis Goldman, Mr. and Mrs. Powell, Mr. and Mrs. Hentzschel, Mr. and Mrs. C. D. Messenger and others.

Although we jumped from a cold Spring into real mid-Summer weather the middle of last month, talking machine business generally has been good, running anywhere from 25 to 50 per cent better than the same period of last year. Dealers here generally are optimistic over the outlook for Fall trade and the only cloud on the horizon now will be the inability to supply the goods for Fall and Christmas trade. Practically every jobber here is making strenuous efforts to have dealers place their orders early in order to avoid this and it is said that the response from the trade has been very encouraging.

W. C. Roberts, manager of E. F. Droop & Sons, is one of the most optimistic jobbers here and, as he put it himself, it is not based on "hot air, but on facts," as the business of his firm has been steadily on the increase every month of the six months so far this year.

All dealers report a great demand for "Yes,

We Have No Bananas," which record is making a bigger hit in Baltimore than any record put on the market since "Dardanella," while "Barney Google," in the opinion of many dealers, may make even a greater record in sales.

T. Ralph Clark, sales manager of Cohen & Hughes, reports a good business the past month, with dealers placing large orders for Fall. A semi-monthly bulletin service to dealers has been inaugurated by this house which is used as a method of moving dealers' surplus stocks of records. The firm recently sent out a questionnaire asking their dealers to name twelve Black Seal and six Red Seal records on which they were overstocked and from the returns the bulletin is made up featuring these records and each dealer receives a large sign in a frame for each of his booths. The bulletins are sent out so they can be posted on the 10th and 20th of each month when ordinarily there are no new records on the market, with the idea of creating a demand for the records which are featured in the frames. Answers to the questionnaire are also used as a means of relieving the dealer who is overstocked on any record which may be in demand with other dealers.

Dealers have also been supplied with a number of addressed postals which are to be used on rush orders for records, and other plans for getting overstock from the hands of one dealer into the hands of others who may use them are now being worked out.

L. A. Randall, of the Cohen & Hughes sales force, has just returned from a trip to the Victor factory, which he took with a number of dealers in his section. Irving Cohen, nephew of the head of the firm, has been taken from the office force and placed on the outside sales force, where he has been very successful.

C. F. Shaw, manager of the local Brunswick branch, returned to Baltimore yesterday after spending three weeks on his honeymoon trip through New England. During his absence H. H. Sheldon has been looking after the busi-

ness of the local agency and reports a very substantial increase in business. New contracts signed by the Brunswick agency during the past month were Moore's Music House, of Burlington, N. C.; Tulane Music House, of Newport News, and others are pending. One of the best contracts landed by a Brunswick dealer in this territory, according to Mr. Sheldon, was that of Lansburgh & Bro., of Washington, D. C., who supplied a Brunswick machine and records for the Broadway Limited, a special train which carried the Spanish-American Delegation from Washington to San Francisco.

W. S. Parks, former manager of the local agency of the Columbia Grafonola Co. and later president of the Columbia Wholesalers, Inc., successors, has been succeeded in the presidency of the latter company by L. L. Andrews. William H. Swartz still continues to hold the position of secretary and treasurer of the company and reports a very substantial increase in the business of the firm since its inception. Outlook for the Fall trade, according to Mr. Swartz, is very encouraging. The record business, according to Mr. Swartz, has been increasing ever since the new process Columbia records have been put on the market.

Joseph W. Hoover has opened a new talking machine shop at 11 West Antietam street, Hagerstown, and the Talking Machine Shop, of the same city, will shortly move into its new store at 4 South Potomac street.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., was a visitor to this city during the latter part of June. He spent several days in Baltimore on the occasion of the dinner tendered by the local Victor distributors to the Maryland dealers and used that time in visiting Victor dealers of Baltimore, accompanied by William Davis, local Victor representative.

The Northern California Music Co., Sacramento, Cal., has been incorporated with a capital stock of \$25,000.

WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

Always Insist on Getting

DE LUXE NEEDLES

and you won't be disappointed.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)

GLEANINGS *from the* WORLD *of* MUSIC

GENERAL MUSIC STORE A FIELD FOR LARGER PROFITS

Some Logical Reasons Why the General Music Store Idea Has Made Rapid Strides in Popularity During Past Few Years Among Members of the Talking Machine Fraternity

No little consideration has been given by many talking machine dealers to the idea of a general music store. However, where retailers are doing an extensive business in talking machines, records and accessories no importance is given the matter—and justly so—for, if talking machines and records and their adjuncts bring a sufficient volume of business, there is no need to add other outside interests. In many communities, however, the increased sales resulting from the general music store are most satisfactory and, in certain localities, such a store performs a function and service that makes its establishment logical and worth while.

The progress of the general music store idea has, it is believed, made greater strides during the past two years than for any other period in the last decade. Talking machine dealers throughout the country are constantly making analysis of their market for the purpose of giving consideration to the opening of sheet music and musical merchandise departments, both of which to-day are highly profitable where properly operated.

Sheet Music an Important Item

There seems to be a tendency among dealers to give more consideration to the musical merchandise field than to sheet music. Of course, there are many reasons for this, as a sheet music department means the addition of many petty details. Outside of a strictly popular sheet music counter it is impossible to run a successful sheet music department without taking care of such details. Otherwise it will be a hit-or-miss proposition, probably not profitable and certainly not conducive to building the general music store, of which, after all, sheet music is one of the most important items. For that reason it is generally conceded that the opening of sheet music departments should be under the guidance of one with a thorough knowledge of the business and for a time, at least, under such direction until such employes as are necessary have undergone sufficient training to carry on.

The development of musical taste is centered in musical publications. Sheet music and music publications are the direct center of all music business, around which all music activities, including the artistic and commercial, must rotate. If this were not so there would be little development in musical taste; musical progress would be practically stagnant. This is proved conclusively in sections of the world where

tribe music holds sway and, in a manner, is again brought to mind where folk songs predominate. However much the folk song is to be recognized as music worth while, the concentration on such musical activities and the mere admittance that such is the height of musical development for the masses retards progress.

Sheet music, then, makes for musical development, arouses more and more interest, makes possible the great strides for the cause of music and, in the end, this is reflected in the volume of manufacture of musical instruments of all kinds. So, from the standpoint of musical progress, which is of prime importance to all engaged in the music business, sheet music is constantly enlarging the market for musical instruments and is making for versatility of taste which is even of more importance to those engaged in the production of musical goods.

This, roughly, is the status of sheet music in its relationship to and its effect on musical instrument manufacture. But of more important interest to the retailer is the status of sheet music in its relation to his business in the retailing of goods, what it means to stock such merchandise, what are the profits, the advertising value and the general aid to business. It is found that sheet music is profitable. It is an attraction to any store and, therefore, has advertising value. The more people that enter an establishment the more familiar piano and other prospects are with the merchant, his organization and his store. It must be remembered that, in attracting such buyers to his establishment, the merchant is catering directly to a class that composes his prime prospects.

Vital Considerations

One of the important situations for the retailer who does not now stock sheet music to consider is the fact that, after he makes the sale of a piano or any other musical instrument, the purchaser must go to some other establishment for the wherewithal—sheet music—to operate the instrument. Generally, this means going to the store of the competitor and this can hardly be considered good business. Going to the competitor's store for sheet music will educate the purchaser to go to the same store for other small wants—for service—and, in the end, this means that the other store will assume, in the eyes of the purchaser, the establishment of the greater importance. The name of such a competitor, in time, will become more familiar and, in thinking of music, they will think of such



a store. In their daily conversation such an establishment is more frequently mentioned and the probabilities are, when prospective purchasers of talking machines or pianos are spoken of, the general store, all other things being equal, will have a distinct advantage.

Attracts Real Music Lovers

Some years ago it was quite customary for
(Continued on page 130)



Car-o-lin-a Mam-my I'm long-in' for you — Car-o-lin-a Mam-my

Carolina Mammy

A Real Southern Mammy Song

"You can't go wrong With any FEIST songs"

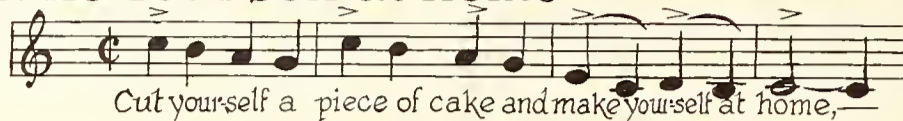


The Big Comedy Song Sensation

CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

"You can't go wrong
With any FEIST's song"



©LEO FEIST Inc.
N.Y.C.



ENLARGING PROFITS FOR THE STORE

(Continued from page 129)

the retailer to allow teachers and even others a commission on sales that were made through their efforts. This, to a great extent, has been eradicated, but it is still a factor in making some sales. Now the teacher and all others who are in a position to speak with authority on pianos, undoubtedly, are doing business with an establishment that handles sheet music. Therefore, by the opening of a sheet music department, the retailer attracts the best musical minds of his city to his establishment; he makes his place the musical headquarters for all musical activities and he, indirectly, makes many, many sales through this arrangement. Despite what may be said to the contrary musicians and other music lovers are clannish; they belong to a distinctive class; they know it and demand recognition accordingly. Despite their evident culture and refinement they are not broadminded and to those engaged in commercial pursuits this weakness should be given consideration.

Many years ago, in the city of Detroit, when a lone piano store, which afterwards became a great factor as a music distributing organization, wanted the agency for what was then, and is now, one of the most widely known and recognized musical instruments the manufacturer stipulated that such an agency could be obtained only upon one condition and that was that the retailer would open a sheet music department. This manufacturer of a nationally known instrument realized that the store that would make the most piano sales would be that one which stocked sheet music; one that could attract the teachers of the community to his establishment. As history proves, the manufacturer was right and the same situation holds true to-day. The market for the sale of pianos, of course, is greatly enlarged and volume of production has increased and so this important idea is now too

often overlooked, but it means as much, if not more, than ever before. More because our cities are ever growing. Too much of the personal touch is necessarily lost and sheet music is one of the few things that will take its place.

To the retailer who spends large sums in advertising, to those who are not above giving a small commission on piano sales, sheet music holds out a simple but still profitable form of gathering prospects with less expenditure. In fact, the general music store has an inestimable value as a producer of sales.

FEIST RUSHING NEW NUMBER

"Cut Yourself a Piece of Cake, Make Yourself at Home," to Be Widely Exploited by House

Early last week Leo Feist, Inc., took over a song in manuscript form. The melody and lyrics made an immediate appeal and a conference was called at the Feist offices, with the result that it was decided to issue the number immediately. Plates, title pages and orchestrations are being rushed through and a campaign exploiting this issue will be inaugurated.

Aside from its other merits the number is apparently quite timely. It carries the humorous title "Cut Yourself a Piece of Cake, Make Yourself at Home." The professional department of the company has already rehearsed several acts with the number and it, undoubtedly, will be programmed widely in vaudeville. Orchestrations will be sent out at once.

The title is one that should be a by-word during the Summer season. Naturally, all the wise guys who claim to be "the life of the party" will take advantage of the song.

A new idea in effective orchestration covers was recently introduced by Stark & Cowan, Inc., who have issued two of their orchestrations with title pages in several colors, reproductions of the sheet music covers.

"BESIDE A BABBLING BROOK" WEEK

Jerome H. Remick & Co.'s Successful National Drive of Special Week on This Number

Jerome H. Remick & Co., who for some weeks have had a national campaign on the song, "Beside a Babbling Brook," recently arranged an increased publicity drive on the number, which included the celebration of a "Babbling Brook Week," commencing July 2. Vaudeville performers who are programming the number made a special feature of it during the week in question. Dance orchestras everywhere played it, and theatre and motion picture houses also included it on their programs. The trade also co-operated most enthusiastically in giving special space to title pages and other display material in its windows.

"Beside a Babbling Brook" is one of a series of songs issued by Remick this Spring which have reached great popularity. "Barney Google," the novelty song of the catalog, has had a particularly large sale. "Babbling Brook," however, was hailed as one of the best ballads issued in some time. It has been fortunate in being given special stage settings and in other ways has been made an unusual feature in vaudeville. The result should be that the coming week's celebration should bring the number to the height of its popularity and create thousands of additional sales for it in sheet music form, as well as add considerably to the sales of rolls and records of the number.

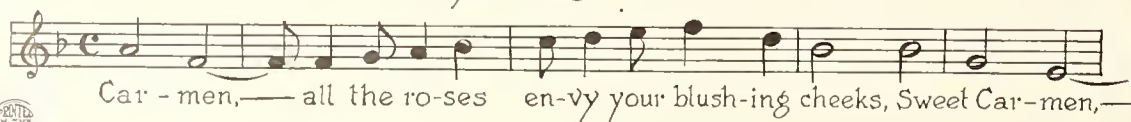
TILLMAN PUB. CO. CHARTERED

ATLANTA, GA., July 7.—Application has been made for a charter for the Tillman Publishing Co., a new concern to be located in Atlanta for publishing song books and all classes of printing. Charles D. Tillman, noted writer of religious songs, is one of the largest stockholders.

SWEET CARMEN

A Rhythmic Fox-Trot Tango -

"You can't go wrong
With any FEIST's song"



RECORDS THAT SELL

WHEN YOU WALKED OUT SOMEONE ELSE WALKED RIGHT IN

Irving Berlin's Latest Song Hit

INDIANA MOON

The New Waltz Hit

PICKLES

A Novelty Tune That Is Different

THAT OLD GANG OF MINE

A Real Hit

ALA MOANA

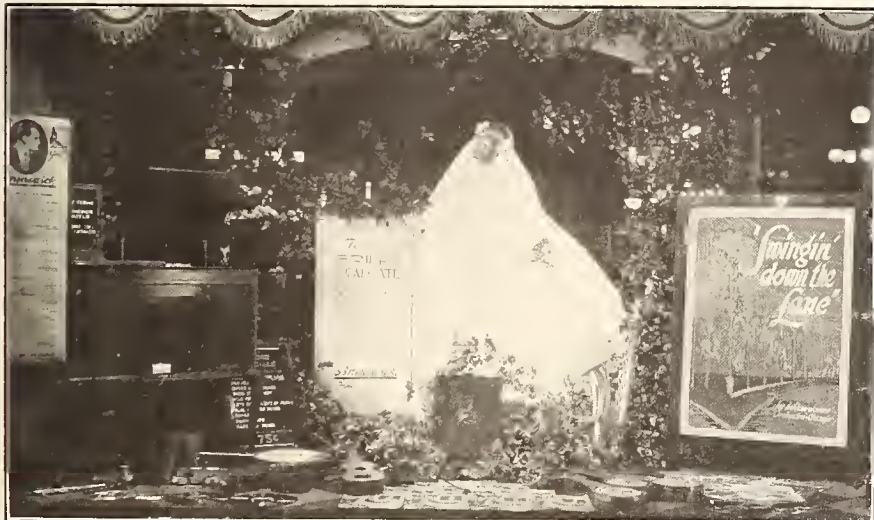
The Sensational Hawaiian Dance Hit from the West

IRVING BERLIN, Inc., 1607 Broadway, New York

"SWINGIN' DOWN THE LANE" IN MANY WINDOW DISPLAYS

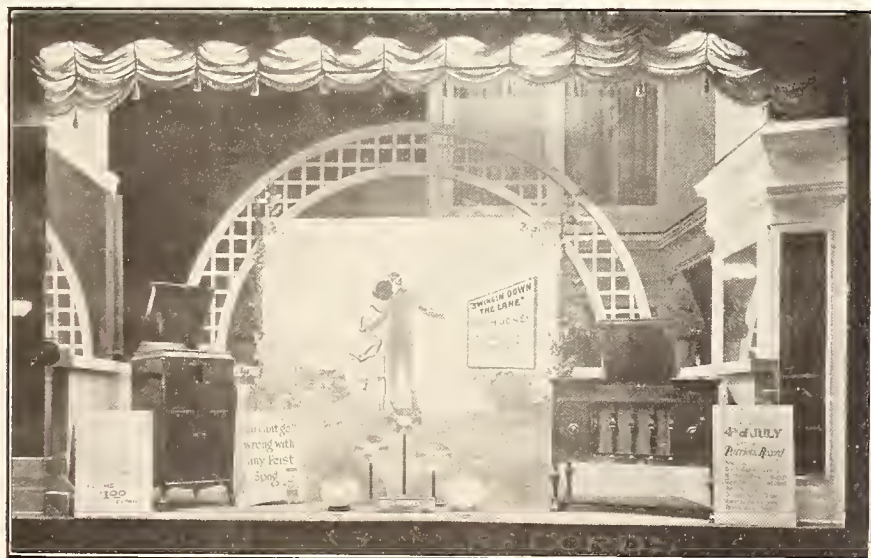
Two Outstanding Examples of the Way in Which the Dealers Are Featuring This Late Feist Number in Their Show Windows—A Title Which Goes Well in Pictorial Representation

Besides being a leading orchestra figure and of talking machine records and the recent attaining national prominence for records made releases have brought even further prominence.



A June Bride Window of "Swingin' Down the Lane," Shallk's Brunswick Shop, Chicago

Visualizing the Title of "Swingin' Down the Lane," the Cable Piano Co., Chicago



by the Brunswick-Balke-Collender Co., Isham Jones recently came in for further publicity through the fact that he is one of the authors of the Leo Feist, Inc., success, "Swingin' Down the Lane."

"Swingin' Down the Lane" has achieved national success as a song. It, too, has come in for popularity as a modern fox-trot. It has been recorded by all the leading manufacturers

In the city of Chicago, where the Isham Jones Orchestra has been a feature for the past few years, the sheet music and talking machine record dealers have all taken particular interest in "Swingin' Down the Lane." Undoubtedly, they look upon it as a Chicago offering. This feeling has induced many retailers to make full window displays of the records and of the sheet music. In most instances these window dressings have

been on an elaborate scale, have been attractive and many of them involved substantial appropriations. Herewith are shown windows in the Cable Piano Co. warerooms, State and Wabash avenues, and Shallk's Brunswick Shop, Kedzie & Lawrence avenues, Chicago, both of which will give an idea of the care and attention given to their arrangement without the addition of descriptive details. These are but a few of the displays which dealers have used in featuring this number in their windows, and which in the majority of instances have been instrumental in greatly stimulating sales.

EDDIE CANTOR SINGS "BEBE"

Witmark Number Sung by Well-known Artist in Ziegfeld's "Follies"

Eddie Cantor, who returned to Ziegfeld's "Follies" after an absence of several seasons, is singing the M. Witmark & Sons number, "Bebe." The song, with a lyric by Abner Silver and music by Sam Coslow, is a typical Cantor design and for that reason he will do much to make it popular. The number, however, is not confined to the "Follies" production, but will be introduced in vaudeville. It has many catch lines and comedy chorus and is arranged for singles, doubles, trios, quartets and dancing, in all keys. The professional department of Witmark's will make it one of the leading songs of the catalog.

"MEMORY'S GARDEN" NEW BALLAD

J. W. Jenkins Sons Music Co. Foresees Big Future for Its Latest Publication

"Memory's Garden" is the title of a ballad recently added to the catalog of J. W. Jenkins Sons Music Co., Kansas City, Mo. The sales and professional departments of the music publishing division of the Jenkins organization look forward to this latest addition to the catalog as being the best piece of property published in some years. Preliminary arrangements for giving the number publicity by the aid of bands and orchestras are already under way and during early Fall it will have a vaudeville introduction. An intensive professional and sales campaign will be inaugurated in August and "Memory's Garden" is expected to be an unusually active seller during the Fall months.

"You can't go wrong
With any FEIST song"

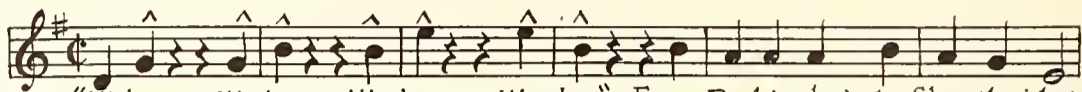


© LEO FEIST Inc.
N.Y.C.

HI-LEE HI-LO

日來來來與與與與
(Which means in Chinese -I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town.

WITMARK OPENS FINE NEW HOME

Attractive and Convenient New Quarters of M. Witmark & Sons in the Broadway Building Formally Opened on July 10

The formal opening of the attractive new home of M. Witmark & Sons, well-known music publishers, in the Broadway Building, 1650 Broadway, New York City, was held on July 10, and from 10:30 a. m. to 5 p. m. open house was held to permit inspection by friends of the firm of the new offices, studios and warerooms. The Broadway store is one of the most conveniently located structures in the city and it has a frontage on three thoroughfares, Broadway, Fifty-first street and Seventh avenue. This move brings all the Witmark activities under one roof, and this, combined with the excellent facilities of the new headquarters, should prove of inestimable value both to the company and the dealers it serves.

NEW STORE IN BETHLEHEM, PA.

Hensinger & Williams Handling Lehr Pianos, Columbia Grafonolas and Other Lines

BETHLEHEM, PA., July 2.—Henry Hensinger and David Williams, both of this city, have opened a fine new music store at 90 West Broad street, where they have installed a full line of Lehr and Lafayette pianos and players, as well as Columbias and phonograph records, music rolls and a general line of musical merchandise. The new concern is known as Hensinger & Williams. Mr. Hensinger was for a number of years sales manager for the Goodenough Piano Co. here and both he and Mr. Williams have had long experience in the local piano field.

"SNAKES' HIPS" UNIQUELY FEATURED

Old Pit Show Idea Used by Day's Music Store of Elyria, O., With Much Success

In the old days when wax museums and other similar attractions had their vogue it was not unusual for what were termed fakers to rent empty stores, paint up the windows, possibly with peep-holes to attract the curious, and thus



Looking at "Snakes' Hips"

establish a current attraction almost anywhere with more or less success.

This idea of attracting the curious was recently revived by Day's Music Store, Elyria, O., and was one of the few times, if not the only time, that such methods were used to give publicity to a song. In this case the Leo Feist, Inc., number, "Snakes' Hips," which is a particularly appropriate title to demonstrate the side-show idea, was used. Reproductions of the window are herewith shown, "before and after looking."

The entire window was painted over, with water-mixed paint, easily removed, in glaring colors similar to those used in the title page. Looking through the peepholes the curious saw a display consisting of a river scene made of natural materials with an artificial snake with hips. The caption on the window read "It's Alive," and looking behind the window the fur-

ther announcement, "It's a Live Hit—"Snakes' Hips.'" This is unusual and, no doubt, was a profitable means of attracting attention. Not every song title would lend itself readily for such use. The main idea, however, is that it is an attractive and unique window display, and attractive windows invariably mean sales and profits.

Given a peep-hole and ninety-nine out of a hundred will look.

PATENT OFFICE SHOWS PROFIT

WASHINGTON, D. C., July 2.—A profit of \$172,081.21 was sent into the Treasury during the last fiscal year by the Patent Office, it is stated in a report just made public by Commissioner Thomas E. Robertson. This amount was received in the form of fees for patent registration, trade marks, etc., over and above all expenses.

During the last three years the number of applications for trade marks has increased from 75,000 to 113,000 per year, with the result that for some time various divisions of the Patent Office were approximately a year behind in their work. These arrears have all been caught up, it is declared, and at the present time every division of the Patent Office is keeping its work current.

WOMAN SUCCEEDS AS A DEALER

MAYNARD, MASS., July 3.—Just to prove that women are becoming real merchandisers of musical instruments Miss Edith Johnson, who has been a successful jobber of music for many years past in this town in conjunction with her teaching, has opened a retail store, where she carries a complete line of pianos and musical merchandise and talking machines. Miss Johnson has conducted this store now for a year and has made rapid progress and is well on the way to a successfully established business.

SPENCER WILLIAMS CO. CHARTERED

The Secretary of the State of New York has granted a certificate of incorporation to the Spencer Williams Music Co., of New York City. The incorporators are S. Williams, M. J. Kortlander and P. E. Jacobs.

Songs that spell Profits

"Be First With a HEARST"

- Wonderful Child
- She's Got Another Daddy
- Beautiful Rose
- Home—My Lovin' Dixie Home
- In The Land of Sweet Sixteen
- Many Years
- Always Looking For A Little Sunshine
- Just a Little Gold Watch and Chain
- In Baby's Smile
- Love is Love For Ever
- Lonesome Two
- Piano Dream
- Step

Order From Your Jobber or Direct

HEARST MUSIC PUBLISHERS LTD
165B BROADWAY ▼ PHOENIX BLDG. ▼ 199 YONGE ST
NEW YORK ▼ WINNIPEG ▼ TORONTO

No Loss on a Hearst Song — Money Back Guarantee



"Barney Google" has set out to win fresh laurels—this time as a snappy fox-trot, or shimmy one-step. The Georgians have the leg up on this number, and their super-syncopated efforts bring Record A-3902 home ahead of the field.

"Old King Tut" is Barney's stable mate, and this pair step along neck and neck, from the barrier to the flag.

COLUMBIA GRAPHOPHONE CO.
New York



EDISON POSTER OF NATIONAL VALUE

Miss Anna Case's Gift to President Harding Forms the Basis of Very Effective Tie-Up Campaign for Edison Dealers

Recently, when in Washington, Miss Anna Case, the distinguished exclusive Edison artist, presented President Harding with the first minted fifty-cent coin commemorating the one hundredth anniversary of the Monroe Doctrine (1823-1923). Needless to say, numerous photographers were on the job when this happened, and photographs showing Miss Case on the porch of the White House, with the President and Mrs. Harding, have appeared in the rotogravure sections of practically every metropolitan daily throughout the country, in addition to most of the moving picture news films. In order to help Edison dealers tie up with this extensive and remarkable publicity given to an Edison artist, a handsome poster has been made up by the advertising department of the Edison Co. for the use of Edison dealers in their windows, reception booths, etc. At the top is a large photograph of Miss Case with President and Mrs. Harding. Underneath is a caption explaining the photograph. Then there follows a paragraph explaining the Edison re-creation of the art of Anna Case and an invitation to hear the latest records by this artist. The poster is printed in duotone sepia on buff stock.

"MAMMY JENNY'S" FIRST RECORD

Appears on Plaza Music Co.'s Banner Record List for September

"Mammy Jenny," the well-known black-face singer who plays the part of Aunt Jemima on the vaudeville stage, has just made her first recording for Banner records. The song was the new Irving Berlin, Inc., success "When You Walked Out Someone Else Walked Right In." The Banner record division of the Plaza Music Co. states that this "Mammy Jenny" record will appear with its September list. The sales department of the Plaza Music Co. states that aside from the fact that the title in question is that of an exceptionally meritorious song the recording work of this new artist will give this release further value. The Plaza Co. expects to have recordings by this popular artist each month.

AMOS EARL RUSSELL TO WED

TROY, N. Y., July 9.—The many friends in the trade of Amos Earl Russell will be glad to hear of his engagement to Miss Grace M. Lee, who is prominent in local social circles. The wedding will take place early in September. Mr. Russell, who was formerly connected with the Aeolian Co. in the New York and Boston headquarters, is at present associated with Cluett & Sons, Inc., which operates music stores in Troy, Albany, Schenectady and Glens Falls, N. Y.

REPAIRS BOOST SUMMER BUSINESS

Burrows & Sanborn Make Drive on Machine Repairs With Good Results

LYNN, MASS., July 9.—Burrows & Sanborn, Inc., Victor dealers of this city, operate a repair department which certainly is bringing in the business. This concern is not satisfied with merely operating this department, but they have successfully utilized direct-by-mail publicity to bring this service before the public, and, incidentally, boost Summer business. A special scale of prices has been prepared for various kinds of repairs to be made at the home of the customer or in the store. Work done out of the store costs a trifle more due to the fact that the time of the repairmen in going to and from the residence of the machine owner consumes valuable time. The price scale, which is sent to all patrons, is headed with the words "Prices on Repairs." This is followed by the price list, 'phone number and address of the firm. With this price list is mailed a small pamphlet which bears the self-explanatory message "Exchange Your Old Victrola for a New Console." This is followed by a sound sales talk on the new types of instruments and the exchange offer by which an allowance will be made for the old instrument.

EDWARD C. HASSEMER MARRIED

Edward Charles Hassemer, of A. & E. Hassemer, Edison dealers, Jersey City, N. J., was married on June 24 to Miss Violet Fillans, of West Hoboken, N. J. The happy couple left for a two weeks' honeymoon at Lake George, following which they will make their permanent residence in Jersey City.

E. Winter's Sons, who handle pianos, talking machines, etc., in Kingston, N. Y., are planning to move from their present quarters in the Kingston Opera House to 326 Wall street.

AEOLIANITES STAGE ANNUAL OUTING

Exciting Battle on Diamond Results in Tie at Annual Baseball Game and Dinner of Aeolian Sales Organization in Tarrytown

The annual baseball game and dinner of the sales staff of the Aeolian Co. was held on Saturday, June 30, and in every way proved one of the most successful of the series of such outings in which the salesmen have participated. As usual, the officials in charge of the Hackley School, at Tarrytown, turned over the use of the excellent baseball field and the gymnasium of the school to the Aeolianites through the efforts of C. A. Laurino, and the result was a baseball game worth going miles to see.

The first team was known as the "Duo-Art Reproducers" and opposed to them were the "Vocalion Graduolas." The game proceeded for seven innings amid much excitement on both sides, as home runs were hit and perfect flies muffed. Each side came out of the game with the full confidence of being the victor and then it was discovered that no one had kept score. The result was that one man's guess was as good as another and so peace was maintained by declaring the game a tie with the score 8-8. Charles Beady, head of the shipping department, acted as umpire.

There were no casualties and after the players had enjoyed a refreshing dip in the Hackley School pool the entire party proceeded to the exclusive Briarcliff Lodge for dinner, during which Al Rienzo and Harry Braun gave elaborate exhibitions of two and four-hand piano playing, the former favoring the delegation with a number of his own compositions.

After a brief study of the distant Hudson by moonlight, the members of the party, which numbered over fifty, proceeded to their homes.

A talking machine establishment has been opened at 429 Boylston street, Boston, Mass., by W. J. Gilles.



TRIANGLE No. 1 TONE-ARM

Every part made in our own factory

Special Tone Arms and Reproducers made to order—quantity only

Triangle Phono Parts Co. 722 Atlantic Avenue, Brooklyn, N. Y.

8 1/4 or 9 in. long. Diameter of base 3 1/4 in. Boring 1 7/8 in.

Well balanced. Perfect in every detail—a reproducer that will give you unusual satisfaction because of its exceptional merit.

Finished in either Nickel or Gold.

Ideal for the regular commercial product.

BLACKMAN BUYS KNICKERBOCKER CO.

Prominent New York Victor Wholesaler Purchases Stock and Good-will of Knickerbocker T. M. Co.—Preparing Plans for Expansion—Company Has Enjoyed Steady Growth During the Past Twenty-two Years

One of the most important happenings in the talking machine industry the past month was the consummation of arrangements whereby the Blackman Talking Machine Co., New York, Victor wholesaler, purchased the stock and good-will of the Knickerbocker Talking Machine Co., New York, also a Victor wholesaler. The latter company's Victor stock was



J. Newcomb Blackman

moved to the Blackman headquarters at 28 West Twenty-third street, New York. In discussing this important move Mr. Blackman stated that his present organization would remain intact and that his company was making comprehensive plans to take care of this expansion of the business.

The Blackman Talking Machine Co. has for many years been recognized as one of the foremost Victor wholesalers in the country and its headquarters at 28 West Twenty-third street, New York, comprise one of the most up-to-date and best-equipped wholesale establishments that may be found in any mercantile line. Every facility that has ever been found successful in the Victor wholesale business has been

adopted by the Blackman Talking Machine Co. for use in its new home and Victor dealers have been enthusiastic in praising the conveniences and equipment of the Blackman Co.'s handsome establishment.

The Blackman Talking Machine Co. was formed twenty-two years ago by J. Newcomb Blackman, who had entered the industry four years previously and whose entire business career has been identified with the talking machine trade. Under his capable direction the company's business steadily increased in volume and importance until May, 1922, when the Blackman Talking Machine Co. was capitalized at a million dollars. It is stated that this company is one of the very few, if not the only, exclusive Victor jobbers in the country with such a large capitalization and the financial and commercial strength of the concern may be attributed in a very large measure to Mr. Blackman's exceptional executive ability and thorough understanding of every phase of the Victor industry.

The Blackman Talking Machine Co.'s policies have been shaped and carried out by Mr. Blackman with the idea in mind of giving the trade maximum service and co-operation. In his spare time Mr. Blackman has made a detailed study of industrial and financial problems in the Victor field and his experience and knowledge have been at the disposal of Victor dealers everywhere. In addition to his business success Mr. Blackman had the honor of being elected three times president of the National Association of Talking Machine Jobbers, which disbanded some time ago, and he has always been an active figure in all matters pertaining to the general development and prosperity of the Victor industry and the talking machine trade as a whole.

Associated with Mr. Blackman in the conduct of the Blackman Talking Machine Co. is the following efficient executive and sales staff: Fred P. Oliver, vice-president and general manager; C. L. Johnston, secretary; Geo. Thau, assistant secretary and head of the record ordering department; G. C. Young, manager of office and credit departments; Edgar S. Palmer, New York State traveler; Maximilian Sheetz, New England traveler; Walter R. Grew, covering the uptown section of New York City; W. H. Bishop, covering the lower section of New York City and Staten Island; Geo. A. Baker, Brooklyn and Long Island; John A. Johnson, New Jersey, and Geo. Giese, head of the shipping department.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Make Phonographs Sound REAL
Standard Diamond Point
Special Jewel Point
Both correctly play Edison Records on Talking Machines
No. 1 Edison Attachment
Plays Victor Records on Edison Phonographs
Write for prices and discounts
THE CLARAVOX COMPANY
Youngstown, Ohio

NEW SONORA OUTDOOR SIGN

Attractive Sign Prepared for Use by Sonora Dealers in Outdoor Publicity—Its Many Practical Applications Illustrated

The advertising department of the Sonora Phonograph Co. has prepared a new and attractive outdoor sign, a copy of which is shown herewith. The sign measures 28x48 inches and the Queen Anne model illustrated is in natural



A Striking Sonora Sign

color, with a light yellow background. The name Sonora is on a dark blue background and a red border is placed around the whole sign. The advertising department of the Sonora Co. calls attention to the fact that this sign is guaranteed not to crack or fade for three years, as it is made by a new process which enables the manufacturer to give this broad guarantee.

The accompanying illustration will show some of the many uses to which this new sign may be adapted and Sonora dealers will, undoubtedly, use it to advantage as a bulletin board on the sidewalk, above the store on the front wall, on motor trucks, fences, barns, garages and other advantageous places.

SOME RECENT INCORPORATIONS

DENVER, COLO., July 2.—Corporation papers have just been filed for the Boot Music Co. by Albert J. Boot, David L. Ginsberg and May L. Boot. The concern will have a capital stock of \$19,500.

The Mason Music Co., Inc., of San Antonio, Tex., has just been incorporated with a capitalization of \$20,000. The following are officers in the company: G. W. Parish, L. E. Robinson and J. W. Mason.

Phonograph Toys



THE MAGNETIC DANCERS

This little couple will waltz, fox-trot or two-step in a most realistic manner. They reverse, turn and glide just as a couple would do on a ball-room floor. Price \$1.00.

There's the Rastus Family

Don't miss these favorites! The assortment consists of
Ragtime Rastus \$1.25 Shimandy \$1.65
Boxing Darkies 1.50 Fighting Roosters 1.65
Just as easy to sell the four as one.

Usual Discounts to the trade

NATIONAL COMPANY
108 Brookline Street, Cambridge, Mass., U. S. A.

Give Them a Chance to Earn Bigger Holiday Profits for You!

Many dealers who started selling National Phonograph Toys in a small way two years ago are now doing a big business.

They take up small space and they sell quickly. Put them in the windows. They get passers-by in the habit of looking at your phonograph displays.



HAPPENINGS IN THE DOMINION OF CANADA

MONTREAL DEALERS INAUGURATE DRIVES ON PORTABLE

Attractive Window Displays of Small Instruments Influence Buying Public—Popular and Dance Music in Record Form Lead the Demand—Activities of the Trade

MONTREAL, CAN., July 7.—All local dealers are pushing extensively the sale of portable machines and records with good results. Newspaper copy is linked up with attractive window displays of camp life, etc. The greater proportion of records sold comprises dance and popular song hits.

The Isham Jones Orchestra, Brunswick artist, was heard in Canada for the first time at the grand ball room of the new Mount Royal Hotel recently. Dealers cashed in on the event.

Layton Bros., Ltd., Edison, Columbia and Brunswick distributors, held their fifth annual picnic recently at Otterburn Park.

Miss Mae Skilling, of the educational department of the Columbia Graphophone Co., Toronto, was a recent visitor to Montreal, and while here gave a number of interesting talks on the "Educational Value of the Grafonola."

The Joseph C. Smith Orchestra, Brunswick artist, appeared in person the past month at the opening of the roof garden of the Mount Royal Hotel.

Chas. Culross put a real Vocalion message across to the large gathering that recently listened to a lecture by Dr. Dayton C. Miller, professor of physics in the Case School of Applied Science, Cleveland, on the subject "Visible Sound," held in McGill University, this city. Dr. Miller co-operates with the Aeolian Co., of New York, in perfecting the Vocalion phonograph and Vocalion records, and it was with the

idea of linking Dr. Miller up with Vocalion products that Mr. Culross hastily had circulars printed outlining and illustrating some of the tone tests used in making Vocalion records which were distributed to those present.

A recent musical stunt which received a lot of favorable comment was a Saturday morning show for children held at the Allen Theatre. This consisted of piano and vocal selections, several dances and a sketch arranged by Mr. Berliner, the leader of the Ritz Carleton Hotel Orchestra, entitled "A Peep Into the Recording Laboratory." The finale was rendered by little girls especially trained to take the part of the characters mentioned in the actual record as it was played, each character emerging from the doors of a mammoth Victrola in the centre of the stage and enacting her part before taking her place in the line.

Brown's Talking Machine Shop reports that with the closing of the schools and the opening of Summer cottages a decided demand has been apparent for the Victrola portables.

In Montreal a large assembly on Victoria Square heard the special His Master's Voice King and Queen's message as recorded at Buckingham Palace.

The Hartney Co., Ltd., His Master's Voice dealers, St. Catherine street, West, each week take one of the popular selling hits and arrange a window to correspond with the record. Many sales have resulted.

MANY MOVES AND NEW STORES IN THE TORONTO FIELD

Plans Under Way for Music Competitions in Connection With Canadian National Exhibition—Dealers Add New Lines and Enlarge Establishments—The Month's News

TORONTO, ONT., July 7.—Announcement has been made by the Canadian Bureau for the Advancement of Music that the musical competitions which have been held the last few years in conjunction with talking machine exhibits at the Canadian National Exhibition held here will again be conducted this year in the phonograph building.

The Unique Reproduction Co., New York City, has appointed the Plaza Music Co. sole distributor for the "Add-A-Tone."

Boyle's Drug Store, Victor dealer, Brampton, Ont., has let contracts for the enlargement of its premises.

James Martin, Columbia dealer, also of Brampton, has removed to larger premises.

George Harper, of Harper Bros., Watford, Ont., Victor dealers, has gone to Calgary, Alta., where he expects to make his home.

Sam Minnes, of Hamilton, has opened a music store at 134 Main street, East, where he is handling "His Master's Voice"-Victor products exclusively.

Mr. Gilmore, of Heintzman & Co., Fort William, recently opened a fine new store in Port Arthur, Ont., where he is featuring the "His Master's Voice" line.

Through recent sales of Victrolas by F. R. Palmer, "His Master's Voice"-Victor dealer at St. Thomas, Ont., to the Scott street school, every school in the city of St. Thomas is now supplied with a Victrola.

Lord Byng, Governor-General of Canada, was good enough to officiate at the "official" breakings of the seal on His Master's Voice Royal record containing the Empire Day message to the boys and girls of the British Empire.

One of the latest items of news from the Columbia Co.'s headquarters in Toronto con-

cerns the issuance of a new set of Columbia health records, made under the supervision of Dr. John Harvey Kellog, of the Battle Creek Sanitarium, Mich.

P. Bedard & Co., of Kapuskasing, Ont., have recently become "His Master's Voice"-Victor dealers at that point.

According to the Dominion Bureau of Statistics, Ottawa imported phonographs and records and parts during March (the last month for which figures are available) to the value of \$124,325. This compares with \$107,485 for the month of February. Detailed statement follows:

	Feb., 1923	Mar., 1923	Mar., 1922
From United Kingdom.....	\$497	\$390	\$714
United States	97,478	110,823	124,155
Germany	143
Japan	243
Switzerland
Other countries	523
Total	\$97,975	\$111,213	\$125,778
RECORDS (DISC AND CYLINDER):			
From United Kingdom.....	\$103	\$1,614	\$1,094
United States	9,322	11,409	12,591
France	85	89	1,523
Total	\$9,510	\$13,112	\$15,208

The Adam Blatz Brunswick Shop has been opened at 121 King street, East Hamilton, Ont.

C. H. Hitchcock, of the Phonomotor Co., Rochester, manufacturer of the Phonomotor electric motor and other specialties, recently visited Canada in the interests of these products.

W. A. Dietrich, sales manager of the Starr Co. of Canada, Ltd., London, Ont., is on a trip to the western coast.

E. C. Scythes, of the Scythes Vocalion Co., Ltd., recently made a visit to New York.

W. B. Puckett and F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, Canadian distributor of the Brunswick, were among representatives of the Canadian trade in attendance at the convention of the United States music industries in Chicago.

Piano Cases & Phonographs, Ltd., Brantford, Ont., has assigned to the Trust & Guarantee Co., Ltd., of that city.

WINNIPEG DEALERS SHOW INITIATIVE

Originality of Sales Promotion Plans of Local Merchants Results in General Stimulation in the Demand for Records—News of Month

WINNIPEG, MAN., July 3.—Wilfred Robson, of Dauphin, Man., has rather a unique way of featuring popular hits. He works in conjunction with the Dauphin Theatre, where he arranges to feature different selections. As an example of this, when "Underneath the Mellow Moon" came out, he arranged to have this demonstrated on a Victrola from the stage of the theatre and played simultaneously with the playing of the \$10,000 organ installed in this theatre. In addition, during the evening, several slides are shown, suggesting that people call at Robson's Drug Store, where the records of special hits can be obtained.

Farquhar & Shaw, of this city, have started to popularize Brunswick records by the use of a large out-of-doors easel, slots being left in which the names of ten leading records can be inserted each month.

The Province of Saskatchewan is taking most kindly to the portable phonograph, and this season there seems to be a far greater demand than ever for this kind of instrument.

During Musical Festival Week in Vancouver, B. C., Fletcher Bros., Ltd., held daily informal concerts featuring Victor records.

Art. P. Saer, Victor dealer, North Battleford, Sask., operates a printing department, and immediately new records come out he has post-cards run off and sends them to customers. This has resulted in excellent record business.

P. W. Bird, of Heintzman & Co., Saskatoon, Sask., had rather a novel idea regarding the featuring of Red Newman and the Jock Holland records at the time the Old Dumbbells visited Saskatoon recently. Instead of running an ordinary advertisement in the theatre program, they had printed a special page featuring the Red Newman and Arthur Holland records. This was done in a distinctive blue color and used as an insert in the regular theatre program.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

PORTLAND, ORE.

Dealers Dress Windows to Attract Thousands of Visitors Here for 1923 Rose Festival—Music Holds Sway—The Month's News

PORTLAND, ORE., July 6.—Portland's 1923 Rose Festival was an even greater success this year than in years past. Many thousands of visitors attended the event and business was stimulated and many live out-of-town prospects were lined up by the music dealers. All music stores decorated their establishments in accordance with the week. Music was featured by the festival committee and during the three days continuous concerts were given in the grandstand erected opposite Sherman, Clay & Co.'s store. The Bush & Lane Original Saxophone Band, under the direction of E. J. Meyers, manager of the musical merchandise department of Bush & Lane (an exclusive Holton organization); the Ladies' Columbia Symphony Orchestra, under the direction of Frances Knight; the Pilgrim Boys' Chorus of 1,000 voices, led by Cyril Mee, and glee clubs of the Meier & Frank and the Olds, Worthman & King Co. were among the prominent organizations to dispense music for the holiday throngs.

Harry Marshall, Oregon, Washington and Idaho district manager of the Edison Phonograph Co., Inc., returned to his Portland headquarters from a trip through eastern Oregon and Washington full of enthusiasm for the future and with excellent reports of the various Edison dealers in the districts visited. He reports a new Edison dealer for Pendleton, Ore. The Economic Drug Co., of that city, Thomas Young, owner, is moving into handsome new quarters, where it will have two adjoining stores, one for drugs and one for music. The Edison, Victor and Brunswick lines, as well as pianos and musical merchandise, will be handled.

Mr. Marshall visited the Davis-Kaser Co., of Walla Walla, where George Cooper was recently appointed manager of the music department and James L. Jones, former manager of the department, has been promoted to general manager of the store. The Edison and Brunswick lines of phonographs and records are carried here.

Sherman, Clay & Co., Victor jobbers, report a new Victor account at McMinnville, Ore., Kienle & Sons Music Shop, who also have a

store at Newburg, Ore. Elmer Hunt, wholesale manager of Sherman, Clay & Co., is making an extended trip through southern Oregon, while Walter Brown, his assistant, is covering eastern Oregon, Washington and southern Idaho. Both continue to send in good reports. W. B. Maxwell, in charge of the local headquarters during their absence, reports big local business in both Victrolas and records.

Charles Soulé, district manager of the Starr Piano Co., handling Starr phonographs and Gennett records, spent the month covering the entire State of Washington and reports excellent business up North. Mr. Soulé expects to devote most of the month of July to his Oregon territory.

Arthur Stein, manager of the Sherman, Clay & Co. retail Victrola department, says: "Our only trouble during the past month has been to get enough of the new flat-top console models to meet the demand. The 220, 215 and 210 models are our best sellers and the demand in June was for consoles.

Omer N. Kruschke, of the Kruschke Sales Co., San Francisco, who recently organized his own company to handle the Pathé phonograph and records, was a recent visitor to the trade in Portland territory.

The Reed-French Piano Co. reports a big increase in business. Allen E. McLean, in charge of the Edison, Victrola and Hallet & Davis phonograph department, says: "We have again more than doubled last year's business in our department and I attribute this partly to the fact that our stock was never so complete and our display of all models and finishes is an incentive to increased business."

The G. F. Johnson Piano Co., which has the Victor and Cheney phonographs, reports excellent business. Edward Gust, who made a three weeks' trip into the eastern Oregon district, and Jess Major, who covered Marshfield and southern Oregon for the same length of time, returned to headquarters with books full of orders. Mr. Johnson announces that F. L. Harwood, of Heppner, Ore., has been added to the list of Cheney dealers for Oregon.

The Hyatt Talking Machine Co. is making

extensive preparations toward moving into its new quarters at 386 Morrison street and is advertising its new location on a large scale.

A. M. Wrayton, for three years manager of the phonograph department of the Bush & Lane Piano Co., has resigned to go into business for himself. The Bush & Lane Victor and Brunswick phonograph department has been put in charge of H. T. Howell.

I. E. Sklare, manager of the Remick Song Shop, Columbia dealer, has returned from a meeting of Remick managers in Detroit, New York City and Chicago.

Maurice E. Walsh, of Chicago, representing the Steger & Sons Mfg. Co., was a recent Portland visitor.

The Music & Photo House, of Grants Pass, Ore., has moved into handsome new quarters, according to Stanton Powell, proprietor and manager, who was a visitor to Portland during the past month. He handles Victor and Brunswick instruments and Gulbransen pianos.

Catherine Dresser, for the past year with the local Sherman, Clay & Co. store, has gone to California. Margaret Bridge and Vera Stone have been added to the sales force.

J. W. Reynolds, Victor dealer, of Myrtle Creek, Ore., a recent visitor, reports excellent business in his district.

Lowell Will, of the George C. Will Music Store, of Salem, Ore., is spending several months in the East, accompanied by his wife.

A music memory contest was the closing feature of this year's school term in Portland and out of 350 grade pupils who competed 110 made a perfect score, a fact regarded as quite remarkable in that the youngsters had to name the composition, its character and composer.

At the recent biennial convention of the National Federation of Music Clubs, held at Asheville, N. C., Portland was selected as the next place to hold this important event, which will be in 1925.

DEALERS ORDERING NEW EQUIPMENT

Zimmerman-Bitter Co. Closing Many Important Deals—Retailers Installing New Departments

The Zimmerman-Bitter Construction Co., of New York, is closing a very satisfactory Summer season, according to A. H. Bitter, and one of the contracts recently completed by this company was an installation for the Kroeger Piano Co., 254 Main street, Stamford, Conn., consisting of eight hearing rooms, record racks and service counters. The store of B. Nemhauser, 1957 Second avenue, New York, is being completely equipped by the company, the installation consisting of six hearing rooms, record racks, musical instruments, sheet music and music roll departments. E. G. Brown, whose Hackensack, N. J., store the Zimmerman-Bitter Co. recently completed, is adding a sheet music department to his Bayonne, N. J., store. A music roll department has been installed in the Landay Bros.' Yonkers store, and a radio department in the Kay Talking Machine Co.'s Chambers street, New York. Mr. Bitter states that his company is carrying a large stock on hand, in anticipation of an active Fall business.

VISITORS TO EASTERN PLANT

Among the jobbers who have visited the Edison headquarters at Orange, N. J., during the past month were: M. M. Blackman, Kansas City; F. K. Babson, New York and Chicago; E. C. Bowman, Richmond, Va.; R. B. Alling, Detroit; Wm. Schmidt, Chicago; Frank E. Bolway, Syracuse; Peter Hawley, Philadelphia; F. H. Silliman and Fred Keeney, Boston. All of these jobbers conferred with Thomas A. Edison and Mr. Curry on matters pertaining to record service.

The Inglewood Music Co. has been opened in Inglewood, Cal., by Douglas M. Grant. A complete line of Cheney phonographs, records and sheet music is handled.

"LAUTER" TALKING MACHINES



Console Model I

American Walnut—Brown Mahogany
One of our new patterns ready
for prompt shipment

Dealers Wanted in Every
Locality to Sell Our Line of
Upright and Console Talk-
ing Machines

*Write Today for
Cuts and Prices*

Our many years' furniture experience insures
you a "LAUTERQUALITY" Cabinet—
Furnished with Standard Equipment

THE H. LAUTER COMPANY

West Washington and Harding Streets
INDIANAPOLIS, INDIANA

AEOLIAN CO. ANNOUNCES FIRST LIST OF RACE RECORDS

Initial Release Includes Six Double-face Records by Leading Negro Artists With Special Appeal to the Large Colored Trade—Cultivating New Distributing Field

The Aeolian Co. has just announced a distinct innovation in the Vocalion Red record catalog through the addition of the first Vocalion Race Bulletin, in which are included the first half-dozen special records made by prominent colored artists and designed primarily for the consumption of the large negro population of the country. It has been recognized for some time that the negroes had their own favorites among artists of their own race and that records by such artists, particularly of "blues," had a much stronger appeal than similar records made by white singers.

The result was the development of the special series of "race" records, the first of which have



Ethel Waters

already been recorded and will be released shortly. In this connection the Aeolian Co. has placed under exclusive contract Ethel Waters, considered to be one of the foremost singers of "blues," and who is a prime favorite on the colored vaudeville circuits in the East, particularly through the South. In addition, records have been made by Lena Wilson and Viola McCoy, also among the prominent headliners of the colored stage. The piano accompaniment to the songs are played by Fletcher Henderson and Porter Grainger, and have a distinctiveness that in itself makes the records interesting.

In addition to the vocal selections there is an instrumental record by Fletcher Henderson and his orchestra, one side bearing the "Gulf Coast Blues" and the other "Downhearted Blues," both fox-trots. The orchestra is well balanced and offers an exceptional brand of blues for those who enjoy that class of music.

The five vocal records included in the first release are: No. 14631, on one side of which is "Your Time Now" and on the other side "I Need You to Drive My Blues Away," both sung by Lena Wilson to the accompaniment of Fletcher Henderson; No. 14632, "Sad 'n' Lonely Blues"

and "Just Thinkin'," sung by Viola McCoy, accompanied by Porter Grainger; No. 14663, "Bleeding Heart Blues," and "If You Want to Keep Your Daddy Home," sung by Viola McCoy, with Grainger as accompanist; No. 14634, "Kind, Lovin' Blues" and "I Want My Sweet Daddy Now," sung by Ethel Waters, accompanied by Fletcher Henderson, and No. 14635, "Down South Blues" and "Where," also sung by Ethel Waters.

The Race Bulletins will become a part of the regular Vocalion record service and will be issued monthly. In connection with the new records there will be issued special supplements, hangers and window strips for the use of dealers, and it is believed that those located in centers where there is a large colored population will find in the new records an excellent medium for developing Summer trade, as well as business for the rest of the year. Incidentally, the records are expected to appeal to a large portion of the white race.

COLLINS AND HARLAN TO MAKE TOUR

Prominent Phonograph Recorders Form Concert Organization

Arthur Collins and Byron G. Harlan, whose Collins & Harlan phonograph recordings are widely known, have recently formed a concert organization which is being booked for dates starting August 15. They will make an extended transcontinental tour of the United States. The complete personnel of the company is not yet made up but a supplementary array of artists will accompany these two well-known artists on their tour. In this connection the Edison Co. announces that the Collins & Harlan program will include among other features an Edison tone-test given in conjunction with an Edison phonograph, thereby providing an excellent opportunity for dealers to tie up to as the singers appear in their respective cities.

SPECIAL VICTOR RECORD RELEASE

Three New Dance Records by Benson's Orchestra to Be Placed on Sale on August 1

The Victor Talking Machine Co. has just announced the special release of three new records by the Benson Orchestra of Chicago, which is achieving much success at Atlantic City during the present season. The first record is of "I'm Drifting Back to Dreamland" and "Just for To-night," waltzes; the second, "Nobody Knows But My Pillow and Me" and "I Never Miss the Sunshine," fox-trots, and the third, "The Cat's Whiskers" and "In a Tent," also fox-trots. The records are from the September supplement and will be placed on sale about August 1.

TO LENGTHEN EMERSON RECORD LIST

Charles C. Hasin, manager of the recording department of the Emerson Phonograph Co., Inc., states that during the Summer months the Emerson record list will be considerably lengthened. Exceptionally good titles will appear in both instrumental and vocal form, and other additions to the record list are to be made from promising numbers other than those which would justify inclusion in a monthly release.

N. GARFINKEL BACK FROM VACATION

Nathan Garfinkel, treasurer of the Mutual Phono Parts Co., New York City, recently returned from a vacation spent with Mrs. Garfinkel and daughter, Roslyn, at Sharon Springs, N. Y. Mr. Garfinkel motored both ways and while away entered heartily into all the sports and recreation that the resort offered, such as fishing, rowing, swimming, etc.



**Semi-Permanent
Needles are Ideal
for Portables**

Playing many records, Sonora Semi-permanent needles do away with the necessity for carrying a large supply of ordinary needles on motor trips, picnics and other places where Portables are in demand.

Sonora Semi-permanent needles enable the Portable owner to take along his finest records, certain that no worn-down needle is going to score them. And then there is the convenience to be considered—no changing of needles after each record. Every Portable customer can be sold these needles and will come back for more. Wire today for a supply.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



**Really Helps
Its Dealers**

Sonora chooses to recognize the great truth that its product is not sold until actually in the consumer's home. To this end, it maintains a staff of highly trained sales promotion experts to help its dealers merchandise Sonora. Second, it furnishes its dealers with effective selling helps. Third, it gives a guarantee which assures absolute consumer satisfaction. Fourth, it maintains constant consumer demand through national advertising.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

IN THE MUSICAL MERCHANDISE FIELD

WIDE MARKET FOR MUSICAL MERCHANDISE IN SUMMER

Small Musical Instruments Have Their Greatest Vogue During the Vacation Season—Carefully Planned Sales Promotion Campaigns Should Be Effective at the Present Time

The hot weather is now with us and people are flocking to the mountains and seashore for the Summer and for brief vacations. The talking machine dealer from past experience knows that sales of the larger model talking machines and the more expensive instruments are difficult to make in this season and that in many cases there is a dropping off in sales. It is a well-known business maxim that when one thing will not sell there is still hope of selling something else to tide over the slack period.

During the Summer the talking machine merchant has two excellent opportunities for booming his sales volume. One lies in the portable talking machine and the other in the sale of musical merchandise. This article will deal with the latter instruments. As a matter of fact, stringed instruments such as ukuleles, banjos, mandolins, etc., as well as harmonicas have their greatest vogue in the Summer months, and those dealers who have had the foresight to establish musical merchandise departments and who have the energy and ability to get right out and dig for business should have no difficulty at all in making the next few months very profitable.

One thing is sure—sales of small musical instruments will not come easily, for the simple reason that people planning vacations are so busy preparing that this item of the outfit is often overlooked. Therefore, it is up to the merchant to see that his prospects are reminded in time that a small musical instrument will add greatly to the enjoyment of the Summer.

Advertising and direct mail publicity will accomplish this result. The dealer should plan a careful campaign and in his advertisements reiterate again and again the enjoyment to be derived from a banjo, ukulele or other instrument. The opportunity of broadcasting a message through the newspapers to the public is

unsurpassed and a live dealer certainly can cash in on this branch of his business.

One very successful talking machine house in the metropolitan district which recently added a line of musical merchandise to its stock has instituted such a campaign and the results to date have been beyond expectations. This mer-

chant directs his advertising message mainly to the young folks and just prior to the closing of the schools for the vacation period pamphlets were distributed to the pupils in all of the local schools. This publicity was tied up with window displays in which small musical instruments and portable talking machines were made the basis of creating a picture of the Summer cottage and music. Several direct sales were traced to this window, people stopping to look and then coming in to inquire and finally going away with an instrument under their arm.

24-Hour Service! On Your Saxophone Orders!

And that's a promise! Our big Saxophone stock is equal to any emergency call, be it for one instrument or twenty. So you can place your order with the comfortable assurance that within 24 hours after it reaches us your instrument will be on its way to you. And not only that, but

GRETSCH-AMERICAN SAXOPHONES

(All Popular Models and Finishes)

Are Supremely Satisfactory!

Their perfect tuning, smooth mechanism and careful finish appeal to critical players. And our moderate wholesale prices appeal to merchants who appreciate a generous margin of profit on first-class merchandise. There's satisfaction for EVERYONE in Gretsch-American Saxophones!

Write us today (on your business stationery) and ask for our new Saxophone Price List (for dealers only.)

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY,

BROOKLYN, N. Y.

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

Many more people looked at the window and then passed on, perhaps to come back later and make a purchase.

This little incident is merely related to show that the Summer can be made a time of prosperity and that there is no reason in the world why the talking machine dealer should go through a period of depression when there is business at hand. As has been stated before in this column, a small stock of musical merchandise requires very little capital and the space taken up by this department is usually space which can well be spared for this purpose and which is otherwise largely wasted.

Then, too, in view of the fact that the Summer months are the best for the sale of musical merchandise, the dealer is enabled to turn over his stock very quickly, thereby realizing an excellent profit on his investment. It is not too late for those dealers who do not handle musical merchandise to cash in on Summer trade. The best part of the vacation season is still before us and small musical instruments in sufficient quantity can quickly be secured.

HARMONICAS IN CHURCHES

Borrah Minevitch, harmonica virtuoso, who has been largely responsible for bringing the musical possibilities of Hohner harmonicas before the public, has recently played this instrument in the Baptist Temple of Philadelphia, with the result that the congregation has been added to the host of Hohner admirers throughout the country.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 138)

ACTION ON RETURNED GOODS EVIL

Association Moves to Put Stop to the Promiscuous Return of Merchandise

Following the adoption by the National Musical Merchandise Association at the recent convention of a resolution to put an end to the abuse by many dealers of the privilege of returning merchandise to jobbers and manufacturers, William J. Haussler, president of the Association, has recently sent to the various members of the Association letters on the subject. Mr. Haussler calls attention to the resolution and asks the co-operation of the members in having the substance of the resolution printed on all requisition blanks and invoices.

The letter follows:

"You have probably received by this time a copy of the resolutions passed at our meeting at the Drake Hotel, in Chicago, on June 6. I desire to call your particular attention to that one having reference to the returning of merchandise. From several of the members who were present I have received inquiries as to whether the notice was to go out to the trade immediately.

"My purpose in writing you at this time is to say that it was my understanding that the stipulation in question was to be printed at once on all requisition blanks and invoices. In order that prompt and unanimous action may be taken in the matter your co-operation is necessary and I trust you will find it agreeable to act immediately.

"It was the consensus of opinion of those present at the meeting that the Association should endeavor to put a stop to the promiscuous returning of merchandise on the part of the retail dealers and it was decided that a notice be printed on all orders, acceptances, billheads, etc., to the effect that no goods are to be returned without written permission from the seller.

"May I ask you to advise me promptly of your purpose?"

BRUNO FEATURING MARTIN VIOLINS

Instruments Made to Measurements of Those Produced by Old Masters

In response to a decided demand on the part of dealers for high-class violins at popular prices C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, are featuring E. Martin violins, which they describe as "The King of Instruments." In discussing this violin with The World a representative of the company stated that, although all were not so fortunate as to be owners of valuable "Strads" or "Amatis," the Martin violin was placed within everybody's means and that this company produced faithful reproductions of Stradivarius, Amati and Joseph Guarnerius. These instruments are made to the exact measurements of the "Old Masters."

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

**V
E
G
A**

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave.

Boston, Mass.

HOHNER DEALERS REAPING PROFITS

From Large Volume of Publicity Received During Recent Harmonica Contests

Retailers handling the Hohner line of harmonicas report that they have reaped considerable benefits from the exceptional amount of publicity that this popular line has received recently. The harmonica contests featured in the various cities have, of course, had a decidedly favorable effect. Another strong bit of publicity received was during the Silver Jubilee, held in New York City, when, during one of the parades down Fifth avenue, a Hohner float containing forty boys created considerable comment as it progressed down the line of march. A contest was held en route, in which all boys entered heartily. It has also been found out that the picture appearing in the Subway Sun, taken at the New York Zoological Garden, showing the bear playing the harmonica, shows a Hohner. The cumulative effect of all this publicity has materialized in general sales stimulation.

TO INTRODUCE NEW VEGA BANJO

BOSTON, MASS., July 6.—The Vega Co., of this city, is developing a new model banjo which

will be presented to the trade at an early date. Demands for the Vega line of banjos have continued so briskly that the entire factory force will be kept at work during the Summer.

FRED. GRETSCH ADDS TO LINES

Appointed United States Agent for A. Robert Wood-wind Instruments

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., importer of musical instruments, has been appointed exclusive U. S. agent for the A. Robert wood-wind instruments, which include clarinets, oboes, cors anglais and bassoons. This famous house, founded in 1868 and which has worked in close conjunction with the Conservatory of Music at Paris, is well known by professional musicians everywhere. The Fred. Gretsch Mfg. Co. through this recent appointment is now able to supply American artists in the trade with these well-known instruments.

S. BUEGELEISEN GOES ABROAD

Samuel Buegeleisen, head of the wholesale musical merchandise house of Buegeleisen & Jacobson, 5-7-9 Union square, New York City, sailed Tuesday on the S. S. "Berengaria" for Europe on a vacation and business trip.

HOHNER Harmonicas and Accordions
THE WORLD'S BEST

40 professionals are playing Hohner Harmonicas to between 58,400,000 and 116,800,000 people annually.

Trade supplied through all leading jobbers.

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



Trust Al Jolson to know what the public wants! And that's just what he gives them this month in "Stella," his latest song success, Record A-3913.

This knockout is the feature number of the rejuvenated "Bombo." Teamed with it, on the reverse of this record, is "Bebe," the rollicking rhapsody of another Romeo, sung by Billy Jones.

COLUMBIA GRAPHOPHONE CO.
New York

Four-Minute Conference on Business Topics

No. 15—Your Close of the Sale—and How to Handle It

There is a psychological time to close every sale, whether it is large or small. To attempt to do this too soon is to arouse the suspicion of crowding, or of undue anxiety. Sales-resistance springs up and the good work done before is likely to be upset.

On the other hand, to delay the close of the sale too long is to run the risk of the reaction which customers so often experience, as to whether or not this after all is the best buy and the accepted time to make the final decision. How, then, are we to know when the moment has arrived?

One keen student of men declares that he seldom is in error if he observes the changes in the eye of the prospect—that in his experience the pupil of the eye dilates when the customer is free from prejudice and objections and is a little excited or stirred with interest and ready to go forward and close the matter up. On the other hand, this observer tells us that withdrawal, objections and failure to be convinced are usually shown by a contraction of the pupil of the eye. This calls for a mental record on the part of the salesman as to the appearance of the eye upon the approach of the prospect. And it may be the reason why the salesman is always reminded to look the man he is doing

business with in the eye, on the level. It may account in a measure also for our suspicion of the shifty-eyed person.

A frank statement that the salesman desires the customer to be thoroughly satisfied and to look around if he cares to make comparisons nearly always has the opposite effect. The prospect reasons that the salesman must feel pretty certain of his ground to be willing to make this offer. Then, many people actually have a little difficulty in coming to a decision. They have been brought up in the notion that someone else must cast the deciding vote—and they wait for the deciding factor, whatever that may be.

A telling argument, held in reserve for this very moment, a further reminder as to quality, service or some little inconsequential concession will often prove the weight which will bring the scales down on the sales side. Or all that may be necessary is a polite inquiry, as to which of two apparently favored selections finally will be chosen.

As the sale nears its close, it is the part of good judgment to narrow the selection down to as small terms as possible. It will often be noticeable that the prospect who is apparently sold will take a sudden turn and, as it were,

begin all over again, going back to the starting point.

Avoid the slightest sign of impatience in manner or tone and repeat the original sales facts already used, also bring out another and, if possible, stronger one and then lead the prospect swiftly back to the point of closing. This reverting to the point of beginning is a primitive but basic tendency of the human race. Story tellers and theatre producers understand it and have the final scene array side by side and account for all the characters. They plan the last scene to link in a satisfying manner into the opening one.

When the sale is closed, be careful to treat the customer as it is evident he wants to be treated. Do not drop him unceremoniously. The impression left is bad. Taper the conversation off tactfully and lead away from any doubtful topics.

Aim in the last and closing steps of the sale to reassure and to make the customer feel that there is no question about his having done the right thing in coming to the decision which he has reached. Do this whether the transaction involves a few cents or many dollars and the close of the sale will then do what it ought—namely, to pave the way for further and pleasant business relations. Quite as often as not this will be implied and not stated in words at all. Learn not only to close but to close each sale right.

OPENS NEW STORE IN WORCESTER

Geo. Girardin to Handle Well-known Lines of Pianos and Talking Machines

WORCESTER, MASS., July 3.—George Girardin, who for many years past has been a salesman for the Marcellus Roper Co., this city, has now established a business of his own at 654 Main street. Mr. Girardin has a large and commodious store, where he will handle a complete line of pianos and feature the Brunswick phonograph and records. He is to handle the Behning, Kohler & Campbell, Gulbransen, Poole and several other leading makes.

LANSBURGH & BRO.'S GOOD WORK

WASHINGTON, D. C., July 9.—Lansburgh & Bro., Brunswick dealers in this city, emphasized their aggressiveness recently when they used good sized newspaper space to make the following announcement: "When the Broadway Limited leaves Union Station to-morrow at 3:30, it will carry the diplomatic representatives of the Latin-American countries to the Los Angeles exposition. Their trip will be more pleasant for the placing at their disposal by Lansburgh and Brother, in their observation recreation car, a model No. 212 Brunswick phonograph and a library of Brunswick records, including selections by artists in the Brunswick New Hall of Fame." This is the kind of work that sells the store and the product.

THE constantly increasing demand for Okeh records proves their wonderful sales possibilities.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

We are looking for more progressive dealers who will act with us to our mutual benefit in supplying the public with the famous

Okeh Record
The Record of Quality

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N. Goldsboro, N. C.

A Better RECORD



A Better SERVICE



Dealers' Repairs

FINEST SHOP IN THE CITY
*Facilities for the repair of every
 make of sound box and motor*

Special attention to out of town
 trade sent to us by mail

IDEAL REPAIR SERVICE
 284 East Houston St. New York City

HEALTHY SITUATION IN CANTON, O.

W. L. Milner Co., of Toledo, Closes Local Store
 —Business Spotty, But Substantial Increases
 in Sales Volume Recorded—Other News

CANTON, O., July 6.—Business in this section for the past month has been a little spotty, which is customary this time of the year, but fundamentally the situation is healthy and there is quite an optimistic feeling regarding the outlook for the Fall.

The passing of another talking machine agency was occasioned with the closing this week of the local store of the W. L. Milner Co., which concern is widely known in Toledo, O., due to the inability to secure another downtown location when the building was leased to a chain corporation. The store maintained a large talking machine section, where sales the past year have been very substantial, according to C. R. Sayre, manager.

With the personal appearance in Youngstown the night of Friday, June 29, of Isham Jones and His Orchestra, Brunswick artists, sales of that orchestra's records, especially featured at the dance-concert, were almost doubled over the week-end, according to the Yahrling-Rayner Music Co. The orchestra appeared at Southern Park Friday night before one of the largest crowds in the history of the resort and the floor was so crowded that it was almost impossible to dance.

The Vanderlice Radio Sales Co. has sold out to the George C. Wille Co., Canton music dealer.

Crooks, at East Liverpool, O., Edison dealer, reports a substantial increase in record sales as a result of special advertising. According to store officials the Edison machine is increasing in popularity in upper Ohio valley towns and sales this year will show a gain over those of 1922. Inadvertently, the writer associated Crooks with the Victor line in this letter last month. Crooks handles the Edison.

While not up to the volume expected the talking machine business of the C. M. Alford Co., Cheney and Starr distributor, is very satisfactory at the present time.

HOW GRAPHOLUX INTERESTS PUBLIC

Increasing numbers of talking machine dealers are making use of the Grapholux, an electrical display frame for record posters, made by the Shelton Electric Co., New York City. This display outlines the poster in a tube containing a continuously flowing electrical red ray and is attention-compelling to a high degree. The fact that it is a cold light allows it to be operated at a cost of a small fraction of the usual electric display sign and the flowing red ray seldom fails to attract those passing to the window. Many dealers have already placed orders for Fall delivery, and it is, therefore, logical to assume that this new display fixture will be seen in all sections of the country during the coming Fall and Winter seasons.

A MOST ARTISTIC EDISON COVER

The cover on the latest Edison catalog of Recent Record Releases is most artistic. In addition to the title proper, there is a trademark bearing the slogan "Comparison with the Living Artist Reveals No Difference," and an excellent picture of Frieda Hempel, set into a very finely engraved and artistic border design.

NEW BRUNSWICK SUPPLEMENTS

Brunswick Records Featured in New Type of Supplement Which Has Many Advantages—
 John F. Ditzell's Plan Well Received

The sales promotion department of the phonograph division of the Brunswick-Balke-Collender Co. introduced a new idea in the compilation of its record supplement with the July list. The new Brunswick supplement consists of a twelve-page folder, conveniently sized and listing in strong bold type the various classes of records featured in that particular month, accompanied by small illustrations of artists making the records. There is very little descriptive matter in the listings, the main idea being to feature the names of the records as strongly as possible in order to give Brunswick dealers an opportunity to thoroughly appreciate the timeliness and importance of the various recordings. One entire section of the new supplement gives a résumé of the records presented during the previous six months, making the supplement

up-to-date. John F. Ditzell, manager of the sales promotion department, is responsible for this new supplement, and the reception it has received from Brunswick dealers reflects the wisdom of his decision to make a change in the usual form of record supplement.

TO TOUR ON THE KEITH CIRCUIT

The Fleming Sisters Trio, violin, piano and 'cello, which has made extensive tours during which it gave Edison tone-tests, has recently been booked for a forty-week engagement on the Keith Vaudeville Circuit. This organization has already given upwards of two thousand concerts and has played to notable personages, including Mrs. Wm. K. Vanderbilt.

OPENS GLENS FALLS BRANCH

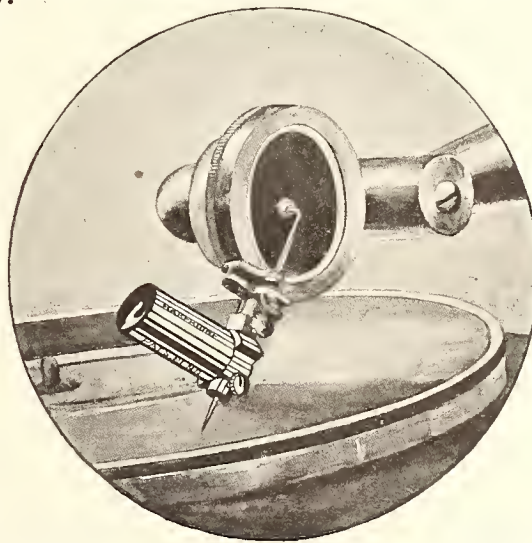
GLENS FALLS, N. Y., July 5.—H. W. Lindsley is now manager of the local branch of the George A. Cassidy Co., which was recently opened in the Marhagan block in this city.



OVER THE TOP

BAKERTONE has received the indorsement of phonograph owners all over the country. This is reflected in the huge increase in sales which has made it possible for us to cut our manufacturing costs. As a result of this we have reduced the retail price from \$5.00 to \$3.50.

This reduction in the retail price will enable every dealer to increase his sales volume still further, and to get the most out of his territory.



This illustration shows how BAKERTONE is used on ordinary needle-type phonographs.

Makes friends and profits

BAKERTONE makes friends for you and turns them into live record buyers. Owners who haven't used their phonographs for months because of the rasping, scratching surface noise become enthusiasts and buy new records.

BAKERTONE removes the objections and gives them real enjoyment from the music, clear, brilliant and full toned.

ORDER NOW!

Have you stocked BAKERTONE? If not, ORDER NOW! Take advantage of the new price. Prove to yourself that BAKERTONE is a profit maker and a business builder!

Write TODAY for descriptive circulars, full information and dealers' discounts.

BAKERTONE CORPORATION
 408 Pearl Street Buffalo, N. Y.

ATLANTA

*Business Satisfactory Throughout
Southern Territory — Dealers
Add New Lines—News of Month*

ATLANTA, GA., July 9.—Business in this city and the Southern territory is, for the most part, quite satisfactory, according to reports of dealers and jobbers. Machines of all styles are selling as well as could be expected at this time of the year, and, as far as the record end of the business is concerned, the popular numbers are in greatest demand.

"Louisville Lou" was featured by several of the local moving picture house orchestras. It sprang into instant popularity. For several weeks Vocalion was the only record of this selection, and dealers reaped a harvest. The demand is still strong and all companies are featuring the number.

M. E. Lyle is back in town after a trip down the State to Augusta and over into South Carolina. He reports business far ahead of this time last year, with excellent prospects ahead.

D. S. Bloch, who has, for a number of years, managed the piano department of J. B. White & Co., Augusta, Ga., has taken over, in addition, the Victrola department. Former Manager Ray has joined the staff of The Elyea Talking Machine Co., Victor jobber of Atlanta.

John Mohl, assistant manager at the Columbia Co., has returned from his vacation.

The Camp-fone portable has made its initial appearance in this territory. It is one of the lines handled by M. E. Lyle, who finds a tremendous interest in a portable selling at \$25.

J. P. Riley, local Columbia dealer, and family spent a couple of weeks on a pleasant motor trip to Florida.

Walter & Smith, Tampa, Fla., Brunswick dealers, are planning to move during the Summer to larger and more convenient quarters.

June, the month of brides, seems also to have been the month for new music house accounts at Brunswick's. Among the dealers who signed up during June were: Cable Piano Co., Atlanta; Jesse French & Sons Piano Co., Mobile and Montgomery, Ala.; Williams-Guttenberger Co., Macon, Ga.; Laverty Music Co., Gadsden, Ala.; Moore Music Co., Thomasville, Ga.

A recent visitor to Brunswick headquarters here was John Turner, the well-known music dealer of Tampa, Fla.

Phonographs, Inc., Edison jobber for the Southeast, has recently added five new dealerships in central and southern Alabama territory, which has been unusually quiet for the past two years. The dealers in question seem to be highly enthusiastic and are producing a good volume of business traceable directly to aggressive sales tactics.

E. H. Philips, credit manager of Thomas A. Edison, Inc., phonograph division, Orange, N. J.,



"We Serve the South"

IN supplying the South with the fast-selling Okeh Records we are serving a field that offers almost unlimited opportunities to Okeh dealers.

If you are a live, enterprising dealer and would know, in detail, the possibilities that this great market holds for Okeh Records we suggest that you get in touch with us.

We carry at all times an exceptionally large stock of records and, in addition, we have the essential facilities for handling your orders promptly and accurately.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

*Inquiries
from
Dealers
Solicited*

accompanied by J. C. La Rue, credit manager of the Edison Portland Cement Co., visited Phonographs, Inc., recently. Messrs. Philips and La Rue were attending the convention of the National Association of Credit Men and were in Atlanta several days.

The Edison Shop, Atlanta, Ga., is contemplating adding some new booths to its department in order to take care of the increased demand for records.

The most popular Brunswick models continue to be the York and Tudor. Portable sales are limited only by the stock available. Sales of these instruments have been beyond the most sanguine expectations of most members of the retail trade.

Bessie Smith, "blues" singer and exclusive Columbia artist, is on a ten-weeks' vaudeville tour throughout the Southern States. She appeared at the 81 Theatre in Atlanta during the week of June 25, and her appearance was without doubt the most successful one that ever occurred in this city. The 81 packed a full house throughout the entire week. She rendered the numbers that have been recorded by her for Columbia. All local dealers found an enormous demand for her records while she was in the city. The Ludden & Bates Piano Co. sold her records at the theatre and cashed in in every way possible, as did all other live local dealers. On Tuesday night, June 26, she broadcast from the Atlanta Journal's Radio Sta-

tion, WSB. On Friday night, June 29, a midnight performance was given by the 81 for white people, and the house was packed to full capacity. It was estimated by the officials of the theatre that one thousand people were unable to gain admittance on account of the large crowd. During the week of July 2 she appeared at the Douglas Theatre in Macon, Ga., where big sales of her records also followed.

From Macon Bessie goes to Birmingham and from there to Chattanooga and Knoxville, then to Nashville, Memphis and New Orleans. Her ten-weeks tour will carry her to all of the larger cities in the South. Columbia dealers throughout the entire territory are looking forward to large sales on her records during the next three or four months.

The local branch of the Columbia Graphophone Co. has added to its list of dealers the Williams-Guttenberger Co., of Macon, Ga., an old-established house with one of the most favorable locations in Macon.

Westervelt Terhune, branch sales manager, has just returned from a trip to New Orleans where he spent several days with Columbia salesman, J. E. Bivins and officials of the New Orleans sub-branch. Mr. Terhune reports conditions as being very good, the outlook for a large Fall business as being very bright. He also spent several days with H. H. Irwin, Columbia salesman, covering the northern part of Louisiana.



THERE are a few towns in our Zone covered by the Southeastern States where we have no representation and a few other towns where we need additional representation. Our proposition to those interested is an attractive one, and we are prepared to give the very best of service to Edison Dealers.

PHONOGRAPHS INC.

EDISON DISTRIBUTORS

41 Cone Street

Atlanta, Ga.

Florence Macbeth gives fresh proof this month of her ability to charm the most critical ear. In "Norwegian Echo Song," favorite of Jenny Lind, and in the delightful "Tarantella Napoletana," her clear, brilliant soprano voice leads you among wild, northern fiords and sun-kissed Italian slopes, painting the varied settings of these songs with supreme artistry. Record A-3895.

COLUMBIA GRAPHOPHONE CO.
New York

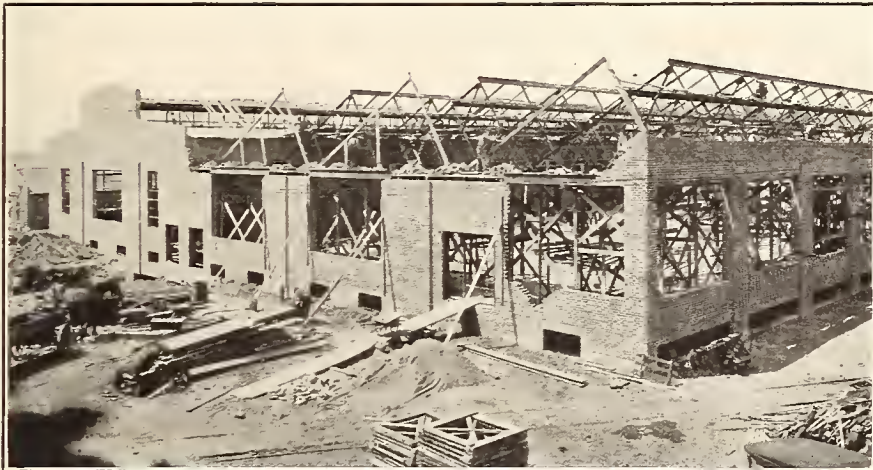


THE NEW BRUNSWICK RECORD PLANT

Immense Plant at Muskegon Now Nearing Completion Will Afford Much-needed Facilities for the Manufacture of Brunswick Records

MUSKEGON, MICH., July 12.—All is in readiness for the formal opening of the big new addition to the Brunswick plant, which is scheduled to take place late this month.

This new addition covers 100,000 square feet and was erected especially to take care of the



Photograph of Addition to Brunswick Record Plant Taken Some Time Ago

constantly increasing Brunswick record business. The new plant will have an additional capacity, which when developed will enable Brunswick to put out 200,000 records per day from this new unit alone. When this amount of records is added to the present Brunswick capacity, it can be readily seen that the total output will enable Brunswick to take care of the immense amount of business already booked for the Fall season as well as the large volume of new business which is being secured throughout the entire country by the opening of new accounts by the distribution branches.

The construction of this new plant is modern in every respect, and it is equipped with record presses and other machinery necessary for the manufacture of Brunswick records. A number of prominent Brunswick officers will be present for the opening, which will go down in the history of Muskegon as a gala event, since it offers employment to a large number of Muskegon citizens.

FIRST "BRILLIANTONE RECORDGRAM"

Trade Receives First of a Series of Messages From Brilliantone Steel Needle Co. on Miniature Record Attached to Blotter

The Brilliantone Steel Needle Co., New York City, has addressed a novel message to the trade on a 3¼-inch record, attached to a blotter, entitled "Brilliantone Recordgram No. 1," which would infer that other messages are to follow in the not far distant future. The card

bears a line suggesting that the reader "Play this record with a Brilliantone full-tone needle." The card states: "Let us talk things over—here is my story, let your answer be a signed order blank." Order blanks, of course, accompanied these blotters. The recorded message attractively sets forth the many qualities

of the Brilliantone steel needle and the absolutely uniform length. The various tones comprising the Brilliantone line are stated and mention is made of the new combination needle container and record cleaner. It is stated that the factory of the Bagshaw Co., Lowell, Mass., manufacturer of the Brilliantone needle, is very busy and warning is given that Fall orders be placed early.

H. W. Acton, secretary of the company, in speaking of conditions in the field, stated: "We are enjoying prosperity such as we have never enjoyed before. The volume of business transacted during the first six months of 1923 has equaled the entire yearly amount of some years past. Our foreign business is also exceptionally good. This is particularly remarkable when it is considered that we have never gone out after this business, but all we have received has come to us. An analysis that we recently made of market conditions is particularly encouraging. The market has been well cleaned up, which presages the rapid movement of merchandise."

KOERBER-BRENNER CO. EXPANDS

Victor Wholesaler in St. Louis Purchases Business of Putnam-Page Co., Peoria—E. C. Rauth Discusses Company's Sales Plans for Future

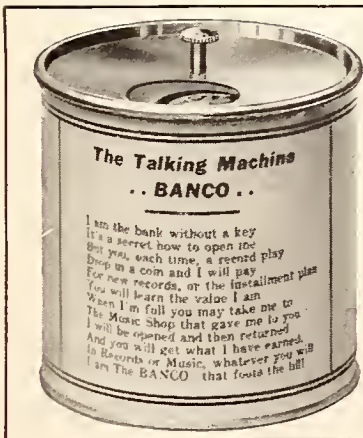
The Victor trade learned with interest recently that the Koerber-Brenner Co., of St. Louis, Victor distributor, had purchased the business of the Putnam-Page Co., Peoria, Ill., also a Victor jobber. This important transaction was closed on June 29 and the Koerber-Brenner Co. took over the Putnam-Page Co.'s stock and good-will, moving the entire stock to St. Louis.

With the consummation of this deal the Koerber-Brenner Co. will have an opportunity to extend its service over an important territory, including particularly the cities of Peoria, Bloomington and Champaign. E. C. Rauth, secretary of this company, states that for a number of years it has voluntarily restricted Koerber-Brenner service in order to give dealers whom it serves maximum service. This method of distribution has worked out very satisfactorily and the former Putnam-Page dealers in the territories that will be covered by the Koerber-Brenner Co. will be furnished with every practicable form of co-operation.

Mr. Rauth has for many years been one of the most active Victor wholesalers in the country, numbering among his personal friends the executives of the Victor wholesale organizations from Coast to Coast. His thorough knowledge of the Victor industry has been an important factor in his company's success and he has received letters and telegrams of congratulation from all over the country upon the consummation of the Putnam-Page purchase.

OHIO VICTOR DEALERS TO MEET

ZANESVILLE, O., July 6.—C. A. Williams, of the Williams Music Co. here, recently elected president of the Central Ohio Retail Victor Dealers' Association, announces that he plans a big meeting of Victor dealers in this district soon, when prominent educators and business men will speak on various phases of talking machine merchandising.



THE BANCO

A Bank for Talking Machine Records and Music Savings

A new way to create cash sales—and carry your message into the home.

Dealers and Jobbers, write at once for full details — Get started for Xmas.

PHILADELPHIA BADGE CO.
MANUFACTURERS

942 Market Street

PHILADELPHIA, PA.



Three Novelty Fox Trots—

APPLE SAUCE
Some advice in
Fox-Trot Time

"You can't go wrong
with any 'Feist' song"

JENNIE
A
Happy Fox-Trot
Song

**SNAKES.
HIPS**
A Jungle Jazz
Fox-Trot

SUGGEST GROUP SALES OF RECORDS

Lambert Friedl and Other Members of Talking Machine Men, Inc., Give Some Business-building Suggestions at June Meeting

The June meeting of the Talking Machine Men, Inc., at the Café Boulevard, New York City, was featured by discussions of vital problems relating to the retail trade, entertainment and the appointment of the following membership committee: Nathan Goldfinger, chairman; Chester Abelowitz, Brunswick-Balke-Collender Co.; J. C. May, Chas. H. Ditson & Co.; C. A. True, Silas E. Pearsall Co.; C. L. Johnstone, Blackman Talking Machine Co.; Max Berlow; Cass Riddle, Emanuel Blout; James J. Davin, Musical Instrument Sales Co.; E. Fontan, New York Talking Machine Co.; S. B. Schoonmaker, Silas E. Pearsall Co.; David Roach, Collings & Co.; J. O. Miller, G. T. Williams Co.; Chas. Offerman, American Talking Machine Co.; E. G. Evans, C. Bruno & Son, Inc.; Lee Coupe, Long Island Talking Machine Co.; Maurice Landay, Greater City Phono. Co.; Herbert Young, Sonora Sales Co. of New Jersey; O. P. Graffen, Granby Phonograph Co.; Murray Gruehn, Aeolian Co.; E. B. Shiddell, General Phonograph Co. (New York distributing division), and Kenneth Mills, Columbia Graphophone Co.

In line with the new plan of the Association to have members discuss various trade problems at every other meeting several gave brief talks. The first speaker was Lambert Friedl, manager of the talking machine department of the New York John Wanamaker store. Mr. Friedl traced the development of merchandising from a period dating before the war, when, he declared, the talking machine business was conducted in a clean and progressive manner. He pointed to the changes which the war brought, the rapid growth of the stencil instruments and the "gyp" dealers who are undermining the business. He spoke of the swing of the pendulum from the extreme of good business to that of bad business practices and the fact that the industry is now slowly reaching the stage where quality will be the basis of sales.

Mr. Friedl also came out strongly in favor

of group sales of records, i. e., sales of whole operas in groups, special records sold in albums, etc. He compared methods in this country with those of making record sales in England, where the group sales plan is being used with considerable effect by the trade.

In a dissertation on radio and how it will affect the talking machine business he urged the trade not to shun radio, but to handle the problem carefully and not to be afraid to tie up with this new development when the time is right.

The next speaker was Walter S. Gray, who is a member of the trade on the Pacific Coast. He praised the local Association for its progressive spirit and stated that the work of the organization in the recent New York Music Week was worthy of emulation by other trade associations.

A. Bersin advocated the exchange of credit information between various dealers, so that "dead beats" could be kept track of. The Association is planning to gain the co-operation of the Credit Bureau of the Furniture Association of New York in the exchange of such information.

It was announced by President Kurtz that no definite date had as yet been set for the annual outing of the Talking Machine Men, Inc.

A pleasing feature of the meeting was the entertainment furnished by L. Wolf Gilbert, prominent composer, who sang some of his latest numbers, including "Nobody Else," which will soon be put out in record form; "Natchez and the Robert E. Lee," "Our Little Home" and "On a Midnight Night."

DEATH OF MISS NELSON'S MOTHER

Miss Mary Nelson, secretary to Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., is receiving the sympathy of her friends in the Columbia organization upon the death of her mother, who passed away recently at her home in Bayside, L. I. Miss Nelson is now away for a fortnight's vacation and rest and is expected back at her desk next week.

NOW IT IS DR. MIDDLETON

Arthur Middleton, famous Edison artist, is scheduled for a recital at East Stroudsburg, Pa., on October 15 and at New Castle, Pa., on October 17. He recently had conferred on him an honorary degree of Doctor of Music by his Alma Mater, Simpson College.

CHENEY ADDS NEW CONSOLE MODEL

New Instrument, Known as "The Salisbury," Is Destined to Win Much Popularity

As an addition to a line of models already very complete the Cheney Talking Machine Co. has recently announced another old English period console design, named the Salisbury, which is to retail east of the Rockies at \$200.

Although planned to meet the demand for a low-priced console, the Salisbury is every inch a Cheney. It is made of richly figured walnut or mahogany overlaid with sequoia burl, with



New Cheney Console Model, the Salisbury

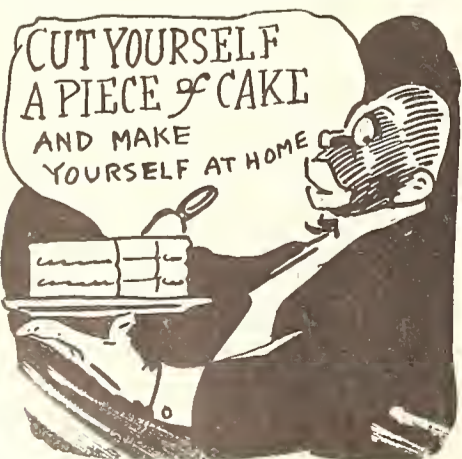
the metal parts heavily plated in a Roman gold finish. The top measures 21 3/16 inches by 38 7/8 inches; it stands 33 3/4 inches high. Like all Cheney phonographs, this new model is equipped with reproducers for playing all records.

The design of the Salisbury is a simplified interpretation of the work of the late eighteenth century, of which some very fine examples are to be found in the ancestral halls of Lord Jersey in England. Study of certain authentic pieces there by Sheraton and Shearer resulted in the development of this latest Cheney console, which is quite outstanding in its dignified simplicity and beauty of line.

Though developed very recently it has already reached quantity production in the Cheney factory and its popularity is attested by the fact that orders are well ahead of production capacity.

NEW EDISON IN MODEL HOME

The Waco (Texas) News-Tribune has erected and furnished a model home which all the residents of that city have been invited to inspect. Included in the furnishings is a William and Mary console model of the New Edison.



FORMAL OPENING OF STAPF STORE

Great Gathering of Philadelphians Give Popular Talking Machine Man a Fine Send-off in Recently Purchased Business

PHILADELPHIA, PA., July 10.—E. Lewis Stapf, who recently purchased a Victrola store from M. M. Johnson, at 2530 W. Lehigh avenue, this city, had his formal opening on Saturday night, July 7. The orchestra, which was furnished by Joseph De Cou from the instrument order department of the Victor factory, was placed in the window of the store and rendered the popular music of the day as well as many selections of the higher order.

Several floral baskets were received from the distributors, also one from the Victor factory. Mr. Delano, of the Red Seal School, and Mr. Thompson, of the advertising department of the Victor factory, assisted in the opening, as well as the distributor's representatives.

Mr. Stapf has made quite a number of changes in the store, having rearranged the entrance and enlarged several of the booths. The woodwork is finished in gray and white.

Mr. Stapf was formerly employed by the Victor Co., and has a large number of friends among his former associates.

COLUMBIA PORTABLE POPULAR

The general sales department of the Columbia Graphophone Co. has received reports from Columbia branches everywhere which emphasize the popularity of the new Columbia portable. This instrument, which lists at \$50, is meeting with the hearty approval of Columbia dealers



New Columbia Portable

and the general public, and sales are increasing steadily. The new Columbia portable, which has a one-spring motor and is equipped with the latest type No. 12 reproducer, is finished in black fabrikoid with nickel trimmings. There is a record drawer with a capacity of eight records, and the famous Columbia tone control gives this portable distinction and tone quality.

OTTO HEINEMAN RETURNS TO DESK

Otto Heineman, president of the General Phonograph Corp., New York, returned to his desk a few days ago from a vacation of several weeks at Asheville, N. C., where he and Mrs. Heineman spent much of their time on the golf course. Mr. Heineman has resumed his many activities with his usual vigor, and the reports that he received from the heads of the company's various departments indicate that without exception every branch of the General Phonograph Corp. is making plans for a banner Fall trade. Sales for the past month were excellent and Okeh distributors throughout the country report an ever-increasing demand for this popular record.

NEW FAIRMONT HOUSE MANAGER

FAIRMONT, W. VA., July 7.—The C. A. House Music Co., of Wheeling, has just announced the resignation of E. S. Curtis, who has managed its Fairmont branch for the past thirteen months. C. H. Donovan, who has been a member of the Wheeling store for many years, succeeds.

This is a Fast Seller!

EVERY AUTOIST WILL BUY ONE

The "CHUM" PORTABLE PHONOGRAPH

RETAILS AT \$25

40 and 10% to the Dealer

WRITE FOR SPECIAL QUANTITY PRICES

Plays any make of record Loud and Clear.
Holds 12 records inside the lid.
Light! A child can carry it. Weight 13 pounds.
Single Columbia Motor plays 2 records one winding.
Black Dupont covering resembles finest leather.
Materials guaranteed. 90 day free replacements.



SINGLE SAMPLE BY PREPAID PARCEL-POST on Receipt of \$15 Remittance

COLUMBIA RECORDS—1922 Catalog—(in bulk) 14½¢ each

Yes! We have GRAFONOLAS—Very Cheap Too!

Louis Jay Gerson

Telephone WORTH 0146

63 Reade Street NEW YORK CITY

LITTLE TALKING MACHINE STORE FAIRY TALES

By Frank H. Williams

Once upon a time there was a talking machine store that always hit it right in stocking up on records.

Once upon a time there was a talking machine store that never had any grief in running the business.

Once upon a time there was a talking machine store customer who came in and bought a record without asking for a demonstration.

Once upon a time there was a talking machine store proprietor who never kicked about the condition of business.

Once upon a time there was a talking machine store salesman who had never once thought that some of his patrons were nuts.

Once upon a time there was a talking machine store that made a big success of selling records which it demonstrated on a bum machine.

Once upon a time there was a talking machine store salesman who didn't drop dead when a customer highly praised the new style needles the salesman had recommended.

Once upon a time there was a talking machine store which made a big success without advertising.

Once upon a time there was a talking machine store which was dingy and dirty, and

which was very poorly lighted and which was a tremendous success.

Once upon a time there was a talking machine store proprietor who never thought he might have made a bigger success in some other line of business.

Once upon a time there was a talking machine store that always gave rough-neck treatment to its customers and which was a big success.

Once upon a time there was a talking machine store that was active and alert and enthusiastic and which failed to make good.

REYNALDS MUSIC HOUSE CHARTERED

MOBILE, ALA., July 9.—The Reynolds Music House Co., of this city, has been chartered in this State, with an authorized capital of \$75,000. The concern will retail talking machines, supplies, etc. Incorporators are: William H. Reynolds; Minnie L. Reynolds and William G. Austin.

Jedlicka Bros., live music dealers of Bay Shore, N. Y., have added the Brunswick agency to their Victor and Sonora lines by the purchase recently of the Song & Story Shop of Frank Coombs, of this city.

Fulton "AUTOMATIC" Portable Model No. 25



Size 13x13x7½"
Wonderful—Loud—Clear—Tone

Sample to Dealers

\$12.50

Discount in Quantities



Mahogany finish or Leath-eroid covering. Weight 13 lbs.

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50
Phonograph and Accessories, Repair Parts for All Makes.
Puritone and Truetone Needles at 25¢ per M in lots of 10 M and up.

FULTON TALKING MACHINE CO.

253 THIRD AVENUE

NEW YORK CITY

CONGRATULATIONS FROM EDISON CO.

Thirty-seventh Business Anniversary of R. T. Dennis & Co., Waco, Tex., Featured in Twenty-page Section in Local Paper—Handles Edison Phonographs and Records

WACO, TEX., July 7.—R. T. Dennis & Co., Inc., were featured in the July 1 Sunday edition of the News-Tribune, of this city, with a special twenty-page Dennis Anniversary Section. The occasion was the advent of the thirty-seventh year in which this prominent concern has been engaged in business. All of the news matter appearing in this large section was devoted to the personnel of the Dennis organization and to the products marketed by it. The advertisements covered practically every product of national standing which is marketed by Dennis & Co. Among these was a full-page advertisement devoted to the Edison phonograph. The copy consisted of a letter from A. H. Curry, vice-president of Thomas A. Edison, Inc., in which he congratulated R. T. Dennis, the president of R. T. Dennis & Co., Inc., on the magnificent success attained by his concern.

BRISK TRADE IN OMAHA TERRITORY

Sales Volume of Dealers Largely Regulated by Their Activities and the Aggressiveness of Their Sales Promotion Plans

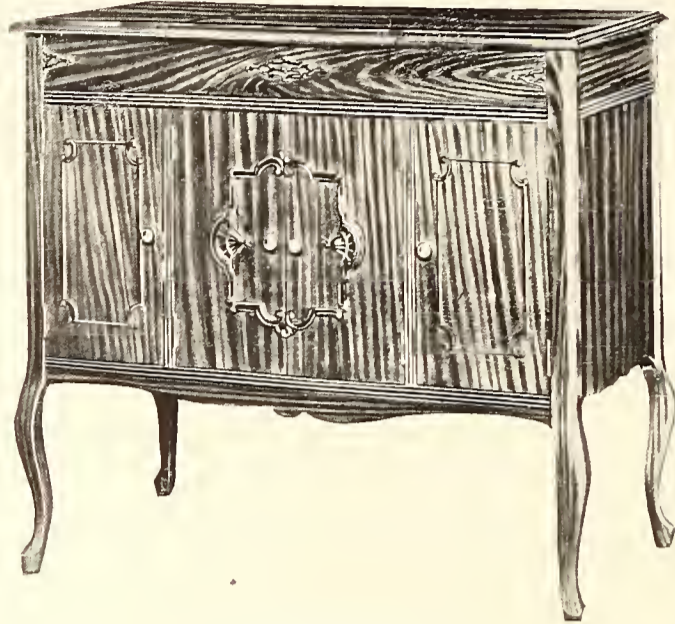
OMAHA, NEB., July 7.—Sales of talking machines and records in this territory have been as good as could be expected at this time, although in many cases dealers who have resorted to aggressive methods of making sales have succeeded in boosting business materially. It is noticeable here, as it no doubt is in other centers, that the sales volume of the dealers is regulated to a large extent by the effectiveness of their sales promotion work. Those merchants who have instituted special Summer drives on the lines they handle have no cause for complaint as regards dull Summer business, but, on the other hand, there is a certain class of dealers who are inclined to slow down during this season and, naturally, they have suffered a loss in business. However, reports of jobbers and retailers in this section of the State indicate that conditions in the trade are quite satisfactory and the late Summer and early Fall should see a brisk business, if the predictions of those who should know come to pass.

One of the leading local distributing houses here is Shultz Bros., Inc., Edison jobber, with headquarters at Sixteenth and Howard streets. The Edison, by the way, is firmly entrenched here in popularity and the good business enjoyed by Edison dealers is reflected in the substantial orders being received by Shultz Bros.

The Brunswick Shop, Inc., San Antonio, Tex., is moving to new quarters at 118 Losoya street.

AN EXCEPTIONAL OFFER

“Specializing on this type of console we can sell it at a very low price. Write for quotations”



Specifications:

39 inches wide
23 inches deep
35½ inches high
Gold plated
Three-spring motor
Plush-velvet turntable
Piano hand-polished finish

LINERPHONE TALKING MACHINE CO.

316 Union Park Court

CHICAGO, ILL.

F. CLIFFORD ESTEY'S NEW POST

Prominent Radio Man Will Be President of New Company Which Will Figure Prominently in Radio Field

F. Clifford Estey, who has been connected in an executive capacity with the Clapp-Eastham Co. for some time past, has announced the severance of his connections with that firm to become president of a new company which will supply the trade with a complete assortment of moulded parts and a full line of licensed regenerative receiving sets.

Mr. Estey, as president of the New England Executive Radio Council, is well known in the field, being one of the first amateurs in the country, having built and operated Station IAFV at Salem, Mass., which was one of the first successful stations in trans-Atlantic work. During the past three years he has traveled practically every State in the Union, and has

been instrumental in organizing a great many radio clubs. His sixteen years' experience as a radio amateur, coupled with his professional experience as sales manager for Amrad and the Clapp-Eastham Co., place him in an enviable position to bring out equipment of a type that will merit national attention. Mr. Estey is a member of the Radio Club of America, the Institute of Radio Engineers and a director of the Radio Trade Association.

H. L. GRIGGS RETURNS TO HIS DESK

H. L. Griggs, sales manager of the Bristol Co., Waterbury, Conn., manufacturer of the Bristol Audiophone loud speaker, returned to his headquarters in New York last week after several weeks' vacation. This vacation was a honeymoon as well, as Mr. Griggs was married just before he left. Mr. and Mrs. Griggs spent their honeymoon in Virginia. Mr. Griggs, by the way, is one of the live wires of the trade.

Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
O M A H A

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire



BRUNSWICK FACTORY OUTING

Phonograph Executives Attend Outing at Glen Cove—Plenty of Amusement on Day's Program Which Included Athletic Events

The members of the executive and sales staffs of the phonograph division of the Brunswick-Balke-Collender Co., New York, attended the annual outing of the members of the Eastern factory which was held at Glen Cove on July 7. There were also present at the outing the executive heads of the various other divisions of the Brunswick business in New York, including Messrs. Miller, Dwyer and Teel. Harry A. Beach, Eastern sales manager of the Brunswick phonograph division; Percy A. Ware, manager of the sales promotion department, and Edward H. Strauss, participated in all of the day's festivities.

There were a large number of athletic events and a baseball game with a tremendous score added to the general fun. Among the members of the Brunswick phonograph sales staff of the New York branch who attended the outing were Chester I. Abelowitz, Don Leopold, H. L. Overt, E. L. Brown, Frank Elliott, C. R. Salmon and W. C. Zabriskie.

L. J. GERSON ENTERS JOBBING FIELD

Well-known Talking Machine Executive Distributor for Popular Products—Will Give Members of the Trade Practical Service

Louis Jay Gerson, one of the best-known members of the talking machine industry, has opened a jobbing business at 63 Reade street, New York, and has been appointed a distributor for the Chum portable phonograph, manufactured by the Phonograph Jobbers Corp.; the Music Master amplifier, manufactured by the General Radio Corp. at Philadelphia, and other products. Mr. Gerson is one of the veterans of the talking machine trade, having been identified with the industry for twenty-five years. For many years he was buyer for the John Wanamaker talking machine department, and he is recognized throughout the country as possessing an exceptional knowledge of talking machine merchandising. He enters upon his new work with the good wishes of all his many friends in the trade.

The Goldman Band is attracting enormous audiences during its concert season on the Mall in Central Park. A picture of the band at a recent concert, with an audience of 50,000, is now being sent to subscribers.

The **PHONOGRAPH'S "RIGHT ARM"**
is the **PHILLIPS TONE ARM**



No. 5
Octagonal
Throwback Arm
No. 3
Sound Box

No. 5 OCTAGONAL THROWBACK ARM
Length 8½" and 9" Centre to Centre. Full, Deep Tone
Sample to Manufacturers \$5.00 Post Paid
Tone Arms for Portable, Medium and High Grade Machines
Special prices to large users

WM PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS: PHONOPARTS New York City

BRUNSWICK SHOP, INC., CHARTERED

Sheboygan, Mich., Firm Planning Considerable Expansion—New Quarters Secured

SHEBOYGAN, MICH., July 11.—Corporation papers for the Brunswick Shop, Inc., have just been filed by Herman G. Bendler, Paul F. Schmidt and G. W. Buchen, and the business, established for some time, will be expanded considerably. The new company will have a capitalization of \$15,000, and is authorized to buy, sell, and manufacture musical instruments and supplies. The store, which is now located

at 807 N. Eighth street, will take over the entire space of the Rummele-Kriel jewelry store building in a short time, and alterations will include six sound-proof record demonstration booths in the rear. In addition to the Brunswick line of records and talking machines, which has been carried in the past, the Edison line will be added.

New York City was decided upon as the 1924 convention headquarters of the Retail Credit Men's National Association at the recent convention of this organization held in Milwaukee, Wis.

**INCREASE YOUR PROFITS BY
SELLING REKORDO REKORDING REKORDS**



*Thousands of Phonograph Dealers,
Department Stores and Music Stores
Are Doing It. So Can You.*

Endorsed by America's Leading Stage Celebrities

Rekordo Rekording Rekords have many imitations but no substitutes—that is why our factories are working to capacity. Convince yourself by a sample order. Genuine Rekordo Rekords have yellow and black labels. The discounts to dealers are very liberal, and sales to the public are being stimulated by us through national advertising and local contests in your local newspapers.

A few territories still open for live distributors.

DANON RECORD CO., Inc. 43 W. 27th Street
NEW YORK CITY

JULIUS H. ROOS, President

Rekordo Rekords are double disc and retail at 35c each or 3 for \$1.00. Liberal Dealer Discounts.

HUDSON MUSIC STORE IN FIELD

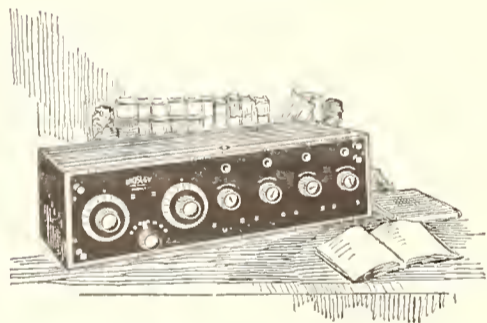
HASTINGS, N. Y., July 11.—Joseph Bareuther, well known to the music trade in the metropolitan district, and formerly in charge of Landay Bros. and the Broadway Music Shoppe, Yonkers, N. Y., has just opened a music store, to be called the Hudson Music Store, at 493 Warburton avenue, this city. Associated with him in the operation of the business is Miss Anna O'Hara. The Victor line, musical instruments, etc., are handled.

MANAGES BRUNSWICK IDEA SHOP

Mrs. F. L. Haenle, formerly a member of the staff of the Talking Machine Shop, Philadelphia, Victor dealer, has been appointed manager of the Brunswick Idea Shop of the New York branch of the Brunswick-Balke-Collender Co. Mrs. Haenle has had considerable experience in the development of sales plans, and is, therefore, in a position to give Brunswick dealers in the Eastern territory practical service and co-operation.

An Added Income—

That's what we are all looking for these days. And that's what Crosley Radio Products offer you. You have your store and your trained sales force. Add the Crosley line and without any greater overhead expenses, you will materially increase your profits.



Crosley Radio Products are favorably known in all parts of the United States. Extensive advertising and good performance over a period of years have brought about this result.

You will find the Crosley line easy to sell. It will bring many new customers to your store who will become satisfied clients.

Let us show you the complete Crosley line of Radio Receivers and Parts.

Write
for
Free
Catalog

CROSLEY
Better-Cost Less
Radio Products

CROSLEY MFG. CO.
726 Alfred Street Cincinnati, O.

J. N. HALLINAN WITH SONORA JOBBER

Former Unico Branch Manager Joins Long Island Phonograph Co.'s Force—Lee J. Coupe Now Assistant Dealer Service Manager

J. Neil Hallinan, well known in the metropolitan trade, has been appointed a member of the sales staff of the Long Island Phonograph Co., Brooklyn, N. Y., Sonora jobber. Mr. Hallinan was formerly identified with the Unit Construction Co. as New York branch manager, and more recently was associated with the Musical Instrument Sales Co., Victor wholesaler. He numbers among his friends dealers throughout the metropolitan district, and is ideally qualified for his new post.

R. H. Keith, president of the Long Island Phonograph Co., also announced recently that Lee J. Coupe, who has been a member of the company's staff for some time past, has been made assistant dealer service manager. Mr. Coupe is brother of Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., and he is one of the most popular members of the Brooklyn Sonora jobber's force.

MOVE AGAINST PULLMAN SURCHARGE

Commercial Travelers and Business Interests Heard by Interstate Commerce Commission

CHICAGO, ILL., July 7.—Railways of the country were on the defensive before the Interstate Commerce Commission in a drive of powerful forces to wipe out the 50 per cent surcharge on Pullman fares, which, according to one witness, yielded nearly \$33,000,000 in 1922. While technically the Pullman Co. is the respondent, the surcharge revenue goes to the railroads and it is therefore their interests that are under fire.

The attack on the extra tariff is being led by the International Council of Commercial Travelers' Associations, with the United Commercial Travelers assuming a position in the front lines. Many business organizations, while not formally intervening, are said to be supporting the move to abolish the surcharge because it so materially adds to expenses of their traveling representatives.

The Pullman surcharge, which was authorized by the Interstate Commerce Commission on August 26, 1920, is, according to counsel for the carriers, merely a perpetuation under another name of the "additional passage charge" instituted June 10, 1918, as a war time measure while the roads were under Federal control. The United Commercial Travelers sought to have it abolished in 1922, but the Commission permitted it to remain in force.

Those who would do away with the surcharge contend that the emergency that brought it into effect has long passed, and, as a petition of the Travelers' National Press Bureau put it, it now stands as "a device to whip the devil around the stump, to enable the railroads to receive additional compensation beyond the rates fixed by the Interstate Commerce Commission as being just for the service rendered the public."

At Last! A Perfect Repeating Device *Cesco Repeater*

Price
\$1.00



Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City

PREPARE "LEVIATHAN" WINDOW

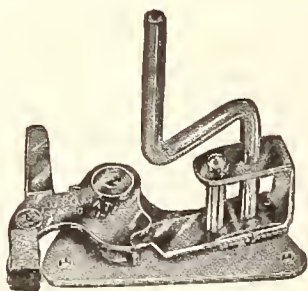
C. Bruno & Son, Inc., Victor wholesalers, New York City, are providing Victor dealers with excellent window material for featuring the "Leviathan" Orchestra, the first Victor recordings of which were released this month. This enterprising Victor wholesaler has secured some twenty-five or thirty imitation oil paintings of the "Leviathan," together with a large number of posters of the ship. Photographs of the "Leviathan" Orchestra have also been obtained, in connection with which C. Bruno & Son, Inc., have prepared special window cards with spaces for these photographs to be set in.

ARTISTS' CONCERT BOOSTS SALES

AKRON, O., July 10.—The George S. Dales Co., live Brunswick dealer of this city, is enjoying a decided stimulation in the demand for Isham Jones' records as a result of the appearance of that Brunswick artist and his orchestra in a concert-dance here recently. Mr. Dales was responsible for bringing these famous artists to this city, and the increased demand for their records made the venture worth while.

W. J. Massey, president of the Massey Piano Co., of Des Moines, Ia., has just announced the purchase of the Haddorff Music House, giving the former concern the stock of Victrolas of the Haddorff firm.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:

Avoids motor strain
Is not attached to Tone Arm
Low installation cost
No extra parts
Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK

NATIONAL MERCHANDISE FAIR SOON

Talking Machine and Musical Instrument Jobbers and Manufacturers Expected to Have Exhibits of Their Lines at This Fair

Preparations are being rushed for the National Merchandise Fair, which will be held under the auspices of the National Retail Dry Goods Association in New York, July 23 to August 3. Manufacturers and wholesalers will display their lines in the three buildings which have been secured to house the exhibits, namely, the Grand Central Palace, the 165th Regiment Armory and the Lexington Theatre. Attendance is limited only to buyers, who will come from all parts of the country to view the exhibits and place their orders. The Fair this year is expected to be much larger than last year and among the exhibitors are expected to be a number of talking machine and musical instrument jobbers and manufacturers.

EDISON RECORD DISPLAY FIXTURES

The advertising department of Thomas A. Edison, Inc., has recently issued what is known as the Edison Streamer Display Fixtures, which are designed to promote the sale of records. One display is for use in the window and the other for the interior of the store of Edison dealers. These displays are in the form of a large book opened wide and the caption across the top reads "Edison Recent Record Releases." Underneath the caption, running down on either page, the dealer pastes on the streamers showing the recent releases of Edison records and Edison Broadway Flashes. The book design carries out the effect on a large scale of a catalog. There is room for eight of the Flash streamers or sixteen of the standard Black and White streamers.

HENRY SAAL PLANS NEW FACTORY

CHICAGO, ILL., July 9.—Henry G. Saal, head of the Saal Mfg. Co., manufacturer of talking machines and other products, with five Chicago factories, has bought 254,000 square feet in Ravenswood for approximately \$200,000 and will erect a \$600,000 three-story plant for his business. He bought the site, which is bounded by Argyle, Ainslie, Lincoln street and the Northwestern railroad.

ELKS OFFICE FOR G. L. HIRTZEL

ELIZABETH, N. J., July 10.—George L. Hirtzel, Victor dealer of this city, has been honored by the New Jersey State Elks' Association by being made president of that organization in this State at the annual convention in Asbury Park. Mr. Hirtzel is one of the most popular members of the talking machine fraternity here.

MEMBERS OF BRUNO STAFF ILL

Miss H. Marjorie Brown, sales promotion manager of C. Bruno & Son, Inc., is in Lexington Hospital convalescing from an operation. Another member of the Bruno organization who is confined to his home by illness is William Wielage, of the Victor record order department, who recently suffered a rupture of one of the arteries of the heart.

**DITSON TO MOVE VICTOR SECTION**

Wholesale Victor Department Will Move to More Advantageous Location in Store

The wholesale Victor department of Chas. H. Ditson & Co., now located on the eighth floor of the Ditson Building, on Thirty-fourth street, just east of Fifth avenue, will shortly be moved to the third floor of the building, according to an announcement from the company's headquarters. The move will make the wholesale branch of the business more easily accessible, and greater service facilities will be provided for the trade. Rearrangement of other departments has made the move possible.

B. E. BENSINGER SAILS

Among the passengers on the U. S. S. "Leviathan," which recently sailed from New York on her initial trip for Europe, were Mr. and Mrs. B. E. Bensinger. Mr. Bensinger, president of the Brunswick-Balke-Collender Co., also was a guest on the trial trip.

MR. & MRS. TROUT'S SILVER WEDDING

Mr. and Mrs. S. Edwin Trout, of Pottstown, Pa., celebrated their silver wedding anniversary on July 2 at their bungalow at Ringing Rock Park. Guests were there from Pottstown, Chicago, Harrisburg, New York, Philadelphia, Reading, Royersford, Spring City and other nearby towns.

Mr. Trout, for the past twenty-two years, has been in the music business in Pottstown, and conducts, in conjunction with his piano department, an up-to-date Victrola department. He is one of the town's leading merchants; is president of the Kiwanis Club, a member of the Brookside Country Club, a trustee of the local Order of Elks and several other prominent organizations of the town.

A splendid entertainment was provided by talent from Philadelphia, and a delightful luncheon was served. Mr. Trout received quite a number of telegrams of congratulation from business houses with which he has had dealings in the course of his business career. Many beautiful presents were received.

A Message to the Industry

AFTER many years of study the originators of Oh! Pep! tone arms were rewarded by being able to offer the trade for the first time a full-drawn seamless solderless one-piece brass tone arm. Heretofore (ask any brass man) a taper and bend in one piece was considered impossible. (The same thickness prevails throughout the entire length of Oh! Pep!) Naturally, many were curious to know how Oh! Pep! accomplished this "Impossible Achievement." This curiosity led to more or less hindrance in our production of Oh! Pep! tone arms and therefore threw us off of our production schedule.

We are now fully organized; our tool and die men are with us 100% and we are now practically in position to guarantee delivery of Oh! Pep! tone arms within 30 days.

The same situation applies to In-Viz hinges, another achievement of our mechanical engineers.

The trade may now rest assured of prices, terms and delivery on Oh! Pep! tone arms and In-Viz hinges.

Oh! Pep! Phono Parts Company

6912 Cottage Grove Avenue

CHICAGO, ILL.

REVOLUTIONARY! Automatic DUR-A-PRESS



1 Girl Does the Work of 4 Men
4 Perfect Records per Minute

DUR-A-PRESS CORPORATION
15 West Park Street Newark, N. J.

NEW STORE IN SANTA ANA, CAL.

SANTA ANA, CAL., July 3.—The new B. J. Chandler Music Store, one of the most modern establishments in this city devoted to the sale of musical instruments, was formally opened here last week. The warerooms are at 426-428 West Fourth street, a very advantageous location for a store of this character.

R. R. RIDGEWAY OPENS BRANCH

ROBINSON, ILL., July 7.—R. R. Ridgeway, who operates a music and undertaking business in Oblong, Ill., in partnership with Ray E. Winters, has opened a branch store here. Mr. Ridgeway will be personally in charge of the business here, which will be devoted entirely to the sale of musical instruments of all kinds.

DAVISTONE CO. CHARTERED

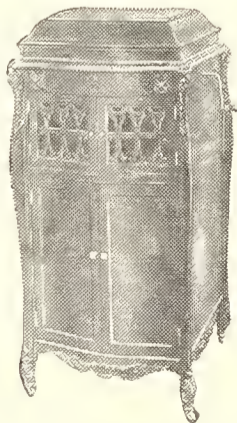
CHICAGO, ILL., July 10.—The Davistone Co., 848 Noble street, this city, has been granted a charter of incorporation under the laws of this State, with a capital of \$10,000, to manufacture and deal in talking machine appliances, novelties and radio.

Recordion Phonographs
TRADE MARK

Reg. U. S. Pat. Off.

5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest opportunity to dealers

Also Radio Cabinets



WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

REGARDING THE SIZE OF HORN

Baltimore, Md., June 11, 1923.

Editor, Talking Machine World:

Dear Sir:—Does the size of horn have anything to do with depth and volume of tone? If so, what size horn would you suggest, as I would like to make a horn that will give a deeper and louder tone than the usual horns give forth.

R. EISENBERG.

Answer:—There is no question, of course, but that the size of the horn affects the depth and the volume of tone.

It would be a difficult matter to tell you just exactly what size or shape to make your horn, inasmuch as this would be a matter of your personal selection to suit your requirements for cabinet space, etc. Taking a Brunswick oval wood horn as an example and making a horn about a foot longer, at the same time making its walls thicker, will give you a deeper tone. Of course the material used will also make a difference, some of the best proved woods are mahogany, oak and spruce.

You will find that if the throat of the horn is made of cast iron, the sound will carry further and the volume will be increased.

If you examine the different horns of the standard makes of talking machines you will find that the Victor Victrola uses a horn of about 2-3 cast iron and 1-3 wood, the Columbia about the same proportion, and in some smaller models all metal; the Brunswick, all wood; the Edison Disc., all metal; the Cheney, all wood. There are also several makes using a composition horn which produces very good tonal qualities, especially on violin and symphonic music. In testing the qualities of a horn or amplifier you must be absolutely sure that the tone arm and sound box are of the same proportionate size and of the same degree of value as to quality, etc.

Adjusting an Edison Motor

Lebanon, Pa., June 17, 1923.

Talking Machine World, New York:—I have an Edison disc machine, and I have trouble with the governor, which will suddenly start to hum and rattle. I have adjusted it time and again, I loosen the set screws and adjust it till it runs smooth and quiet, then I tighten the screws, but it don't last, and I must do this about twice a week to keep it running right. Can you help me out?

EARL G. YORDY.

Answer:—I would look for the trouble you write about in three different places in the motor: first, the little pads, in the ivory settings, which bear against the governor friction disc; second, the teeth of the governor drive gear and the spiral cut on the governor shaft; and third, the main drive gear.

There is a slight possibility that the main spring needs to be graphited, while a dry main spring, jumping, would cause the governor to jerk.

It is my opinion that the trouble might be found in either of the first two causes I have mentioned, it being understood that the governor springs are good and tight and that the governor spindle is allowed a trifle of end play.

McLOUGHLIN BRANCH IN FULTON

FULTON, KY., July 3.—A branch store of the McLoughlin Piano Co., of Paducah, has just been opened in the Meadows block on Church street and will be in charge of R. E. Ham, of St. Louis. The storeroom has been remodeled to meet the needs of the music concern and is attractively equipped throughout with modern fixtures.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

WANT SPECIAL MUSIC WEEK STAMP

Although the date for the holding of the National Music Week celebration in 1924 is somewhat distant a movement has been started in Dallas, Tex., under the auspices of Mamie Folsom Wynne, music editor of the Dallas Dispatch, to have the postmaster-general sanction the use of a special postage stamp throughout the country in honor of the celebration, as has been the practice in connection with various national and international expositions in years past.

It is suggested that the special stamp bear the portrait of Edward MacDowell, the noted American composer, or perhaps a portrait of Francis Scott Key, composer of "The Star-spangled Banner." Texas music merchants are strongly in favor of the suggestion, among them being Robert N. Watkin, president of the National Association of Music Merchants.

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Write for catalog on

**New Portable
AND
New Console**

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.
MANUFACTURERS

RAHWAY

NEW JERSEY

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED by phonograph foreman with 20 years' experience and thorough knowledge of finishing and every branch of phonograph manufacturing. Can furnish first-class references. Will go anywhere. Address "Box 1300," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

MANUFACTURERS' AGENT — Salesman wants non-conflicting phonographic lines that can be sold to the music, furniture, drug and jeweler trade for Detroit, Michigan, and vicinity. Address "Box 1303," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

SALESMAN WANTED—We have certain territories open for live man wishing a good side line. A distinctive article for the dealer in a polish and cleaner for cabinets. Packed in a tube in cream form. A sure winner. The Glo-Rite Co., Inc., Box 237, Camden, N. J.

POSITION WANTED—Manager with thorough knowledge of Edison and Columbia lines, gained through five years' experience, would like position in West or Northwest. Only A-1 proposition acceptable. Address "Box 1305," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Technical talking machine laboratory man, 20 years' experience from recording to finished stamper. Can supervise all branches or any branch that is open. Will interview interested party. Address "Box 1304," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Live wire outside salesman. Excellent opportunity to connect with growing concern. Only those with experience and capable of producing results wanted. State age, experience, etc. Address "Box 1307," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Saleslady. One to take full charge of record department. Excellent opportunity for right party. State experience, etc. Address "Box 1308," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED—A real opportunity for salesmen who can sell pianos and phonographs from a truck. We will pay either on a commission basis with drawing account, or straight salary, or salary and commission. Ours is a strictly one-priced house. Hustling salesmen who can furnish satisfactory reference as to character and ability and who wishes to locate in a growing, prosperous Western country write Glen Bros.-Roberts Piano Co., Ogden, Utah.

SALESMEN WANTED—Well known woodworking concern has commission proposition for salesmen traveling established territory. Calling on talking machine and piano trade. Kindly state territory, length of time traveled, lines handled and give references. Address "Box 1298," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED by expert phonograph repair mechanic. Long experience and capable of taking charge of repair department. References available from well known concerns. Address "Box 1299," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

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' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9', bent each end.....	No. 6546	.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
7/8"x.020x9' marine ends.....	No. 988	.29

COLUMBIA

1"x.028x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....	No. 1219	.45
1"x11' for motor No. 1.....	No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	No. 33	.33
1 3/16"x.026x19', also Pathé.....	No. 4	.75
1 3/16"x.026x17'.....	No. 4	.59

MEISSELBACH

7/8"x10' motors, Nos. 9 & 10.....	No. 9 & 10	.29
1"x9' motors, Nos. 11 & 12.....	No. 11 & 12	.29
1"x16' motors, Nos. 16, 17 & 19.....	No. 16, 17 & 19	.49
2"x.022x16', rectangular hole, 18k10.....	No. 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	.45
1"x.025x18', rect'gular hole.....	No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.....	No. 2A	.45
1"x16' Motor 3 & 4, on outer end.....	No. 3 & 4	.55

EDISON DISC

1 1/2"x.028x25' regular size disc motors.....	No. 1.25	1.25
1"x.032x11', Standard.....	No. 1.25	.55
1 5/16", Home.....	No. 1.25	.70
1 5/16"x18' type A 150, old style disc.....	No. 1.25	1.28
1" Amberola 30-50-75.....	No. 1.25	.56
1 1/16", B 80.....	No. 1.25	1.15

SUNDRIES

1"x.025x16' rectangular hole.....	No. 50	.50
1"x.025x16', pear-shaped hole.....	No. 50	.50
7/8"x.023x10', marine ends, Hein. Col., etc.....	No. 29	.29
3/4"x.025x10', marine ends, Hein. Col., etc.....	No. 27	.27
3/8"x.020x9', marine ends.....	No. 21	.21
1/2"x.020x9', marine ends.....	No. 18	.18
Victor Gov. springs, No. 1729.....	No. 1729	.95
Victor Gov. sprg. screws, No. 3304.....	No. 3304	.92
Victor Gov. balls, n/style, No. 3302.....	No. 3302	.07
Victor Gov. spring screw washer.....	No. 72	.72
Columbia Gov. springs, No. 3510.....	No. 3510	.95
Colum. Gov. sprg. screws, No. 439.....	No. 439	.92
Columbia Gov. sprg. screw washers.....	No. 72	.72
Columbia Gov. ball, lead, flat and spring.....	No. 08	.08
Columbia Gov. ball, new style & spring.....	No. 08	.08
Turntable felts, all wool, green, 10", round.....	No. 15	.15
Turntable felts, all wool, green, 12", round.....	No. 18	.18

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SALESMEN WANTED

Exceptional opportunity for good producing salesmen to connect with progressive manufacturer of player-roll cabinets, bookcases, phonographs, and piano-benches. We have some very good territory still open. Apply to Frank H. Isaacs, Salesmanager, 469 Seventh Ave., N. Y. C.

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Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

POSITION WANTED—As manager of Victrola store or department. Twelve years experience as salesman, sales manager and manager. Thirty-five and married. Address "Box 1306," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



FOR SALE

Talking machine and piano department in well known furniture store, located in Connecticut. Department is doing splendid business, but is for sale on account of inability to secure competent manager. Excellent opportunity for experienced party. For full particulars address "Box 1301," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Music shop with Columbia franchise, at Nokomis, Ill. For particulars write F. L. Crumbaugh, Nokomis, Ill.

NEW INVENTION FOR ACQUIRING BREATH CONTROL

Indispensable for vocalists and wind instrumentalists. Endorsed by opera singers and leading teachers. Easy to make. Metal and rubber. Basic patent. No opposition. Sell or royalty. J. B. Rigg, 213 S. Euclid Ave., Oak Park, Ill.

WANTED FOR CASH

Records, phonograph cabinets or complete phonographs in any quantity. Give lowest quotations, descriptions and samples, if possible, etc. Harvey Manufacturing Corp., 145 West 41st St., New York, N. Y.

FOR SALE

75,000 imported German Homokord records. A wonderful selection of standard numbers. 20c each in lots of 1,000 and 15c each if entire lot is taken. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

500 high grade mahogany talking machine cabinets. Can be had either in the white or finished completely with high grade motors and tone arms. A remarkable bargain if taken at once. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FACTORY FOR SALE

Modern factory located in Chicago for sale. Completely equipped with best woodworking machinery and 1,200 talking machine cabinets. 700 not complete and 500 complete in every detail. A rare bargain. Address "Box 1302," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED

Any amount of Victor, Columbia, Brunswick or any other well-known make of talking machines or records, motors or tone arms. This is a spot cash proposition and must be acted upon immediately. Address Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

CABINETS FOR SALE

Closing out big lot phonograph cabinets. Prices \$16.50 to \$25.00. Also complete phonographs ready to play. Great bargains. E. H. Stafford Mfg. Co., 367 West Adams St., Chicago, Ill.

FOR SALE

Three Unico demonstrating rooms, size 6 by 9 each, ivory finish, sound proof. Also four Unico record racks, each with capacity of one thousand records. For price and details apply to "Box 477," Charlottesville, Va.



EUROPEAN HEADQUARTERS

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Better Class Products in Greater Demand—Trade in Lethargic Condition—King and Queen's Record a Best Seller—New "Winner" Record Exchange Plan—Question of Record Exchange Discussed by Wholesalers and Retailers—Representatives of All Lines at British Music Industries Convention—R. W. Pentland's Address—Other Important News

LONDON, E. C., July 2.—It is a somewhat curious fact that, while in musical instrument circles of manufacture the piano side is comparatively busy, that of the gramophone section is unusually quiet even for this time of year. Competition in both departments of trade remains as keen as ever, each is active in the development of business, yet gramophone sales lack vigor. Wireless trade is also slow, so we cannot blame that for any decline of talking machine and record turnover. What is the cause? I hear in imagination so many and varied answers as to leave one bereft of a reasonable solution. The fact, unfortunately, remains that the gramophone trade this side needs a big fillip. If one were to classify I should say that the better-class products are proportionately in greater demand than the cheap stuff. It is significant!

The Buxton music convention gave scope for the discussion of many subjects of pertinent interest. The record exchange question, in particular, drew large audiences of dealers and factors. Reports appear elsewhere in this section, from a frank perusal of which it will be appreciated that a great battle has been fought and won on behalf of jobbers and dealers.

The King and Queen's Record

Since my last report the Royal record containing Empire Day messages from their majesties the King and the Queen of England to the boys and girls of the British Empire has been issued for general public sale through the "His Master's Voice" dealers. Doubtless, it is now obtainable in the States through Victor agents. Their majesties have made a splendid record, clear and distinct in every detail, inflexion of voice and delivery breathing the spirit of so great an occasion. This record is now listed in the company's program as No. R. E. 284. As a seller it easily beats any record ever issued and, as may be imagined, will long remain a treasured possession in hundreds of thousands of English homes.

A Novelty in Gramophone Needles

Quite a novel needle has recently been introduced here. Called "Xylopin," it is made of wood, being about the same size and shape of a steel needle. With a fibre needle an adaptor

is required for most sound boxes, so that the Xylopin, which fits any reproducer, is of general utility value to gramophonists. This wooden point is beautifully silent, though, of course, volume is much reduced. Nevertheless, reproduction is pure and loud enough on most records. The tone can be strengthened by shortening the needle.

Sir Landon Ronald Eulogizes the Gramophone

An important recognition of the educational value of the gramophone was made by Sir Landon Ronald, director of the London Guildhall School of Music, in the course of an interesting speech at the British Music Trades Convention. He said, in part:

"The gramophone wonderfully reproduces the performance of an orchestra and gives it out over and over again in the homes of thousands of listeners. In the case of a great many of those listeners it is the gramophone reproduction to which they owe their knowledge of the orchestra, it is the gramophone reproduction which forms their taste for orchestral music and which inspires in them a love of the masterpieces of orchestral composition they else might never have had, but which, once they have it, is a permanent and an unrivaled possession. And whenever they can, therefore, they hear the orchestra itself and they are able, by reason of what the gramophone has taught them of orchestral tone, of orchestral color, of the music itself and of the conductor's interpretation and the players' performance, to enjoy more fully the actual tone and the actual color of the actual orchestra and the work of its conductor and its players."

The "Winner" Record Exchange Scheme

Apropos the current question of unsalable stock and its return for credit, it is interesting to observe that J. E. Hough, Ltd., carried through an exchange scheme between June 1 and 15 on the basis of 2 to 1, i. e., for every record returned the dealer was called upon to place an order for two others. This scheme applied to new records only, broken or scratched records being treated as old material at 6d. per pound. In the absence of general acceptance of the new record exchange proposals made at the recent music convention, the firm's offer can be regarded as satisfactory. Nevertheless, it is good news for the dealer that manufacturers are coming to regard this question as one justifying a modification of the present general policy.

Tutankhamen's Favorite Song

is not represented on Winner record 3808. Compensation is found in the fact, however, that

the hits which made history in the Victorian days are faithfully revived on this disc. "She Was One of the Early Birds," "My Fiddle Is My Sweetheart," "Hi-tiddley-hi-ti," "Little Dolly Daydreams," "At Trinity Church I Met My Doom" and other typical reminders of past times which we fain would live o'er again. "Veterans of Variety" is the appropriate title of a first-class record.

Alleged Infringement of "Polly"

G. F. Luxmoore, K.C., in the Chancery Division, appearing for plaintiff in the action brought by Frederick Austin, the composer and arranger of the music and the opera "Polly," against the Columbia Graphophone Co., Ltd., asked his Lordship to fix a date for the hearing of the action.

He stated that the action was for alleged infringement of plaintiff's musical copyright in the opera by gramophone records and a number of expert witnesses would be called, including Sir Frederick Cowan and Sir Frederick Bridge. The hearing was fixed for July 3.

Wholesalers Discuss Record Exchange

At the British Music Industries Convention at Buxton the meeting held under the auspices of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was attended by Louis Sterling (Columbia Graphophone Co., Ltd.), president; M. F. Cooksey (J. Thibouville-Lamy & Co.), H. J. Cullum (Lockwood's & Perophone, Ltd.), A. E. Liedtke (Columbia), A. J. Mason (Aeolian Co., Ltd.), E. C. Paskell (Colmore Depot), A. T. Paskell (London), Wilfred Samuel (Barnett Samuel & Sons), H. Moorby Smith (Johnson Talking Machine Co.), Herbert Smith (Keith, Prowse & Co.), and the secretary, C. E. Timms.

Full consideration was given to the suggested "Exchange Scheme for Obsolete and Unsalable Records," a subject which has engaged the attention of the General Committee of the Association over a period of twelve months.

E. C. Paskell (Colmore Depot, Birmingham), in opening the discussion, urged the necessity for some definite exchange scheme satisfactory to all parties and said he would endeavor to show that in the interests of the trade generally this was a matter which could be and should be dealt with, and a system adopted which would dispose of a good deal of the disadvantages and dissatisfaction which had always existed.

This question of obsolete and unsalable records is, he said, bound up very closely with the question of price maintenance. Price maintenance is an achievement in the record trade

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FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 152)

which has such benefits to the trade generally that anything which tends to upset this valuable advantage is a menace to the well-being of the trade. Were it not for price maintenance, the difficulty of disposal of obsolete and unsalable records is one that could be dealt with by selling the records at the market price, but with price maintenance they had the problem of a trader loaded with goods which he has to sell at a price which no buyer will pay. The position, he said, must be clearly understood, that no matter how careful a trader may be in ordering his stock of records he is bound to be left with a proportion which are unsalable.

In the newspaper trade the publishers took back a certain proportion of papers, and in the past gramophone record manufacturers had endeavored to deal with this matter by means of exchange schemes, generally on a three-to-one basis, but this had often left the dealer and factor in a worse position, and they all knew of factors and dealers who, by various means, which could not be called the highest form of trading, had got rid of some of their surplus stocks.

The scheme as recommended does not interfere with present prices, is entirely optional on the part of the factor and effectually distributes the loss entailed. This scheme is that twice in each year, on February 15 and August 15, the factor should be entitled to return to the manufacturer up to 10 per cent of the preceding six months' purchases, and to procure in exchange for the records he returns two-thirds of the quantity returned, i. e., the factor loses a third of the bad or unsalable records thus returned.

Put in very plain figures, this means that if a factor purchased 300 records he would be entitled to return thirty of those records and to receive for the thirty returned twenty new records. He would, therefore, lose the equivalent of ten records on 300, which is equal to 3 1/3 per cent.

After a full discussion, which was contributed to by Louis Sterling, H. J. Cullum, A. E. Liedtke, A. J. Mason, H. Moorby Smith, the following resolution was unanimously adopted:

"That twice in each year the factor may return to the manufacturer 10 per cent of the preceding six months' purchases and secure in exchange for the records he returns two-thirds of the quantity, i. e., the factor loses a third of the bad or unsalable records he returns. The two dates in each year for these returns to be August 15 for 10 per cent of purchases between January 1 and June 30, February 15 for 10 per cent of purchases between July 1 and December 31."

This scheme secured the unqualified approval of the two manufacturing houses represented at the meeting, viz., the Columbia Graphophone Co., Ltd., and the Aeolian Co., Ltd., and it is confidently anticipated that it will also be adopted by other manufacturers of gramophone records.

The Dealers' Point of View

By the time this appears in print the Gramophone Dealers' Association will have held a committee meeting and doubtless have issued to its members a report of its deliberations. Meanwhile, in discussing the matter with one or two prominent dealers the following points of view emerge:

That the A. G. M. I. M. proposal has one advantage over the various schemes already in operation, viz., it gives the dealer the opportunity to exchange any records he desires up to 10 per cent. Against this the dealers urge that it is not an adequate proposal, in that it merely offers an exchange. What the dealers are out for is the abolition of any kind of exchange. They have given some years' study and discussion to this very vexing question and they feel that they should be entitled to return records, in new and salable condition, up to 10 per cent of their purchases, and receive in return a clear credit for two-thirds of the trade value. This would enable the dealer who studies

his business to keep his stocks salable and up to date, if he is not compelled to give a covering order. For instance, a dealer purchasing £100 worth of records at exchange would be able to return £10 worth and be credited with £6 13s. 4d., to be worked out in new orders as and when required. He would only lose, therefore, £3 6s. 8d., or 3 1/3 per cent, a merely nominal loss well within the limit customarily written off for depreciation. The credit of 6 2/3 per cent allowed for returns could be counted as additional capital.

Under the existing systems a dealer has had to overload his stock of records merely because of keeping a full selection, of which at least 10 per cent has speedily lost value. We will estimate that there are from 6,000 to 8,000 record dealers in the country and the average of unsalable stock at about £30 each. Figures are ever fallacious, we know, but this means something like a quarter of a million pounds of capital is tied up and useless. The dealers contend that under their proposal, in a year or so, the accumulated unsalable stocks would decrease to well below the 10 per cent allowed for return, and a large amount of, at present, dead capital, would be available to the benefit of both the manufacturer and dealer.

British Music Industries Convention

The convention, held this year at the famous Spa-Buxton, was attended by about 200 representatives of retail and jobbing trade and manufacturers in all lines of the music business. Restrictions of space preclude more than a condensed report of the proceedings.

President R. W. Pentland, who welcomed the guests, delivered a very interesting address and pointed out that last year he spoke of the immediate future of the piano industry in very optimistic terms. It is satisfactory to know that his anticipations have been more than fulfilled. Estimates regarding the output of pianos last season vary to some extent, but we know that the

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figure was not less than 82,000 and not more than 90,000. This was a very substantial increase on the previous season's trade.

In speaking of the development in the Gramophone industry during the last year, he said: "The output of gramophones and records was most satisfactory. It is estimated that the number of gramophones amounted to between 100,000 and 200,000, while the number of records totaled between 15,000,000 and 20,000,000. Mr. Pentland also pointed to the growth in exports and the increased competition by foreign manufacturers which must be met.

CHANGE OF NAME IN NEW BEDFORD

Geary, Simms & Geary Organize to Succeed Former Firm of Geary & Smith

NEW BEDFORD, MASS., July 3.—The firm of Geary, Simms & Geary was recently organized in this city to succeed the firm of Geary & Smith, on Kempton street, this city, following the retirement of Mr. Smith from the business. The new company, which has been incorporated, will handle the Krakauer, Madison, Pease and Wilbur pianos and players, together with the Sonora phonograph and Vocalion records.

The Messrs. Geary were formerly connected with the M. Steinert & Sons Co., this city, and prior to that time were with the piano department of Lord & Taylor, New York.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

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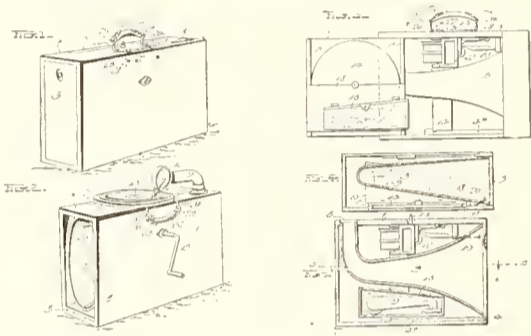
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—**Portable Phonograph.** John L. Lind, Siren, Wis. Patent No. 1,454,389.

This invention relates to improvements in sound reproducing machines and more particularly to those of the portable type, in which the sound arm, reproducer, and record table are removed and stored within the main cabinet or box of the machine to be readily carried from place to place. The present application forms a continuation in part of pending United States application, Serial No. 397,185, filed July 19, 1920.

Figure 1 is a perspective view of a portable phonograph constructed in accordance with the present invention, showing the manner in which the device resembles an ordinary suit case when in condition for carrying from one place to another; Fig. 2 is a view similar to Fig. 1 but illustrating the instrument in condition for

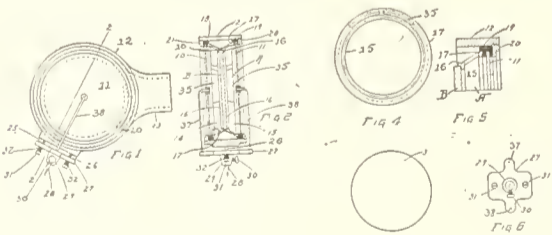


use; Fig. 3 is a side elevation with the door swung open to expose the record table and other parts normally carried in the box or cabinet; Fig. 4 is a horizontal section as indicated by the line 4—4 of Fig. 5; Fig. 5 is a longitudinal sectional view.

Sound Box for Sound Reproducing Machines. Walter Spofforth, St. Paul, Minn. Patent No. 1,454,297.

This invention relates to improvements in sound boxes, the primary object being to amplify sound and to produce clearer reproduction thereof than heretofore.

In the accompanying drawing forming part of this specification, Fig. 1 is a side elevation of the improved sound box; Fig. 2 is a section taken on the line 2—2 of Fig. 1; Fig. 3 is a side elevation of the sound board when removed from the sound box; Fig. 4 is a side elevation of one of the spider elements for supporting the sound board in the sound box; Fig. 5 is a section of a detail showing the construction by



which the sound board is removably secured in the sound box, and Fig. 6 is a plan of the needle or stylus support which assists in transmitting the vibrations of the needle or stylus to the sound diaphragms.

Sound-Reproducing Machine. Albert G. Nyquist, deceased, Minneapolis, Minn., by Hilda L. Nyquist, administrator. Patent No. 1,454,134.

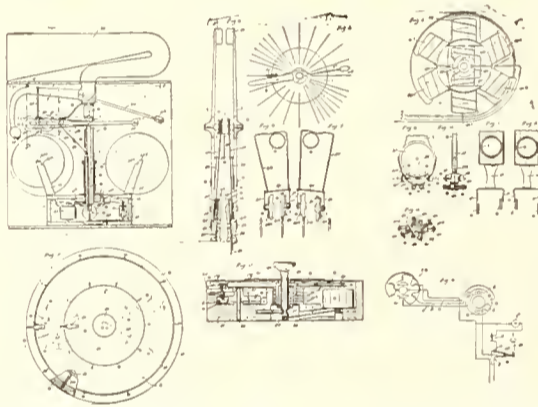
This invention relates to sound reproducing machines, and particularly, to such a machine in which are supported a plurality of records which are adapted to be individually selected and played. It is an object of this invention to construct such a machine in which a plurality of disc records are grouped and supported about a central point, the machine being controlled by the manual operation of a controller which may be located at some distance from the machine proper.

It is a further object of the invention to have the machine electrically driven and electrically controlled in the selection of records, and the controller can therefore be connected to the machine by a suitable flexible cable of any desired length.

Another object is to control the machine by a motor of special design which co-operates in a novel way with the selecting mechanism.

Still another object is to mount the sound box so that the same is disposed in a plane parallel to the records, the latter being preferably mounted in radial vertical planes, and the sound box being further equipped with means so that it can co-operate with the record on either side thereof.

Figure 1 is a central vertical section of the reproducing machine; Fig. 2 is a sectional plan view on the line 2—2 of Fig. 1, the machine carrying less than its capacity of records; Fig. 3 is a sectional plan view of a part of the device taken on the line 3—3 of Fig. 1; Figs. 4 and 5 are sectional elevations taken on the line 4—4 of Fig. 1 looking in the direction of the arrows showing the parts in different positions; Fig. 6 is a diagrammatic view of the motor windings used with the machine; Figs. 7 and 8 are sectional elevations taken on the line 7—7 of Fig. 1, said views showing the parts in

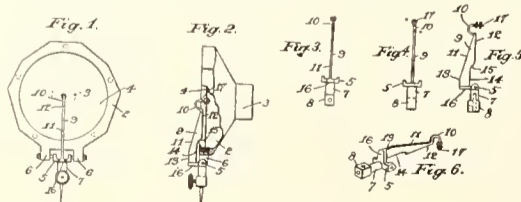


different positions; Fig. 9 is a front elevation of the reproducer; Fig. 10 is a side elevation of the same; Fig. 11 is a sectional plan view of the same taken substantially on the line 11—11 of Fig. 9; Fig. 12 is a plan view of the controller; and Fig. 13 is a central longitudinal section of the controller; Fig. 14 is a wiring diagram of the controller and sound reproducing machine.

Stylus for Phonograph Reproducers. Julius A. Brown, Peekskill, N. Y. Patent No. 1,454,951.

The object of this invention is to provide an improved form of stylus or vibrating arm, that is connected between the diaphragm and the needle, that will have the effect to balance the vibration and thereby greatly improved results are obtained.

Figure 1 is a plan view of a sound box carrying the stylus. Fig. 2 is a side elevation partly in section. Fig. 3 is a front elevation. Fig. 4



is a rear elevation, and Fig. 5 a side elevation, of the stylus detached. Fig. 6 is a perspective view of the stylus. In Figs. 1 and 2 is shown a conventional form of sound box or reproducer, having a casing 2 of conical form, with a rear outlet, 3, and a diaphragm 4 at the larger open end.

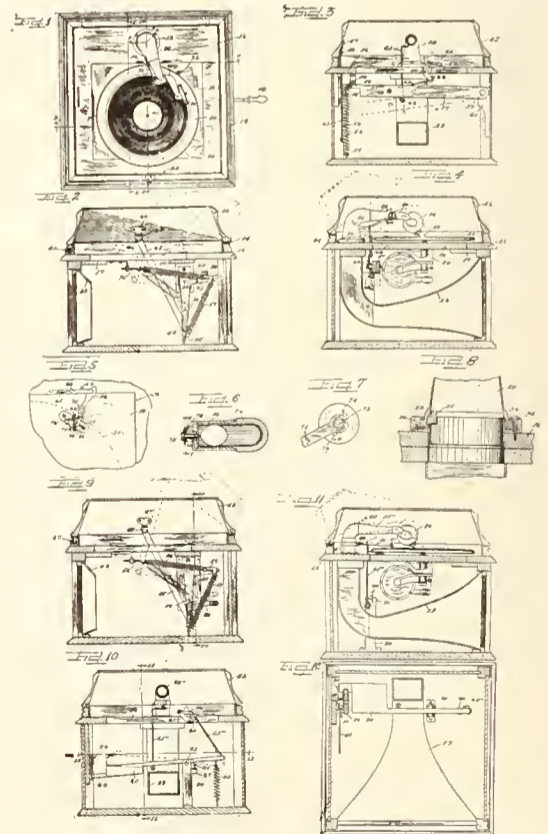
Phonograph. Isaak Karish and James Kernes, Chicago, Ill. Patent No. 1,455,209.

This invention has for its object the con-

struction of a phonograph cabinet which has a spring operated top upon which a latch is provided which, after the playing of a record is finished, can be released, allowing the top to spring up into open position, which thereupon automatically stops the rotation of the record-holding table and raises the tone arm together with the attached reproducer from the record, thereby putting the machine in a position to be reset for another record or for the replaying of the same record.

A further object is the provision of a phonograph cabinet which acts in the manner described above without the introduction of unnecessary or cumbersome apparatus and with the use of a simple construction which cannot ordinarily be distinguished from the construction now commonly in use in the ordinary phonograph cabinet, and which, moreover, can be readily installed in any make of instrument now in use.

Figure 1 is a top plan view of a phonograph cabinet showing the cover removed and with this invention applied thereto. Fig. 2 is a sectional view taken on the line 2—2 of Fig. 1, some parts being removed and showing the cover in place and looking in the direction indicated by the arrows. Fig. 3 is a section taken on the broken line 3—3 of Fig. 1 looking in the direction indicated. Fig. 4 is a section taken on the line 4—4 of Fig. 1 showing the cover in position and looking in the direction indicated by the arrows. Fig. 5 is a detail view showing the construction and operation of the braking mechanism. Fig. 6 is a section taken on the line 6—6 of Fig. 4. Fig. 7 is a section taken on the line 7—7 of Fig. 6 showing the operating arm in place. Fig. 8 is an enlarged section taken on the line 8—8 of Fig. 1. Fig. 9 is a sectional view similar to Fig. 2, showing a modified form of construction of the invention. Fig. 10 is a section taken on the line 10—10 of Fig. 9, parts being omitted. Fig. 11 is a section



taken on the line 11—11 of Fig. 10 showing the motor in position. Fig. 12 is a section taken on the line 12—12 of Fig. 10 looking in the direction indicated by the arrows.

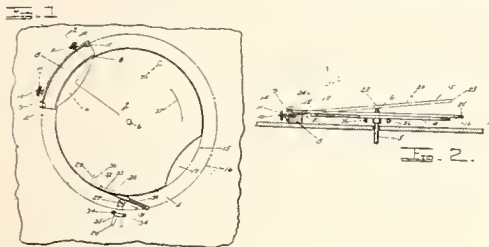
Phonograph Turntable. John J. Reinhold, Marietta, Pa. Patent No. 1,455,355.

This invention relates to phonograph turntables and has for its object to provide a simple, cheap and durable device for guiding or centering phonograph records while they are

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 154)

being placed upon the turntable. A further object is to provide a device of this character which is applicable to records of different diameter.

Figure 1 is a plan view of a phonograph turntable showing a practical embodiment of



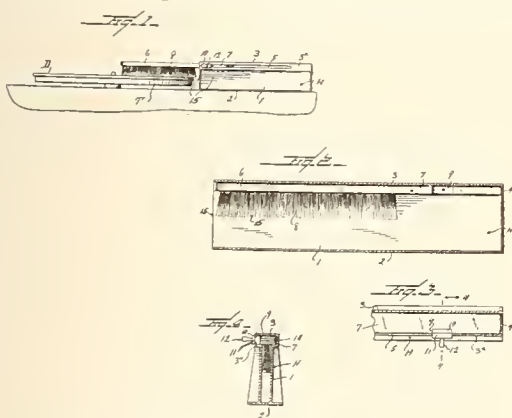
this invention. Fig. 2 is a sectional view of Fig. 1 taken on line 2—2.

Brush. Daniel E. Odom, Bennettsville, S. C. Patent No. 1,455,504.

This invention relates to certain improvements in brushes and it is an object to provide a novel and improved brush particularly designed and adapted for use in the cleaning of phonographic records and more especially of a disc type.

Another object of the invention is to provide a novel and improved device of this general character comprising a brush head supported for sliding movement in opposite directions, the movement of the brush head in one direction positioning the same above and in contact with a record, the movement of the brush head in the opposite direction positioning the same to one side of the record, together with means of operating upon movement of the brush head in one direction to cleanse the same.

Figure 1 is a view in elevation of a brush constructed in accordance with an embodiment of the invention, with the head extended into position to engage a phonographic record. Fig. 2 is an enlarged sectional view taken longitudinally through the device as herein disclosed



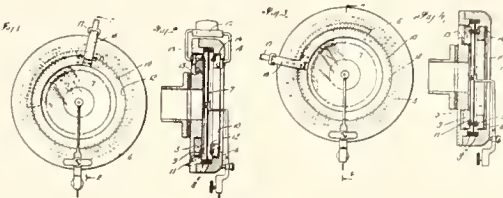
with the brush head in retracted position. Fig. 3 is a fragmentary longitudinal sectional view taken through the device as illustrated in Fig. 2. Fig. 4 is a sectional view taken substantially on the line 4—4 of Fig. 3.

Sound Box. Daniel F. Snyder, Garwood, N. J., assignor to the Aeolian Co., New York. Patent No. 1,454,909.

This invention relates to mechanism for modifying the effect of the diaphragm and, in particular, to controlling the effective area of the diaphragm.

In the drawing referred to, Figure 1 is a front or face view of the improved sound box. Fig. 2 is a sectional view of the same on substantially the plane of line 2—2 of Fig. 1. In

both the views referred to the parts are adjusted to utilize the full expanse of the diaphragm. Figs. 3 and 4 are views similar to

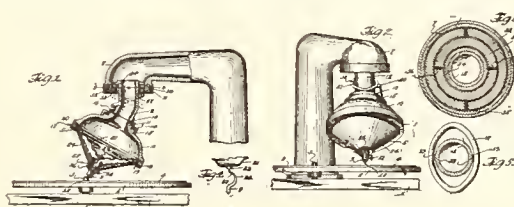


Figs. 1 and 2, showing the parts adjusted to reduce the effective area of the diaphragm.

Sound Box Structure. Carl Scrabic, Urbana, O. Patent No. 1,455,972.

This invention relates broadly to talking machines, and has particular reference to the sound reproducing mechanism thereof, the object of the invention being fundamentally to provide a sound box of such construction that the same will automatically act to position itself in such manner that its needle or stylus will be properly centered in the groove of a record with which the sound box is employed, the construction being such that the stylus will be located in the center of gravity of the sound box and will be maintained in proper relationship with the record irrespective of position variations which the latter may assume during its rotation.

Figure 1 is a vertical sectional view taken through the improved sound box construction and its co-operative mounting. Fig. 2 is a front elevation thereof. Fig. 3 is a horizontal sectional view taken through the mounting on the

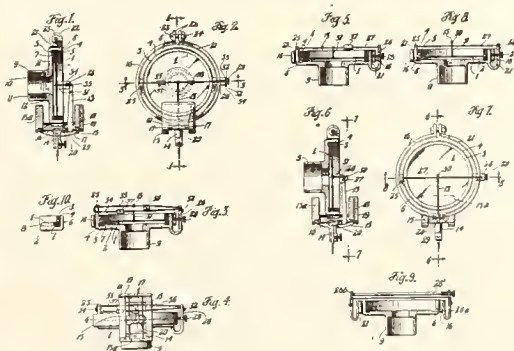


line 3—3 of Fig. 1. Fig. 4 is a detailed view disclosing more particularly the construction of the upper part of the sound box stylus. Fig. 5 is a horizontal sectional view disclosing the weight adjusting mechanism.

Phonograph Sound Box. William M. Venable, Pittsburgh, Pa. Patent No. 1,455,942.

The principal object of this invention is to improve the quality of the reproduced sounds. This is accomplished by a structure by means of which it is possible to regulate the tone and the volume of the reproduced sound and to eliminate objectionable qualities commonly introduced by present methods of reproduction, although not existent at the time of recording. The foregoing is accomplished by means of a novel construction which employs some improved parts corresponding to old parts now in common use as well as certain new parts designed to perform new functions not hitherto recognized in this art.

Figure 1 is a section through the improved sound box taken on the line 1—1 of Fig. 2. Fig. 2 is a front elevation or face view of the sound box. Fig. 3 is a section on the line 3—3 of Fig. 2, except for the omission of certain cushioning parts between the sound box and the



tone arm. Fig. 4 is a plan view of the underside of the sound box. Fig. 5 is a sectional view corresponding to that of Fig. 3, illustrating a somewhat modified arrangement. Fig. 6 is a sectional view similar to that of Fig. 1, but

illustrating a modified form taken on the line 6—6 of Fig. 7. Fig. 7 is a face view partially in section taken as indicated by the line 7—7 in Fig. 6. Fig. 8 is a section on the line 8—8 of Fig. 7. Fig. 9 is a section similar to those of Figs. 3, 5 and 8, but with certain parts omitted, such, for instance, as the diaphragm and the vibration lever, illustrating a further modification. Fig. 10 is a partial sectional view illustrating a detail of the assembly.

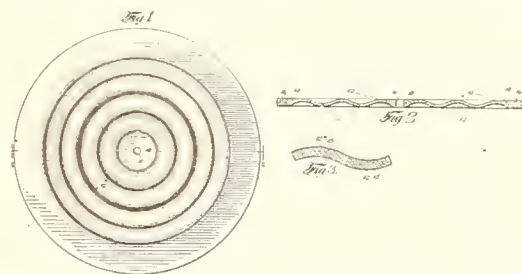
Phonograph Record. Wm. H. Rose, Jersey City, N. J., assignor of one-half to Howard S. Neiman, New York. Patent No. 1,455,886.

This invention relates particularly to records known commercially as disc records.

There are certain physical reasons necessitating a blank, or unrecording surface, upon portions of the record, thus causing a further limitation to the record area capable of sound reproduction.

The standard phonographs are so constructed that imperfect, or no, sound reproductions can be obtained from a record having a diameter of greater than twelve inches.

This invention allows a very considerably longer sound reproduction with regard to a time period than can be obtained from a flat disc record of the same diameter and this increase is obtained without a diminution of sound perfection. It further allows the standard phono-



graphs to reproduce a longer sound record than they can reproduce from any other known record.

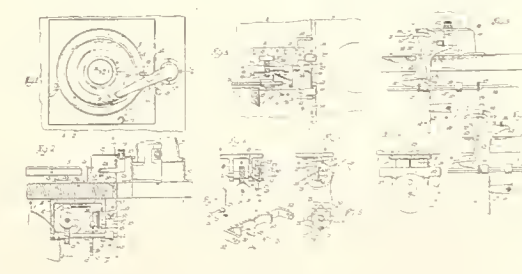
The invention is, therefore, a new, novel and useful phonograph record, producing results unobtainable from a flat disc record.

Figure 1 represents a top plan view of one form of a device of the invention. Fig. 2 represents a section through the line 2—2 of Fig. 1. Fig. 3 is an enlarged fragmentary detail section of the record showing the sound wave impressions.

Repeating Device for Phonographs. John A. Eitutus, Chicago, Ill. Patent No. 1,457,428.

This invention relates to a repeating device for phonographs, whereby the playing of a record on the turntable may be repeated automatically as many times as desired.

Figure 1 is a view looking down on the top wall of a phonograph of the flat disc record type and equipped with a repeating device constructed and mounted in accordance with the invention. Fig. 2 is an enlarged vertical sectional view taken on line 2—2 of Fig. 1. Fig. 3 is a bottom plan view of the device of the invention and shown geared to the motor of the phonograph. Fig. 4 is a vertical sectional view taken on line 4—4 of Fig. 2. Fig. 5 is a front view of the parts shown in Fig. 4. Fig. 6 is a fragmentary vertical sectional view taken on line 6—6 of Fig. 4. Fig. 7 is a perspective view of the rockably mounted key. Fig. 8 is a perspective view of a detail of construction. Figs.



9 and 10 are vertical sectional views taken on lines 9—9 and 10—10, respectively, of Fig. 2. Fig. 11 is a view of the parts of Fig. 9 shown adjusted to what is called "throw off" position.

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19079 Oh Sole, Oh Me!...Lou Holtz 10
19089 Just an Old Love Song...John Steel 10
DANCE RECORDS
19044 Trot Along...The Benson Orchestra of Chicago 10
19082 Medley of Old-time Songs...The Troubadours 10
VOCAL AND INSTRUMENTAL RECORDS
19072 Empire Day Message to the Boys and Girls of the British Empire...

RED SEAL RECORDS

- 66152 Daddy...Lemon-Behrend 10
87361 Prince Igor...Borodin 10
66151 Landler...Mozart 10
74812 Linda di Chamounix...Donizetti 12
74813 Lohengrin...Wagner 12
66153 Serenade...Toselli 10
66150 Spinning Song...Mendelssohn 10
74814 Viennese Dances...Schubert 12
74815 Goin' Home...Fisher-Dvorak 12
19081 How High Is Up?...Comic Dialogue, Arthur Moss-Ed. Frye 10
19086 Down-hearted Blues...Noble Sissle-Eubie Blake 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 80802 Adagio (From "Moonlight Sonata")...Beethoven 10
A3914 Heart to Heart (I Hold You, Dear) (Vanderpool)...Barbara Maurel 10
A3895 Norwegian Echo Songs (Kom Kjyra) (Bjerregaard-Thrane)...Soprano Solo, Florence Macbeth 10
A3891 My Treasure (Joan Trevalsa)...Baritone Solo, Louis Graveure 10
A3910 Morning Will Come (Jolson-De Sylva-Conrad)...Fox-trot, Paul Specht and His Orch. 10

- Don't Cry, Swanee (Jolson-De Sylva-Conrad)...Fox-trot, Paul Specht and His Orch. 10
A3911 When You Walked Out Someone Else Walked Right In (Berlin)...Fox-trot, Ray Miller and His Orch. 10
A3903 When Will the Sun Shine for Me (Abner Silver)...Fox-trot, Paul Specht and His Orch. 10
A3907 Long Lost Mama (Woods)...Fox-trot, The Georgians 10
A3908 Other Lips (Wallace)...Fox-trot, The Columbians 10
A3909 The First Waltz (Robinson)...Waltz, Columbia Dance Orch. 10
A3893 Vamping Sal (Lew Pollack)...Fox-trot, Johnny Dun's Original Jazz Band 10
A3913 Stella (Jolson-Davis-Akst)...Al Jolson, Comedian 10
A3912 Little Pal of Long Ago (Harold Dixon)...Tenor Solo, Lewis James 10
A3900 Mama's Got the Blues (Martin-Williams), Bessie Smith, Comedienne Fletcher Henderson at Piano 10
A3904 Cohen on Telephone Etiquette (Joe Hayman), Joe Hayman, Comedy Monologue 10
A3896 Get Behin' Me, Satan! (I. S. Browne)...Baritone Solo, Harry C. Browne 10
A3894 The Longford Jig...Francis Quinn and John Muller 10
A3899 I Come to Thee (Cara Roma)...Baritone Solo, John Ross Reed 10
A3892 Louisville Lou (The Vampin' Lady) (Milton Ager)...Fox-trot, Ted Lewis and His Band 10
A3902 Barney Google (Rose-Conrad)...Fox-trot or Shimmie One-step, The Georgians 10
A3889 Ala Moana (Noble-Lukens)...Fox-trot, Hawaiian Guitars by Ferera and Franchini 10
A3905 That Red-Head Gal (Van-Schenck-Henry Lodge)...Van and Schenck, Comedians 10
A3906 I Love Me (Will Mahoney), Eddie Cantor, Comedian 10

BRUNSWICK RECORDS

- 15051 Your Voice (Williams-Quirke)...Tenor With Orch., Mario Chamlee 10
50034 Core'ngrato (Neapolitan Song) (Cordiferro-Cardillo)...Baritone With Orch., Giuseppe Danise 10
15053 Prelude in C Sharp Minor (Opus 3, No. 2) (Rachmaninoff)...Piano, Josef Holmann 10
2452 Nobles of the Mystic Shrine (Sousa)...March, Concert Band, Walter B. Rogers and His Band 10
2450 On the Beach at Waikiki (Hawanan Players, Frank Ferera and Anthony Franchini) 10
2443 Who's Sorry Now? (Kalmar-Ruby-Snyder)...Comedienne with Orch., Marion Harris 10
2442 You Said Something When You Said Dixie (Claire-Landres-Friend)...Comedienne With Orch., Margaret Young 10
2439 Other Lips (Harris-Wallace)...Fox-trot-For Dancing, Isham Jones' Orch. 10
2437 Magic Eyes (Brown-Fiorito)...Fox-trot-For Dancing, Oriole Orch. 10
2438 Swingin' Down the Lane (Kahn-Isham Jones)...Fox-trot-For Dancing, Isham Jones' Orch. 10
2444 Down Among the Sleepy Hills of Tennessee (Young-Lewis-Meyer)...Fox-trot-For Dancing, Isham Jones' Orch. 10
2440 Marianna (From "The Lady in Ermine") (Graham-Gilbert)...Waltz-For Dancing, Joseph C. Smith and His Orch. 10
2445 Yes! We Have No Bananas (Silver-Cohn) (Vocal Chorus, Billy Jones)—Fox-trot-For Dancing, Bennie Krueger's Orch. 10

- 2446 March of the Mannikins (Onivas)—Fox-trot-For Dancing, Carl Fenton's Orch. 10
2447 Stella (Jolson-Akst-Davis)—Fox-trot-For Dancing, Joseph C. Smith and His Orch. 10
2451 Morning Will Come (Conrad-De Sylva-Jolson)—Fox-trot-For Dancing, Bennie Krueger's Orch. 10
50025 Ave Maria (Bach-Gounod)—Soprano and Violin With Harp and Organ—In Latin, Florence Easton and Frederic Fradkin 10
13091 Carry Me Back to Old Virginny (Bland)—Soprano and Male Trio With Orch., Marie Tiffany and Male Trio 10

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ALREADY RELEASED SPECIALS

- 51159 My Old Girl...Rachael Grant and Eugene Harold 10
51160 Lagoon Lullaby...Walter Scanlan 10
51174 Down Among the Sleepy Hills of Tennessee, Robert Denning and Jack Holt 10
51170 Regimental Pride March...U. S. Marine Band 10
80745 After Toiling Cometh Rest, Betsy Lane Shepherd and Chorus 10
82292 Still, Still With Thee...Criterion Quartet 10
51183 Yes! We Have No Bananas...Billy Jones 10
51165 Blue Hoosier Blues—Fox-trot, Broadway Dance Orch. 10
51166 Beside a Babbling Brook—Fox-trot, Broadway Dance Orch. 10
51167 A Song of India—Fox-trot, Joe Thomas' Sax-o-tette 10
51168 Oh! Harold—Fox-trot, Atlantic Dance Orch. 10
51177 Yes! We Have No Bananas—Fox-trot, Green Bros. Novelty Band 10
51178 Benny! Be Yourself!—Fox-trot, Green Bros. Novelty Band 10

GENERAL LIST

- 80745 Duna...Lewis James 10
51171 Stella—Fox-trot...Atlantic Dance Orch. 10
51172 Henpecked Blues—Fox-trot...The Jazz-O-Harmonists 10
51173 Tell Me, Gypsy (Where My Lovin' Daddy's Gone)—Blues Fox-trot...Broadway Dance Orch. 10
51175 Novelty Imitation Medley (Intro.: "Kiss Me Again" and "Last Rose of Summer"), Edith Helena 10
80749 Frisson (Thrill)—Valse...American Symphony Orch. 10
82293 Andante—Symphonie Espagnole—Violin Solo, Vasa Pihoda 10
80750 Mireille-Arietta...Alice Verlet 10
51176 Carolina in the Morning—Fox-trot, Broadway Dance Orch. 10



Good - night - dear good-night; - There's a light in your eyes shin-ing bright, -

GOOD-NIGHT

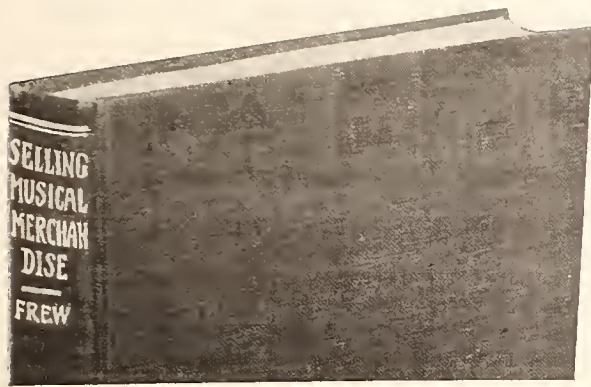
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ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 156)

EDISON BLUE AMBEROL RECORDS		Wienawski—Violin Solo, Piano Accomp. by Helen Hamilton 35022 Zampa Overture—Part 1 (Herold)—Conducted by Gennaro Papi, Metropolitan Opera House Orchestra	
AUGUST BLUE AMBEROL SUPPLEMENT		Zampa Overture—Part 2 (Herold)—Conducted by Gennaro Papi, Metropolitan Opera House Orchestra	
4749 Lucia Sextette—Transcription—Piano Solo, Ferdinand Himmelreich	8067 Monkey Man Blues (Lukie Johnson)—Contralto-Baritone Duet—Piano Accomp., Sara Martin—Clarence Williams	14587 The Parade of the Wooden Soldiers (Leon Jessel)—Characteristic, Lieut. Francis W. Sutherland and His 7th Regiment Band	10
4750 Will There Be Any Stars?... Metropolitan Quartet	Yodeling Blues (Clarence Williams)—Contralto Duet—Piano Accomp. by Clarence Williams—Yodel Cornet Obligato by Thomas Morris, Sara Martin—Eva Taylor	American Patrol (Meacham)—Patriotic Medley, Lieut. Francis W. Sutherland and His 7th Regiment Band	10
4751 Little Rover (Don't Forget to Come Back Home) Billy Jones	8068 I'm Gonna See You When Your Troubles Are Just Like Mine (Benjamin F. Spikes—J. C. Spikes)—Contralto Solo—Piano Accomp. by Clarence Williams	14573 Valse Bluette (Drigo)—Accordion Solo... Pietro	10
4752 March of the Mannikins—Fox-trot, Broadway Dance Orch.	You'll Never Have No Luck by Quitting Me (B. F. Spikes—H. Porter—J. C. Spikes)—Contralto Solo—Piano Accomp. by Clarence Williams	14588 Lime Stone Rock (Medley of Irish Reels)—Irish Pipes, Violin, Piano, Tom Ennis—Jas. Morrison—John Muller	10
4753 You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)—Fox-trot, Broadway Dance Orch.	8069 Church Street Sohlin' Blues (Anton Ladajames Cawley—Al. Nunez)—Contralto Solo Piano Accomp. by Clarence Williams, Eva Taylor	24044 Fallen Leaf (Virginia K. and Frederic Knight Logan)—Tenor, Orch. Accomp.... Colin O'More	10
4754 Keep It Under Your Hat, Robert Denning and Chorus	From Now On Blues (J. C. Johnson—Roland C. Irving)—Contralto Solo—Piano Accomp. by Clarence Williams	Out Where the Blue Begins (Graff—McHugh—Grant)—Tenor, Orch. Accomp.... Colin O'More	10
4755 Tell Me With Smiles—Fox-trot, Atlantic Dance Orch.	8070 If You Want to Keep Your Daddy Home (P. Grainger—B. Rickets—E. Paisley)—Contralto Solo—Piano Accomp. Alice Carter	14589 Mountain of Blessing (Mrs. C. H. Morris)—Baritone, Orch. Accomp.... Homer Rodeheaver	10
4756 Sun-Kist Rose—Fox-trot Kaplan's Melodists	Midnight Blues (B. Thompson—S. Williams)—Contralto Solo—Piano Accomp.... Alice Carter	Bridge the Road to Heaven With a Smile (E. M. Parker)—Baritone, Orch. Accomp.... Homer Rodeheaver	10
OKEH RECORDS		VOCAL	
ODEON RECORDS		24043 A Kiss in the Dark (De Sylva—Herbert)—Tenor, Orch. Accomp.... Colin O'More	
3052 Pas du Cygne (Paseo del Cisne) (V. A. Margaglia)—Orch. Dajos Bela and His Orch.	4837 Down by the River (Creamer—Layton)—Fox-trot Sophie Tucker and Rega Dance Orch.	Wonderful One (Terriss—Whiteman—Grove)—Tenor, Orch. Accomp.... Colin O'More	10
Dreams of the Flowers (Suenos de las Flores) (Translateur)—Orch. Dajos Bela and His Orch.	Vamping Sal (The Sheba of Georgia) (Henry Creamer—Lew Pollack)—Fox-trot, Sophie Tucker and Rega Dance Orch.	14590 Yes! We Have No Bananas (Silver—Cohn)—Fox-trot Selvin's Orchestra	10
3053 Concert Waltz in E Major (Vals Concerti en E Mayor) (M. Moszkowski)—Orch., Marek Weber and His Orch.	4838 Snake's Hips (Spencer Williams)—Fox-trot, The Red Caps	Ritzi Mitzi (Conrad—Biho—Johnson)—Fox-trot, Selvin's Orchestra	10
To Spring (Dedicada al Verano) (Edw. Grieg)—Orch. Marek Weber and His Orch.	Apple Sauce (A. Lyman—G. Arnheim—A. Freed)—Fox-trot The Red Caps	14591 Barney Google (Conrad—Rose)—Fox-trot, Selvin's Orchestra	10
3054 Largo (G. F. Handel)—Violin, Piano and Organ, Stahernack Trio	4841 Barnyard Blues (Livery Stable Blues) (D. J. La Rocca)—Fox-trot, Original Dixieland Jazz Band	Stella (Akst—Davis)—Fox-trot, Emil Coleman and His Montmartre Orchestra	10
Evening Song (Cancion de Vesperas)—Violin, Piano and Organ Stahernack Trio	4842 Come On Home (Young—Lewis—Meyer—Akst)—Fox-trot Blue Diamond Dance Orch.	Wonder (If She's Lonely Too) Grossman—White)—Fox-trot Ben Bernie and His Orchestra	10
5017 Magic Flute—Overture, Part I (Die Zauherflöte) (W. A. Mozart)—Symphony Orch., Eduard Moerike and the Orch. of the German Opera House, Berlin	That Red-Head Gal (Henry Lodge)—Fox-trot, George Kelly and His Original Six	Mad (Cause You Treat Me This Way) (Heath—McHugh) Ben Bernie and His Orchestra	10
Magic Flute—Overture, Part II (Die Zauherflöte) (W. A. Mozart)—Symphony Orch., Eduard Moerike and the Orch. of the German Opera House, Berlin	4843 I Love Me (I'm Wild About Myself) (Will Mahoney)—Fox-trot—Incidental Chorus by Billy Jones Rega Dance Orch.	14598 I Ain't Never Had Nobody Crazy Over Me (Durante—Stein—Roth)—Blues Fox-trot, The Broadway Syncopators	10
FONOTIPIA RECORDS		Two-Time Dan (Turk—Robinson)—Blues Fox-trot, The Broadway Syncopators	
(RECORDED IN EUROPE)		14568 Will You Always Love Me? (Traveller—Halstead)—Fox-trot The Boardwalk Orchestra	
53303 Mattinata (Morning Serenade) (Leoncavallo)—Tenor With Orch.—Sung in Italian, Giacomo Lauri-Volpi	4844 Stories (Powers—Marple—Partington)—Fox-trot, Blue Diamond Dance Orch.	I Cried for You (Greed—Arnheim—Lyman)—Fox-trot The Boardwalk Orchestra	10
53304 Favorita (Spirto gentil) (Spirito So Fair) (Donizetti)—Tenor With Orch.—Sung in Italian, Giacomo Lauri-Volpi	Martha (Just a Plain Old-Fashioned Name) (Joe L. Sanders)—Fox-trot, George Kelly and His Original Six	14600 Long-Lost Mamma (Harry Woods)—Blues Fox-trot, Albert E. Short and His Tivoli Syncopators	10
OKEH VOCAL RECORDS		Sobbing Blues (Kassell—Berton)—Blues Fox-trot, Albert E. Short and His Tivoli Syncopators	
4852 The Great Physician—Soprano Solo—Piano Accomp. by Justin Ring.... Avida Moore Wilson	4847 Farewell Blues (L. Rappolo—P. Mares—E. Schroebl)—Fox-trot, Finzel's Arcadia Orch. of Detroit	14601 When You Walked Out Someone Else Walked Right In (Irving Berlin)—Tenor—Orchestra Accomp. Irving Kaufman	10
Jesus, Saviour, Pilot Me (Gould)—Soprano Solo—Piano Accomp. by Justin Ring, Avida Moore Wilson	Mad ('Cause You Treat Me This Way) (Bobby Heath—Jimmy McHugh), George Kelly and His Original Six	Waitin' for the Evenin' Mail (From "Dew Drop Inn") (Billy Baskette)—Baritone—Orchestra Accomp. Ernest Hare	10
4854 Dublin Bay (George Barker)—Tenor With Orch. Gerald Griffin	4848 Dreamy Lotus Land (Sam A. Perry)—Waltz—Hawaiian Steel Guitar, Effect by Virginia Burt Rega Dance Orch.	14' 02 Some Day You'll Cry Over Some One (As I Have Cried Over You) (Charles—Osterman—Crilly)—Tenor Irving Kaufman	10
The Pretty Girl Milking Her Cow—Tenor With Orch. Gerald Griffin	Honeymoon Chimes (Mary Earl)—Waltz—Incidental Chimes and Bell Effect, Rega Dance Orch.	Dirty Hands! Dirty Face! (Jolson—Claree—Leslie—Monaco)—Ballad—Tenor Irving Kaufman	10
INSTRUMENTAL RECORDS		14597 Stella (Akst—Davis)—Tenor Irving Kaufman	
4853 Over the Waves (Rosas)—Saxophone—Accordion Duet Gaylord and Gaylord	4851 A Fire Laddie (Just Like My Daddy) (Bartley Costello—Johnnie Tucker)—Fox-trot, Rega Dance Orch. and the New York City Fire Department Quartet	Oh! How She Lied (Donaldson—White)—Comedy Song—Orchestra Accomp. Billy Jones	10
Happy Days (Strelzki)—Saxophone—Accordion Duet Gaylord and Gaylord	A Fire Laddie (Just Like My Daddy) (Bartley Costello—Johnnie Tucker)—Boy Soprano With Orch. Master John J. Stewart	14605 Die Suener Nacht (Morris—Lucomlin)—Volks Song—In Jewish—Orchestra Accomp., Aaron Lebedeff	10
ODEON RECORD		Sie Hot Ess (Gildred—Wohl)—Comic Song—In Jewish—Orchestra Accomp.... Aaron Lebedeff	
3051 Anuschka (O. Steiner—O. Virog)—Orch., Dajos Bela and His Orch.	4855 Electric Girls (Helmburgh—Holmes)—Fox-trot, Rega Dance Orch.	NEAPOLITAN	10
Parade of the Gnomes (K. Noack)—Orch., Dajos Bela and His Orch.	Seduction—Tango Markels' Orch.	35020 L'Acquiolaia 'E Margellina (Vender of Refreshments) (Nicolo—Scaella)—Character Song, Ria Rosa	12
OKEH VOCAL RECORDS		Guappo cu Guappo (Between Two Rough Necks) (Vento—Albano)—Character Song.... Ria Rosa	
4839 Old King Tut (In Old King Tutankhamen's Day) (William Jerome—Harry Von Tilzer)—Contralto—Accomp. by Rega Orch., Sophie Tucker	SPECIAL RECORDS FOR AUGUST (TO BE RELEASED AT ONCE)		
Papa Better Watch Your Step (Gilbert Wells—Bud J. Cooper)—Contralto—Accomp. by Rega Orch. Sophie Tucker	OPERATIC		
4845 Crying for You (Ned Miller—Chester Cohn)—Tenor With Orch. Lewis James	20174 M'appari (Like a Dream) (From "Martha")		
Sunset Valley (Ray Sherwood—John Meyer)—Tenor With Orch. Lewis James	(Continued on page 158)		
4856 Frankie Blues (Marion Dickerson)—Contralto With Orch. Mamie Smith and Her Jazz Hounds			
Mean Man (Millard H. Thomas)—Contralto With Orch. Mamie Smith and Her Jazz Hounds			
INSTRUMENTAL RECORDS			
4840 Plain Quadrille (Intro.: "McAllister's Fling," "The Girl I Left Behind")—Violin Solo—Piano Accomp. Patrick J. Gaffny	70003 Spanish Dance (Romanza Andaluza) (Sarasate)—Violin Solo, Piano Accomp. by Helen Hamilton		12
The Blackbird—Violin Solo—Piano Accomp., Bert Flynn	Romance (From D Minor, Concerto No. 2)		
4846 Dearest (You're the Nearest to My Heart) (Harry Akst)—Piano Accomp. by Justin Ring, Sam Cook (The Whistling Minstrel)			
Crying for You (Ned Miller—Chester Cohn)—Piano Accomp. by Justin Ring, Sam Cook (The Whistling Minstrel)			
4850 Whippin' the Keys (Sam Gould)—Piano Solo, Sam Gould			
The Cat's Pajamas (Harry Jentes)—Piano Solo, Harry Jentes			
SPECIAL "BLUES" RECORD			
3055 Farewell Blues (E. Schoebel—S. Ehrlich—L. Roh-			



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

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383 Madison Avenue, New York.

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Name

Address City

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GRINNELL BROS. STILL EXPANDING

Grinnell Bros., of Detroit, continue to open new stores in and around Detroit as new sections build up. They now have the following retail places in the Motor City: Headquarters at 1515 Woodward avenue; Broadway, near Monroe street; East Jefferson avenue, in Fairview district; Joseph Campau, near Yemans; Michigan avenue, at Thirty-second street; West Jefferson avenue, near the River Rouge post office, and the newest store is on Grand River avenue,

half a block above Joy road. Add to this their chain of retail stores in the State, as well as Ohio and Ontario, and you can see that Grinnell Bros. probably operate more retail establishments than any other concern in America.



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OUR VICTOR
Record Service

has a reputation for efficiency.
Suppose you try it.
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281 N. HOWARD STREET, BALTIMORE, MD

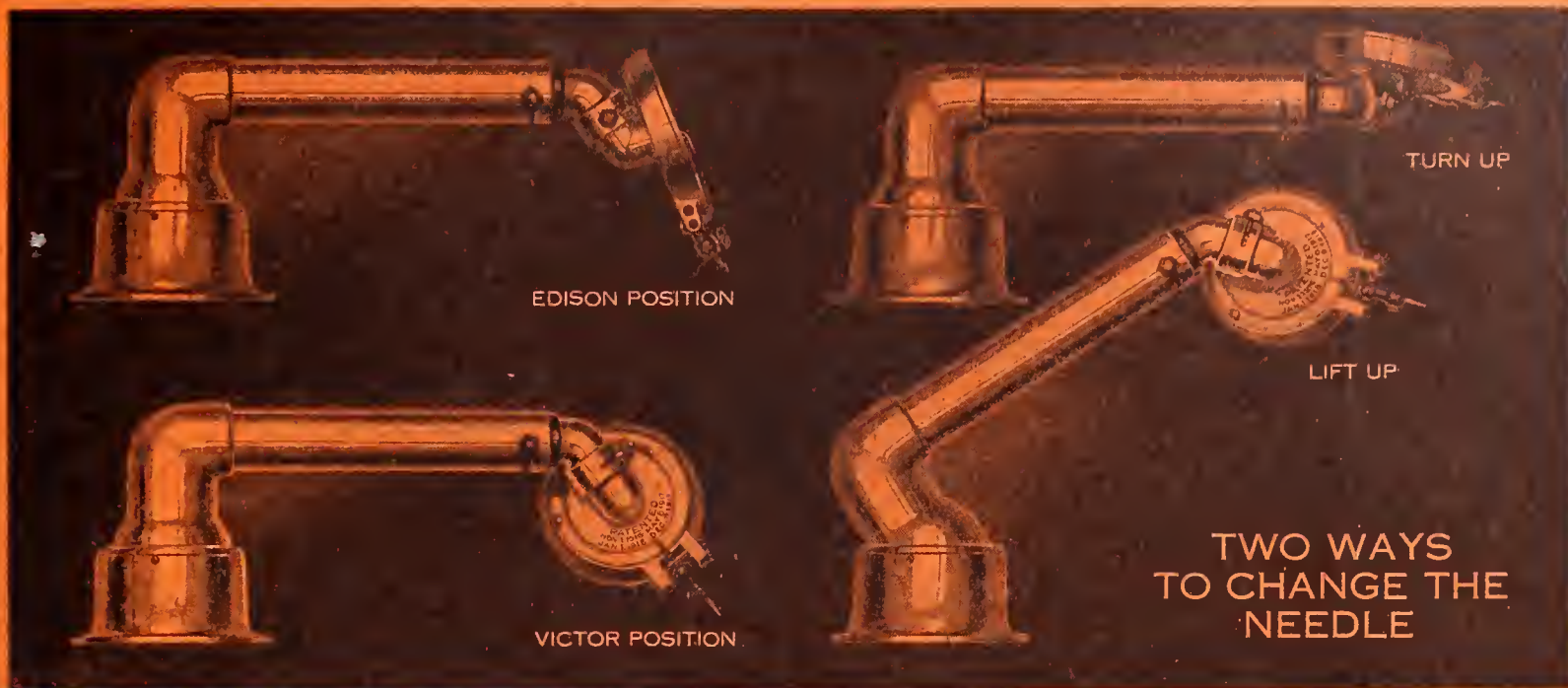
The
Toledo Talking Machine Co.
Toledo, Ohio
Wholesale Victor
Exclusively

W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE
VICTOR
Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest

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TWO WAYS TO CHANGE THE NEEDLE

The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesmaker by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailor-made appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

Do you know how many homes there are in *your* territory in which music *re-created* by the New Edison has supplanted music that is merely reproduced?



See Pages 26, 27
and 62, 63

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver 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.
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. Myera.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Hayes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
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).

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, August 15, 1923



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

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Hepplewhite
Traymore de Luxe
\$675

Sonora Keeps Pace with Public Demand

SONORA dealers have the satisfaction of knowing that the wide range of Sonora models and prices automatically opens up to them their entire local phonograph market, creating a large field of sales containing remarkable possibilities.

The strikingly attractive model illustrated here is only one of many which make up a selection ranging from the Portable, selling for the low figure of

sixty dollars, to the superb Bardini, the instrument par excellence, highest priced and highest quality phonograph on the market today.

Our new catalog, illustrating and describing the complete Sonora line, is just off the press. This catalog tells you the story of a meritorious product, which combined with our merchandising proposition, is distinctly worthy of your consideration. Send for it today.

SONORA PHONOGRAPH CO., Inc.
279 BROADWAY, NEW YORK

Canadian Distributors:
SONORA PHONOGRAPH, LTD., TORONTO

The Talking Machine World

Vol. 19. No. 8

New York, August 15, 1923

Price Twenty-five Cents

EMANUEL BLOUT TO HANDLE PIANOS

Well-known Talking Machine Dealer to Install Piano Departments in Stores in New York City, Poughkeepsie and Bayonne—Leases Fine New Quarters at 2786 Broadway, New York

Emanuel Blout, well-known dealer in Victrolas and Victor records in New York, has arranged to install complete piano departments in his several stores. Several well-known makes of pianos have already been selected and the complete line to be handled will be announced shortly. The Blout stores, in addition to the headquarters in New York City, include one in the Fordham section of New York and others in Poughkeepsie, N. Y., and Bayonne, N. J.

Mr. Blout, who has occupied a large store at the corner of 108th street and Broadway for the past twelve years, recently sold the property and has leased a new location at 2786 Broadway, between 107th and 108th streets, with a large "L" running to the latter thoroughfare. The new quarters, comprising several thousand square feet, include a commodious basement for the storage of reserve stock. A fine new front has been built in the Broadway side and the interior is now being decorated and equipped in an elaborate manner. The Broadway section will be given over to a talking machine department, with a generous battery of sound-proof booths and record racks to take care of the business, and the piano department, which will be in direct charge of Sam Semels, will be located in the "L."

Mr. Blout, who has been spending the Summer in Maine with his family, has come down to New York each week to observe the progress made in arranging the new quarters, which will be open to the public on September 1. The new store is located in an exclusive residential section where Mr. Blout has built up a very substantial talking machine business.

COMBINES BUSINESS AND PLEASURE

A. H. Curry Spends His Vacation Calling on Members of the Trade in the Northern New York and Canadian Territories

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., left the early part of August for a combination vacation and business trip, on which he was accompanied by Mrs. Curry and three of their children. The first stop was at Buffalo, where he boarded a boat to Toronto. In this city he called on the Edison jobbers, R. S. Williams & Sons Co., Ltd. He then proceeded by boat to Montreal, where he visited the Edison jobbers in that city, which is also the R. S. Williams & Sons Co., Ltd. The itinerary, then, was by boat to Quebec, and from there by train to St. Johns, New Brunswick. Here he conferred with the Edison jobbers, W. H. Thorn & Co., Ltd., and from there he is to go by boat to Boston, and from Boston home. In Boston he will confer with the local Edison jobbers, the Pardee-Ellenberger Co. Mr. Curry is expected back in Orange about August 20.

ARTISTS FOR EDISON TONE TESTS

The Edison tone test Fall season is now rapidly getting under way and on quite an extensive scale. The Edison artists who will cover every section of the country during the forthcoming season include Helen Davis, Victor Young, Elizabeth Spencer, Harold Lyman, Glen Ellison, Sybil Sanderson Fagan, Walter Hill, Marie Morissey, John Glockner and others. Edison dealers, realizing the value of this unique form of sales promotion, are still making bookings with their respective Edison jobbers.

NOTABLE RECEPTION FOR WHITEMAN

Special Committee Welcomes Popular Orchestra Leader Upon Return From England—Unusual Stunts Feature Welcoming Program

Paul Whiteman, the prominent and popular dance orchestra leader and exclusive Victor record artist, returned to New York with his orchestra aboard the "Leviathan" on Monday, August 13, after having filled an engagement of several months in England, and it is doubtful if any musician ever received a more elaborate welcome to his home country.

When it was learned that Mr. Whiteman was homeward bound a special welcoming committee was organized, with Phil Kornheiser, professional manager for Leo Feist, Inc., the music publishers, as chairman, and with a number of prominent musicians, music publishers and talking machine men as committee members.

The official committee went down the bay on a specially chartered steamer to welcome Whiteman, being accompanied by a large band, as well as members of the staff and chorus of "Little Jessie James." Musicians in airplanes and others floating about in safety suits were features of the reception program.

On Tuesday evening, August 14, a banquet was tendered Mr. Whiteman and his orchestra at the Waldorf-Astoria, with William Collier as toastmaster.

G. F. SCHAFER IN FINE NEW STORE

Prominent Batavia, N. Y., Dealer Opens Artistically Arranged Quarters

BATAVIA, N. Y., August 7.—George F. Schafer, prominent music dealer, of this city, opened his attractive new warerooms at 52 Main street this week. The fixtures and decorations are the most modern obtainable, having been installed by the Van Veen Co., of New York, specialist in designing store interiors. This establishment, which is about twice the size of the former store, is, without question, one of the most attractive in this part of the State and the large stock of Columbia machines, pianos and musical instruments of all kinds makes this an ideal place for shopping for musical instruments.

TALKING MACHINE INCORPORATION

A charter of incorporation has been granted to the American Music Sales Co., of Wilmington, Del., under the laws of the State to deal in talking machines with a capital of \$50,000.

The sudden death of President Warren G. Harding, which occurred in San Francisco on August 2, while he was en route home from a visit to Alaska, cast a pall of sorrow over the entire country. It marked the passing of the head of the nation as well as an individual who, through his noble and amiable character and high ideals, had endeared himself to the people as a whole. President Harding was a martyr to duty, for the weakened condition that brought about his death was due primarily to his great and constant activity in office.

The death of the President was a particularly sad blow to the music industry, for he was a lover of music and had gone on record on numerous occasions as to his interest in the propagation of the art.

The talking machine industry joins with the people of the United States at large in paying a last sad tribute to the twenty-ninth President, who was thus cut down in the middle of his executive activities for the benefit of the nation.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., August 8.—In the summary of exports of the commerce of the United States for the month of May, 1923 (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:

Talking machines to the number of 6,065, valued at \$215,430, were exported in May, 1923, as compared with 3,736 talking machines, valued at \$142,016, sent abroad in the same period of 1922. The eleven months' total showed that we exported 55,446 talking machines, valued at \$2,127,948, as against 33,687 talking machines, valued at \$1,392,561, in 1922.

The total exports of records and supplies for May, 1923, were valued at \$161,154, as compared with \$110,598 in May, 1922. The eleven months ending May, 1923, show records and accessories exported valued at \$1,109,707, as compared with \$1,385,479 in 1922.

The countries to which exports were made in May and the values thereof are as follows: France, \$2,182; United Kingdom, \$3,656; other Europe, \$13,278; Canada, \$47,077; Central America, \$7,003; Mexico, \$18,367; Cuba, \$7,493; Argentina, \$5,936; other South American countries, \$15,125; China, \$9,118; Japan, \$37,483; Philippine Islands, \$5,903; Australia, \$13,960; Peru, \$9,028; Chile, \$5,783; other countries, \$14,038.

BROOKLYN DEALER OPENS NEW STORE

Ormonde Music Shop Holds Formal Opening—Maine H. Rountree's Orchestra Scores Hit

Herchenroder Bros., owners of the Ormonde Music Shop, 1314 Fulton street, Brooklyn, N. Y., recently purchased the Victor store of Abraham Lesser at 114-15 Boulevard, Rockaway Park, L. I., which will be conducted hereafter under the name of the Ormonde Music Shop at the same address. The feature of the opening of the new store was Maine H. Rountree and His Orchestra, which drew a capacity crowd, in spite of inclement weather. Mr. Rountree conducted his orchestra, which played the latest dance hits and which incidentally was responsible, in a great measure, for the sale of an exceptionally large number of dance records.

GALPERIN MUSIC SHOP IN NEW HOME

CHARLESTON, W. VA., August 8.—The Galperin Music Shop, of this city, and one of the largest music houses in the State, has recently moved into its new four-story building at 17 Capitol street, two doors removed from its former location. The concern features Victor machines and records, Columbia machines and a complete line of other musical instruments and supplies.

AMERICAN MUSIC CORP. CHARTERED

WILMINGTON, DEL., August 8.—The American Music Corp., of this city, has been chartered under the laws of this State, with a capital of \$1,200,000, to deal in Decca Disc automatic coin-operated phonographs. Incorporators are M. L. Rogers, L. A. Irwin and W. G. Singer, all of this city.

ADDITIONS TO TRAVELING STAFF

The Phonograph Corp. of Manhattan, Edison jobber in the metropolitan district, recently announced three additions to the general traveling staff. They are J. T. Jackman, G. T. McCrea and Herbert C. Snyder. Further additions are planned in the near future.

Developing Home Territory in Summer

Why Stay-at-Homes Can Be Sold More Expensive Instruments in Summertime if a Vigorous Sales Promotion Drive Is Prosecuted

Much has been said and written concerning the opportunities of making sales of machines and records to those people who go away on vacations during the Summer months, with the portable type of instrument as the ideal machine to push in most cases, especially to campers, owners of small cottages, etc. While this is an avenue to sales which the wise talking machine dealer will make the most of, there is still a greater field for the sale of both machines and records right at home. When all is said and done a surprisingly small percentage of the people who are logical prospects go away for vacation at the seashore or mountains and of these by far the largest percentage go away only for two weeks to a month, so that the vacation exodus is at no time a serious matter for the dealer to contend with. To hear some talk one would think that practically all of the residents of a community rushed away at the first sign of really warm weather, to remain until the early Fall.

Vigorous Drives Bring Business

There are some dealers, and these are the ones who are doing the largest business right now, who have already instituted vigorous campaigns for the remainder of the Summer and Fall. These are the merchants who have taken advantage of every opportunity to make sales. They have tied up their advertising with admirably arranged window displays. In the window of one establishment, for example, there was a display a few weeks ago which pictured a section of the porch of an attractive home. Wicker furniture had been carefully placed about the porch and there was also an upright model talking machine. The window looked

cool and inviting and it was noticeable that many pedestrians stopped to look at the display.

Why One Dealer Is Busy

One prominent talking machine dealer in the metropolitan district in discussing business with the writer made the following statement regarding his method of going after business during the Summer season: "We never curtail our efforts, regardless of the time of the year and the apparent unfavorable conditions which seem to make sales impossible. Service is responsible for our success and it seems to me that only through service can dealers make instruments stay sold. We make periodical inspections of the instruments sold by us and when we discover anything broken that part is replaced at cost without charge for labor. Minor adjustments are made on the spot and so our patrons' instruments are always in good order and we never have any trouble or dissatisfaction with them. Now these people are boosters for us and, therefore, more valuable than any advertising could be. Through them we are constantly securing the names of friends or relatives who do not possess instruments and these prospects we follow up without loss of time.

"In endeavoring to interest a prospect in a talking machine we have found that personal contact is by far the most effective method. A courteous salesman can get into a home and arouse the desire of the prospect to such a pitch that a demonstration at the store is sure to follow and the chances of making the sale are excellent.

"Thus far this Summer our business has maintained a fairly good volume. Not only have we

sold a number of portable types of instruments, but we have also disposed of a fairly large number of upright and console models. Advertising, window display and aggressive salesmanship did the trick, and, moreover, through our canvassing and sales efforts during the Summer we have come in contact with many people who will be ready to buy in the early Fall. It is my belief that continuous effort is necessary, whether the weather is warm or cold. The point is that there are always possibilities of making sales and while during the Summer business may not be up to the mark desired the cumulative effect of regular advertising and other sales promotional work is bound to result in sales later in the season."

This particular dealer knows whereof he speaks. He operates two handsome talking machine stores and he is conceded by other dealers in the territory immediately surrounding him to be the most successful in that particular section of the metropolitan district. What this merchant has done you can do. It may require hard work and the results at first may not be what you expect, but when once the business ball has started rolling it will gain momentum and the volume of sales will constantly increase.

LOPEZ HONORED BY THE "FINEST"

Vincent Lopez, exclusive Okeh artist and famous the country over, has been made an honorary member of the New York Police Department, having been presented with a lieutenant's badge in recognition of the help that he has given the police force in the conducting of its various civic and social enterprises.

Think NOW of Fall Business

Conditions have changed. The demand is now for Quality Albums

THE TALKING MACHINE'S HELPMATE



We are in a position to judge. Our line covers all grades. The biggest demand is for the NYACCO quality album. Bear this in mind when thinking of Fall. Better still, place your orders now for Fall and take advantage of the present prices and insure delivery.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samples sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Craft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson Rayner Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
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. 125
\$275
Electric, \$315
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



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



Victrola No. 330
\$350
Electric, \$390
Mahogany



Victrola No. 410
\$300
Electric, \$340
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade -marks

Victor Talking Machine Company
Camden, New Jersey

Practical Hints for Increasing Business

Frank H. Williams Describes Several Stunts Designed to Boost Sales Which Any Dealer Can Utilize With Very Little Trouble

Are there more men than women buying records from the talking machine dealer? Or do women predominate among the store's patrons? How many of the purchasers of records are young people of twenty-one years or under?

If the dealer analyzed his customers with these questions in mind and then presented the information in his display window with an appropriate sales argument he would find that it would be a distinct boost for his business. For instance, if the women predominate among the store's customers the information could be played up in the window in this way:

"MORE WOMEN THAN MEN—

"Have been purchasing talking machine records at our store recently.

"The reason is not that the women of this city love music any more than men. The reason is that women generally do the shopping for the family and so shop for phonograph records.

"Men, turn the tables and do some buying of records yourselves. Give your families a treat by bringing home a bunch of new records TONIGHT."

A placard showing the percentages of men and women among the store's patrons adds interest to the display. If the men predominate among the patrons then that fact could be played up with copy urging women to do more shopping for records and vice versa.

This sort of display and sales talk is always timely and generally gets a lot of attention. It stimulates interest and is a good thing for business generally.

Selling the Summer Cottagers

A successful Middle Western talking machine dealer has secured considerable Summer business by sending salesmen to each nearby Summer resort at the opening of the season to sell machines and records to the cottagers. The salesman is generally some man or woman who spends a good part of the Summer at the resorts and so is familiar with them, and the type of machines and records that make the bulk of sales are portable machines and light, lively records.

The method used by the salesman is to go, first, to some cottage that has a wide veranda and where there are young people who will

spend all or at least the greater part of the Summer at the cottage. The salesman then sells these cottagers on the proposition of having a machine for dances on the veranda on Summer evenings and of having a portable machine which can be taken out on the lake and to picnics. Generally it isn't a very difficult proposition to sell a machine to such people. If the prospect already has a portable machine then an effort is made to sell the cottagers on the proposition of having a larger machine which will give better music for dancing. If a large machine is owned then the salesman tries to "sell" the idea of the additional enjoyment to be derived from a portable instrument, which can easily be carried around.

After the salesman has sold this first cottage he works every other cottage in the neighborhood and uses the initial sale as an argument why the others should also buy machines.

In this way a large number of sales are made which, otherwise, would probably never have been made and, while selling machines, the salesman also demonstrates and sells large quantities of records.

Prizes for Largest Record Libraries

A publicity stunt which is both unique and profitable is for the dealer to inaugurate a contest to find out who the five people are in his territory who have the largest record libraries and to then play up the records in these collections and urge other people to also try to get as large and as varied collections. The offer of a prize of three or four records to each of the five people having the largest libraries would make all talking machine owners take a deeper interest in the affair. Announcement of the contest might be made through the medium of advertisements in the local newspapers and by means of letters sent to all customers.

After the prizes had been awarded to the owners of the five largest record libraries among those entering the contest the dealer could cash in by arranging a window display in which photos of the prize winners and placards giving the names of all the records in each of their record libraries were prominently displayed. Also some information on the placards

as to when the prize winners purchased their instruments, what they think of the records handled by the dealer and all that sort of thing is the finest kind of publicity.

Displays and contests of this character create comment and it might even be possible to get the local newspapers to say something about the contest in their news columns, as all of the readers of the papers who had machines of their own would be much interested in learning about the large record libraries of the city and in learning about the names of the records contained in these libraries.

No great effort is required to inaugurate a contest of this kind and the results will more than justify all the time, thought and labor put into it.

A Needle Display That Pulls

Who among the store's patrons buys the greatest quantities of needles? Of course, the people who buy the greatest quantities of needles play their talking machines most frequently and keep their records in the best condition. It would, therefore, be a good stunt for the dealer to dig up some information along this line and to get short interviews with the large needle purchasers, securing information about the times and ways in which they play their instruments and about the great amount of pleasure they get from their machines and also describing the improvement in reproduction of music by change of needles after each record.

This information, presented to the public through the medium of an interesting window display, should create considerable interest. The display should contain large quantities of needles and also the original packages in which needles are shipped to the store. Placards, on which information about the store's largest needle users is interestingly presented, are necessary. Another placard urging people to buy more needles and change needles every time they play a record induces action. And with this the store could say that it was hurting its own business by putting out this window display as the less needles people purchase the shorter time their records will hold up and the more records they will have to buy. It could also be stated that the store was putting out this window display simply for the purpose of rendering more service to patrons and talking machine owners generally, as it is always striving to do.

A unique display such as this is certain to get a lot of attention, and that is what the live merchant strives for in his window displays.

J. J. HAMMER IN NEW POST

SPOKANE, WASH., August 3.—J. J. Hammer, formerly manager of the local branch of Sherman, Clay & Co., was recently appointed general manager of the Seattle branch of the firm. W. E. Austin, of San Jose, Cal., who has been connected with the company for some time, succeeds Mr. Hammer as local manager.

GOOD WORK OF IRWIN KURTZ

Irwin Kurtz, president of the Talking Machine Men, Inc., and a well-known metropolitan talking machine dealer, has been actively at work, as the chairman of the Board of Commerce committee of Harlem, in making plans for "The Walk of the Heroes," which will soon be constructed in Central Park in honor of Harlem men who made the supreme sacrifice in the World War.

Many a person—even a talking machine man—has made a false step in standing still.

The Sonora Appeals to the Buyer of Quality

The Sonora dealer is right now preparing not only to make the year 1923 the largest in his history, but also the year 1924—indeed, all the years to come.

Because every Sonora he sells adds to his reputation as a quality merchant, the complete satisfaction and confidence engendered by Sonora performance raises his enterprise to the position held by all merchandisers of quality products.



Greater City Phonograph Co., Inc.

*Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley*

234 West 39th Street

New York

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

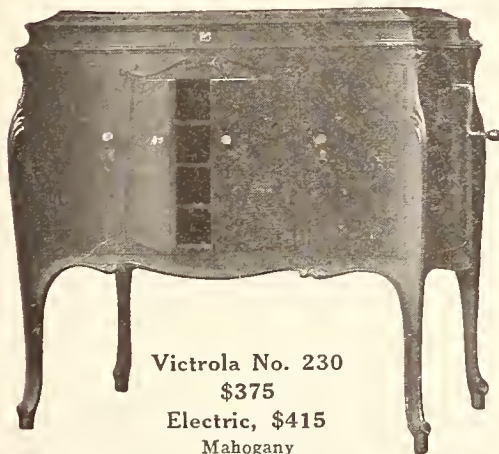
The great accomplishments of the Victor are the milestones along the road that leads to success in the musical instrument trade.



Victrola No. 80
\$100
Mahogany or walnut



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



Victrola No. 230
\$375
Electric, \$415
Mahogany



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



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

FINISHED PRODUCT PERFECTION

Increased Record Sales

Peerless Album is a lasting invitation to its owner to purchase 12 records. The profit on a Peerless Album is as great as the profit on a record—and the album doesn't have to be played or demonstrated—hence, no overhead selling expense and it induces 12 record sales, too.

Peerless Albums are of a quality which will lend distinction to your line and add to your reputation for merchandise of acknowledged merit.

Push the sale of Peerless Albums! Advertise them, display them. Concentrate your salespeople's efforts toward a wide distribution of them—get them into the homes of your prospective record customers!

Phil Ravis

There are two elements of manufacturing perfection in which the Peerless Album excels, namely—quality and uniformity.

To maintain quality, the markets of the country are combed to procure the best in raw materials and, from our tremendous annual purchases, only the finest of all this material is chosen to go into the Peerless Record Album.

Uniformity, so essential to the name and reputation of a product (with the universal recognition of Peerless), is insured by a most rigid supervision of factory workmanship and an inspection system which passes to the trade only an album worthy the trade-mark it bears.

Thus our responsibility for finished product perfection is reflected in your business when you stock and promote the sale of Peerless Albums.

PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for
All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

*Write us for Quotations on
Special Grade No. 6 Album*

Peerless Record Carrying Case

The Peerless Carrying Case is built as a traveling companion to all portables, even the finest instruments.

Its finish and workmanship match the high standards of the best talking machines and it can be sold at a price low enough to insure the dealer a rapid turnover, whether it is sold separately or with a portable.

We urge you to place your orders *now* while there is yet time to prepare your stock to meet this big and promising demand.



PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY

NEW YORK

WALTER S. GRAY CO., San Francisco and Los Angeles.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

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NEW YORK, AUGUST 15, 1923

TRADE PROSPECTS FOR FALL AND WINTER

CONSIDERED from every angle, business in the talking machine industry continues in a most satisfactory condition. It is possible that in the retail field more effort is necessary to close sales, but this is a healthy development. The selling qualifications of dealers are being tested and it is a case of the survival of the fittest. The dealer who is content to wait for customers to come to his store is not doing as well as the dealer who is conducting a campaign to capture trade by keeping in close contact with his prospective customers and interesting them in his product.

The trade possibilities for the Fall are excellent and of particular significance are the increased savings deposits in the banks throughout the country, as well as the great number of new homes which are now being erected, every one of which will require a talking machine.

It is estimated by the National Industrial Conference Board in its review of industrial-economic conditions in the United States, that contracts totaling \$3,000,000,000 have been awarded for residential buildings and that housing quarters sufficient for 1,000,000 families will be ready by the end of the year. When you consider that every one of these million homes will have, or should have, a talking machine and a goodly library of records, who will deny that there is an opportunity here for really serious and effective sales work in the talking machine field the coming Fall and Winter?

Now, when we add to this the fact that the savings banks authorities state that there has been an increase of \$860,000,000 in savings deposits for the period ending June 30, 1922, while more recent reports for 1923 show a still larger percentage of deposits in this country, we can get a conception of the increased sales possibilities that exist in the talking machine industry.

Moreover, employment has rarely been so widespread at this time of the year and the workers seem to be piling up a surplus, not only to meet immediate needs, but to spend for such necessities in the enjoyment of life as music and the mediums whereby it can be interpreted.

When one analyzes the situation in detail there can be no question as to the splendid possibilities for capturing a larger measure

of trade that prevail during the coming Fall and Winter for talking machine men of energy and ability. And this can be done without recourse to price-cutting or other questionable practices existing in the industry. Fair merchandising principles can and should prevail in the field of competition.

AVOIDING LOSS IN HANDLING OF TRADE-INS

THE trade-in or exchange problem which has been long prominent in the piano industry is now cropping up in the talking machine field, and its evils and pitfalls for the dealer are well worth watching and studying. Members of the trade who have given this subject consideration believe that there is a tendency toward too high allowances for used instruments turned in in exchange for new ones and not enough thought given to whether the sum allowed for the instrument will show profit for the seller.

The instructive address of Jay Iglauer, merchandise manager of Halle Bros., Cleveland, on this topic before the local Music Merchants' Association last month, was most timely. He pointed out that wise merchants no longer recognize gross profit; they call it gross margin. The only profit is that which is left for the merchant to put into his own pocket. Mr. Iglauer used an instrument that would retail at \$200 to illustrate his talk. This machine ordinarily costs the dealer \$120, giving him, he might suppose, \$80 profit. Yet the cost of the machine is only part of the cost of doing business with it, Mr. Iglauer showed. Other costs include those of selling, rent, delivery, advertising, service for one year, storage, insurance, taxes and the general overhead charges.

Estimated conservatively, Mr. Iglauer asserted that these costs would total 31 per cent of the cost of the article, or \$62, which made the machine cost the dealer \$182, not \$120, thus leaving him a profit of \$18, not \$80, or approximately 9 per cent. The reason for this false viewpoint, in the opinion of Mr. Iglauer, is that dealers are prone to consider the cost of the goods, rather than what they can get for them, yet it is only what the goods will sell for that can count with the dealer seeking a profit.

Since the trade-in is a factor with which the talking machine dealer must now reckon seriously Mr. Iglauer supplemented his conclusions in a new machine sale with those pertaining to the used phonograph. He took another theoretical machine, that sold several years ago for \$150, and for which the dealer had allowed \$75. Mr. Iglauer offered the opinion that, with competition of both new and old machines, it is hardly likely that the dealer could get better than \$65 for the old instrument. Then there are the items that must be included in the cost of selling this machine, such as rent, insurance, taxes, service, etc. The items included in addition to these were not included in this illustration, it being supposed that the sale of the new machines might cover them. Using the same percentages, it was found that the added costs to dispose of the old phonograph would amount to \$26.75, and this figure, added to the original allowance for the machine, would not give the dealer a profit. More, he would have actually lost \$8.75, since he would have absorbed the profit on the new machine.

This "trade-in" question is a vital one and the dealer who wants to do business along correct and profitable lines must as a matter of duty make a closer analysis of what it costs him to do business, so that for his own benefit, as well as that of the sales force, he will know exactly what allowances he can make for exchanges and yet make a profit. Competition is growing keener every day, but no merchant who desires to stay in business can afford to do business at a loss. The margin of profit in the retail trade to-day is not by any means large and it behooves dealers to be careful that this is not decreased by any unwise allowances for used instruments exchanged for new ones.

This is a subject that The Talking Machine Men, Inc., of New York might discuss with profit and the same applies to every local association interested in merchandising talking machines.

NEED FOR A CREDIT SERVICE IN THE TRADE

A NUMBER of members of the talking machine trade, and particularly those engaged in the manufacture or sale of supplies such as motors, tone arms, etc., are becoming increasingly insistent on the point that there is real need in the industry for some sort of a credit service, either conducted through organized channels or developed through the interchange of credit information among the manufacturers themselves.

The trade has developed to a point where such credit service is fully warranted, as it will prevent loss not only to manufacturers through bad credit risks, which at present are now out of proportion to those experienced in other trades, but it will likewise serve to protect the legitimate talking machine manufacturer from inroads made by fly-by-nights and irresponsible parties.

Unfortunately at the present time there is no national organization in the talking machine trade which could take up this work and establish a credit bureau as a part of its activities, nor is there any prospect of such an organization being formed in the near future.

In studying the possibilities for organizing some sort of credit service, it has been suggested to *The World* that the matter be placed before the Music Industries Chamber of Commerce, with which a number of talking machine manufacturers and some dealers are affiliated as individuals.

The suggestion is based on the fact that the Chamber has for some time past been conducting a very successful credit service for piano manufacturers, as well as a similar service for the Musical Supply Association, the membership of which consists of manufacturers of piano supplies of various sorts.

Having developed these two credit services to a point where they are operating accurately and efficiently, it is felt that the Chamber is in possession of information regarding plans and methods that could be used to great advantage in the cause of the talking machine supply men.

It might be well for those members of the trade who are genuinely interested in the organization of a credit service for the industry to take up the matter with the officials of the Music Industries Chamber of Commerce, either with the idea of having that body undertake the work or, at least, of gathering information that will serve as a guide for those in the industry itself should they desire to undertake the work of their own accord.

THE DEVELOPMENTS IN THE RECORD FIELD

THE record situation and concomitant developments during the past year or so have, without question, been a most interesting factor in the talking machine trade for the reason that the prosperity

of the industry and of those who have to do with the distribution of the product rests primarily upon the record turnover. As a matter of fact, those who have entered and remained in the trade actuated by the idea of permanence have most generally considered the sale of machines more or less incidental to the opening up of new record accounts.

It was not so long ago that the monthly record release was accepted as the established practice; then with the development of the dance craze and the demand for early releases of the records of the new dance hits by popular orchestras there came the call for special releases between monthly supplements. Now we find record manufacturing companies definitely committed to the practice of weekly or almost daily releases of new records.

It is generally believed that the new practice will prove of benefit to the trade, outside of its consideration from the angle of competition, for the reason that it will provide retailers with new records to offer at frequent intervals. Experience has proved in certain cases that the individual who would hesitate about investing nine or ten dollars in records from the monthly supplements will not hesitate in the least about spending a couple of dollars each week for new selections.

Particular interest is evinced in the announcement of the Victor Co. that beginning in September releases of Red Seal records in double-faced form will be made. This move has aroused widespread interest. The rearrangement of the catalog has proved a formidable task, but it has been accomplished in what is apparently a most successful manner, with the selection on one side being backed up with a number of corresponding character by the same artist on the other.

It has been maintained, and properly, that the secret of maintaining the customer's interest in the talking machine through giving him a library of permanent rather than transient value lies in affording him the opportunity of appreciating and buying records of the better sort. With the new Red Seal records offered in double-faced form, and at what represents a substantial reduction in catalog prices, the dealer has the means for interesting every machine owner in at least some records that, even to the uninitiated and more or less unappreciative, represent both commercial and artistic value.

Write for particulars relative to the M.I.S. Victrola Newspaper Advertising Service exclusively for your city.

M.I.S. Co.

THE recent enlargement of our business, wherein the entire Ormes merchandise stock and personnel were consolidated with our own, puts us in a particularly strong position to render you an unparalleled Victor Service, in matters of

MERCHANDISE
SELLING
ADVERTISING
FINANCE

Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue
TELEPHONE 9400 LONGACRE

New York



"Breaking Into" Apartments for Business

How a Live Dealer Succeeded in Solving the Problem of Securing Apartment House Trade, Selling Five Machines in One Building

Many talking machine dealers, especially those in the cities and larger towns, are faced with a real difficulty in carrying on their outside sales and canvassing operations in the apartment house districts, which every city now boasts. This is true in greatest measure where the dealer endeavors to make personal contact with residents of the better class apartments. In many cases the salesman finds the superintendent a real enemy to his progress and often after he has passed this "guardian of the portal" his reception by the mistress of the apartment, after stating his business to the maid or whoever opens the door, is cool indeed and quite often the rebuff leaves no room for doubt as to the attitude of the mistress of the house toward salesmen in general.

Not an Insurmountable Problem

This is a most natural condition and there is really no cause for either the dealer or his outside sales organization to be discouraged. When one method fails another should be tried, and if the dealer or salesmanager persists he is bound to finally hit upon a plan which will eliminate the difficulty to a greater or lesser extent. "How?" asks the dealer, and the best answer we can think of is to describe the methods which have proved successful for another talking machine merchant, the Dorn Music Co., Inc., John Dorn, proprietor, who features the Edison phonographs and records and a line of pianos at 604 Bergenline avenue, West New York, N. J.

Mr. Dorn's location is in a district devoted largely to apartment houses, some of medium class and many others the last word in this type of dwelling. Experience quickly taught

him that ordinary methods of approach were unproductive. Sales were not what they should be in proportion to the time and effort expended by the outside salesmen and Mr. Dorn, who himself often goes out after business. He spent considerable time in thinking over this problem and finally evolved the plan which caused astonishing results. To make a long story short, Mr. Dorn decided that the key man or woman in each apartment house was the superintendent or janitor and he decided to gain their co-operation by making his first advances to them, i. e., his idea was to make a sale to the superintendent or janitor of each apartment house, and if this was not possible, to at least secure their friendship and co-operation.

Selling the Superintendent

A short distance from Mr. Dorn's store there is a large, high-class apartment house and he decided on this as the field for one of his first attempts to put his new plan into execution. Accordingly, he approached the superintendent, who, fortunately, did not own an instrument, and after selling the idea of the Edison to this man and his wife he was permitted to place an instrument, which he had brought along in his machine, in their apartment for a trial of several days. When he returned at the expiration of the stated period not much persuasion was necessary to close the deal on the spot. The superintendent and his wife liked the instrument so much that they would not allow him to remove it.

The Second Step in the Plan

The first step accomplished and Mr. Dorn and the superintendent on a friendly basis, an agreement was reached between the two, which

was in effect that the superintendent was to find out who in the apartment did not possess a phonograph. This was easy for the superintendent when the tenants paid the rent. He had only to call attention to the fact that he had just purchased a machine from the Dorn Music Co. and the conversation thus started made it a comparatively simple matter to discover which tenants owned an instrument.

Sells Five Edisons in One Building

The information was passed over to Mr. Dorn, who then visited each one of the non-owners in that apartment house. Vigorous follow-up resulted in the sale of five Edisons in that one apartment house. That is the story in a nutshell, and, moreover, the plan is being utilized regularly by Mr. Dorn and although five phonographs placed in one building remains as the top-notch sale, the results of the campaign in new business and the overcoming of a serious waste in outside sales effort have produced dividends of the most satisfactory kind—increased profits.

What Mr. Dorn is doing other merchants can do. There is no reason why the dealer and his salesmen can not make the apartment house districts in his territory, where population is concentrated, bring returns in sales with minimum effort and time. Furthermore, the sale of a machine is merely the start, or, at least, it should be, of many future purchases of records and accessories. It is the business man who can think out plans for overcoming obstacles and who can put those plans into execution who is most certain to reach the pinnacle of success in the talking machine business or any other enterprise.



Vacations

Pearsall Service takes no vacation.

On the job all the time.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

QUALITY



EVERYBODY'S TALKING MACHINE CO., Inc.
SERVICE HEADQUARTERS PHILADELPHIA, U. S. A.

A SIZE FOR EVERY PHONOGRAPH MOTOR

MUSKEGON PLANT FOR PHONOGRAPHS

Brunswick-Balke-Collender Co. Forms Subsidiary Company to Make Tires, Turning Over Space Formerly Used for This Purpose Entirely to Manufacture of Phonographs

CHICAGO, ILL., August 8.—P. L. Deutsch, secretary of the Brunswick-Balke-Collender Co., has given out the following statement describing a new and important move which has been made by the Brunswick interests. He says:

"We have formed a subsidiary company to manufacture and sell Brunswick tires, with executive offices in New York, and sales offices in Akron, O., where all manufacturing will be done. This new subsidiary company will be operated independent of the Brunswick-Balke-Collender Co., and we believe that the success we have enjoyed with Brunswick tires in the past will become far greater in the future, because of possibilities the subsidiary company has to concentrate solely upon this business.

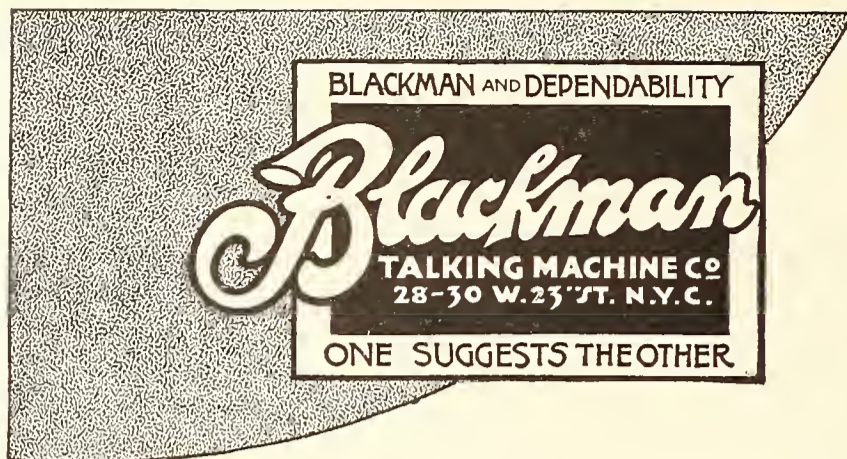
"The transfer of our manufacturing interests in automobile tires to Akron, O., became necessary because of the rapid expansion of our phonograph division, making it imperative for us to extend our manufacturing facilities.

"The factories at Muskegon, Mich., which were formerly used in the manufacture of tires and which immediately adjoin our wood-working plants will be converted at once to the manufacture of phonographs. These buildings, along with the new record factories under construction, will undoubtedly enhance our position in the phonograph industry.

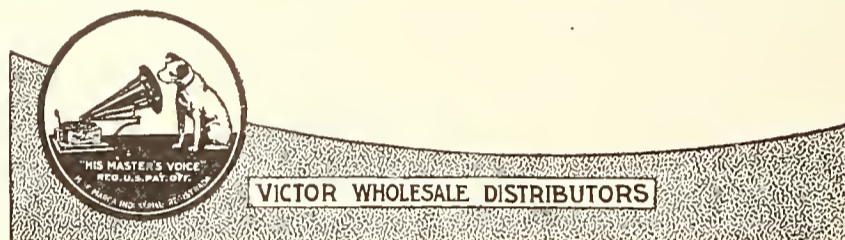
"To-day we are enjoying the greatest prosperity in the history of this company, and we are doing everything that is humanly possible to meet the great demand for Brunswick phonographs and records.

"While the new additions to our factories make possible the greatest production in both phonographs and records that we have ever planned, we do not by any means believe that we will be in a position to supply our dealers' orders this Fall 100 per cent. Many of our dealers to-day realize the physical impossibility on our part to produce enough phonographs and records to meet the Fall demand, and have accordingly placed orders covering their requirements up to the first of the year. This splendid co-operation on the part of our dealers, along with the tremendous manufacturing expansion, will place us in a far better position to meet the retail demand, and consequently bring to the dealer a greater service.

"The addition of these new factories is just one of the many steps taken by this company in its expansion of the phonograph division. We have every confidence that this Fall and next year will produce for every Brunswick dealer, not only greater business than he has ever experienced, but it will reach a volume unthought of a few years ago.



The Victor Dealer who gives
Blackman preference
in the Summer earns preferred
service in the Winter



"The Brunswick Co. is fully aware that this vast expansion of its manufacturing facilities is due in a great part to the loyalty and activity of Brunswick dealers, and every effort that is possible will be put forth by the Brunswick Co., not only to meet the demands already created, but to increase this demand year after year by intensified advertising and service to the dealers."

DANCING DEMONSTRATION A SUCCESS

Columbia Dealer Uses Effective Publicity—
Dancers Demonstrate Columbia Records

The Palace Talking Machine Shop, 62 Lenox avenue, New York, Columbia dealer, staged a successful window dance demonstration at its quarters recently. With the aid of Mrs. Eastman, of the New York wholesale branch of the Columbia Co., two young dancers, brother and sister, known as Dolly and Jerry, were secured for this purpose. Handbills were printed and distributed in the neighborhood and the dancers appeared at half-hour intervals.

Crowds were attracted and drawn to the store in great numbers and the dancers performed to the music of Columbia records, which were so advertised in the windows.

FIRST "RACE RECORD" BULLETIN

Five New Vocalion Records by Well-known
Negro Artists Listed in Special New Bulletin
Just Issued by the Aeolian Co.

The Aeolian Co. issued recently the first special bulletin of the records by the race artists which were announced in *The World* last month. The records, of which there are five, all of them double-sided, are "Down South Blues" and "Where Can That Somebody Be?", sung by Rosa Henderson, with piano accompaniment by Fletcher Henderson; "Gulf Coast Blues" and "Downhearted Blues," two fox-trots, played by Fletcher Henderson and His Orchestra; "Sad 'N' Lonely Blues" and "Just Thinkin'," sung by Viola McCoy, accompanied by Porter Grainger; "Bleeding Heart Blues" and "If You Want to Keep Your Daddy Home," sung by Viola McCoy, and "Your Time Now" and "I Need You to Drive My Blues Away," sung by Lena Wilson, with piano accompaniment by Fletcher Henderson.

The first of the new race records were shipped from the factory on August 10 and the advance orders from the trade, particularly in those sections covered by the negro vaudeville circuits, indicate their popularity.

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

RETAIL LIST PRICE

\$37.50

EAST OF THE ROCKIES
LIBERAL TRADE DISCOUNT

BEST BECAUSE:—

SIZE 11 $\frac{1}{8}$ inches long, 13 $\frac{1}{8}$ inches wide and 7 $\frac{1}{2}$ inches high
WEIGHS only 15 $\frac{1}{4}$ pounds, including album
SWANSON wood tone-arm and mica reproducer
TONE-MODIFIER and speed regulator
DOUBLE spring Heineman motor
10-INCH twelve pocket record album
BEAUTIFUL full volume tone
SUBSTANTIAL and attractive
WE GUARANTEE IT.



SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.,
LOS ANGELES, CALIFORNIA

Making Artist Tie-ups Doubly Effective

The Volume of Sales of Records Resulting From the Appearance of a Prominent Artist Depends Largely on the Advertising Used

The majority of talking machine dealers have come to realize the importance of tying up in their advertising with the appearance of well-known record artists in their vicinity, and the tours of the leading concert and vaudeville artists throughout the country are marked by advertisements of dealers who call attention to the fact that they are appearing in their particular cities on certain dates, and that the artists record exclusively for this or that

to take too much for granted in his appeal to the public and for that matter the special advertising furnished to the dealer by the manufacturers themselves frequently shows this fault. The advertisement gives due prominence to the artist, and the dates of his or her concerts, but neglects to tell what particular records by that artist may be found in the catalog.

This sort of advertising does very well for the music lover who favors the artist so strongly that anything that artist sings is considered a worthy addition to his library, but it does not do for the average record buyer who wants his records to have two points of appeal—one that they are made by an artist of prominence of whom he can talk to his friends, and the other that the selection itself has intrinsic value from his viewpoint.

It is, therefore, well for the dealer in his local advertising to not only emphasize the coming of the artist and the fact that he makes records for a company whose line the dealer handles, but that a fairly good list of the records is included in the advertisements. In some cases it would be quite impossible through lack of space to list all the recordings of a particular individual, but it is nevertheless quite possible to list those numbers featured in the current season's repertory, probably to the number of half a dozen or so, and several other selections.

The accompanying illustrations of advertisements featured last season by Grinnell Bros., of Detroit, and Sherman, Clay & Co., San Francisco, give an idea of the possibility of listing records in an advertisement. It happens that both artists sing for the Victor, but the same plan could be carried out in connection with artists who sing for other record companies.

In a surprising number of cases the machine owner has been thinking of buying the record of some definite selection, and, when he sees the advertisement, may find that record listed. The fact that he can hear it in local concert, or that it is recorded by an artist of prominence, serves to bring the customer to the buying point.

It frequently happens in the experience of the average talking machine salesman that record buyers appear to be of the opinion that the leading record and concert artists record only the heavy classic and operatic numbers, and many

sales have been made through the fact that a salesman has been able and competent to explain to that particular customer that the majority of artists also record many dainty little concert numbers, or ballads, that are more

Paderewski Uses the Steinway



Ignace Jan Paderewski
Plays at
Coliseum
Sunday Afternoon
April 16th

Victor Records of Paderewski

So fully convinced that the combinations of Victor Records and the Victrola reproduces his art with surpassing fidelity than does any other combination—

Paderewski Makes Victor Records Exclusively

Paderewski has made a number of his concert repertoire favorites—among these those listed below. Don't fail to hear them—you'll enjoy Paderewski in person to an even greater extent. You'll want one or more of these splendid records for your collection!

2415—Crescendo Fantasia..... Paderewski	2424—Nocturne in F Major..... Paderewski
2416—Etude in G Flat Major..... Chopin	2425—Hungarian Rhapsody..... Liszt
2417—Waltz in B Flat..... Chopin	2426—Nocturne in F Sharp Major..... Chopin
2418—Waltz in G..... Paderewski	2427—Lute in A Flat..... Chopin
2419—Nocturne in B Flat..... Paderewski	2428—Polonaise Militaire..... Chopin
2420—Lute in C Major..... Chopin	

The New Victrola 100

The very latest model—just arrived. Has extra sized tone chamber and sound door. In handsome mahogany and walnut finishes. Biggest value in the Victrola line. **\$150**

Take Full Advantage of Our Easy Payment Plan—Have a Victrola in Your Home From Today On. Victrolas \$25 to \$355.

Grinnell Bros.

Tedesco's Largest "Edison" Records Store
Largest "His Master's Voice" Store
603—Adams Street—605
at Huron



Paderewski, Victor Record Roll. Exclusively for the Decca-47 Piano.

Effective Grinnell Ad Featuring Artist company. This form of local advertising is generally most productive of direct results for the reason that it not only ties up with the national publicity of the manufacturers themselves, but gives that very essential home touch that is calculated to bring the reader of the advertisement into the store for the purpose of making purchases.

It happens, however, that in a considerable majority of the local advertising in connection with artists' appearances the dealer is inclined

Exposition Auditorium
Sunday afternoon, March 19
Management
Selby C. Oppenheimer



GALLI-CURCI knows!
She makes records only for the Victor. Hear her wonderful voice in your home tonight, tomorrow night and for all time.

Love's Messenger Waltz	\$1.25
Sonnambula—Sovra il sen	1.25
Traviata—Sempre Libera	1.25
When Chloris Sleeps—In English	1.25
Pearl Fishers—Comme autrefois	1.75
Sonnambula—Come per me sereno	1.75
Puritani—Qui la voce	1.75
Lucia—Mad Scene	1.75

Galli-Curci in concert uses only the Steinway Piano



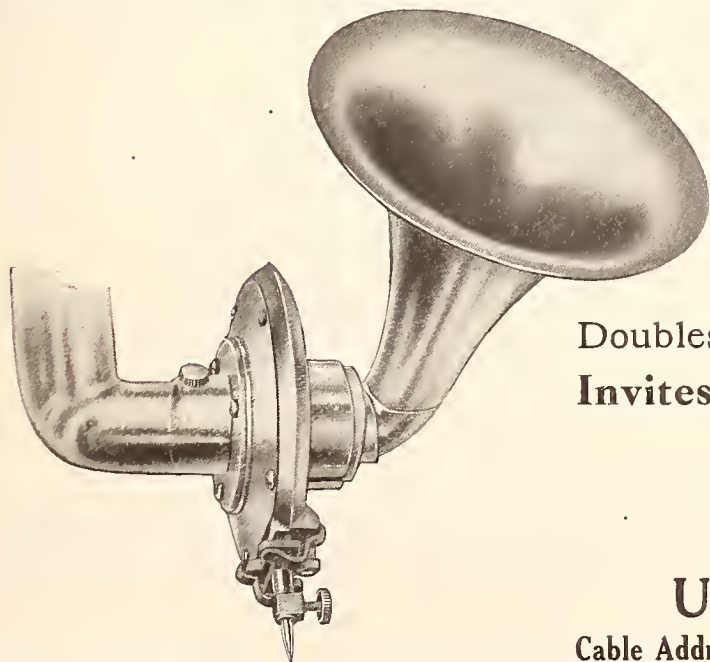
Sherman, Clay & Co.

Kearny and Sutter Sts., San Francisco
Fourteenth and Clay Streets, Oakland
Sacramento · Stockton · Fresno · San Jose

A Fine Sherman, Clay & Co. Ad popular than classic in their tone. In fact, recording directors have long bemoaned the fact that sales were curtailed materially through the ignorance of the public regarding what charming songs of general character have been recorded by artists of note.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A revelation in sound reproduction

ESPECIALLY ADAPTABLE TO PORTABLE MACHINES

Incomparable for Dancing

Doubles the volume, yet improves the quality and detail.
Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

The new Columbia is ready



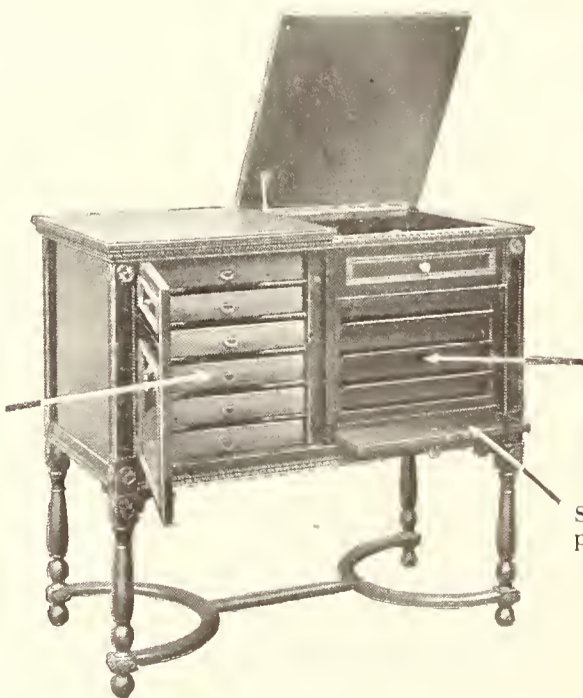
\$200 Console—
Model 550

The new three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



\$175 Console—
Model 540

The new three-spring Model W motor with New Non-Set Automatic Stop and No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



Convenient shelves for holding records or albums.

Exclusive tone-control leaves operating on pipe organ principle. Scientifically adjusted to an angle which lifts the tone to the listeners' ears.

Sliding drop-panel.



COLUMBIA GRAPHOPHONE

the most perfect phonograph ever built for **DELIVERY!**

ON these pages are pictured the Console Models of the New Columbia, each an instrument which will surpass your greatest expectations.

The cabinets are the finest examples of the cabinetmaker's art. The finishing, to the most minute detail, is as perfect as skill and experience can direct. The mechanical elements eclipse those in every other instrument known to the phonograph world to-day.

Never before, in any phonograph, has there been such a compact, durable or efficient motor. Amply powered—with a positive, automatic start and non-set automatic stop mechanism, and an ingenious system of oiling—the New Columbia motor is a marvel of mechanical perfection.

With the new automatic start, the motor leaps

into action the moment the tone-arm is moved over to place the needle on the record. Under the new system of oiling, the parts which usually are neglected in a phonograph receive positive lubrication from a clever arrangement of tubed wicks.

Hand in hand with this matchless motor goes the new reproducer that is the crowning triumph of phonographic acoustics. In tone, pitch and voice it reproduces with a fidelity that is as wonderful as it is natural, sweet and beautiful. Blast has been banished by an absolutely unique and exclusive method of supporting the needle arm, which also gives a wonderful capacity for volume.

There is a comprehensive line of New Columbias, both in upright and console models. They are most satisfactorily priced to the dealer and to the public. Place *your* orders *now!*



\$150 Console—Model 530

Three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with all exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.

\$125 Console—Model 520

Two-spring Model W motor with No. 12 Reproducer. Finished in Brown Mahogany. Shelves for records. Divided top and a disappearing drop panel in front of the tone chamber. Tone-control leaves.



COMPANY



NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

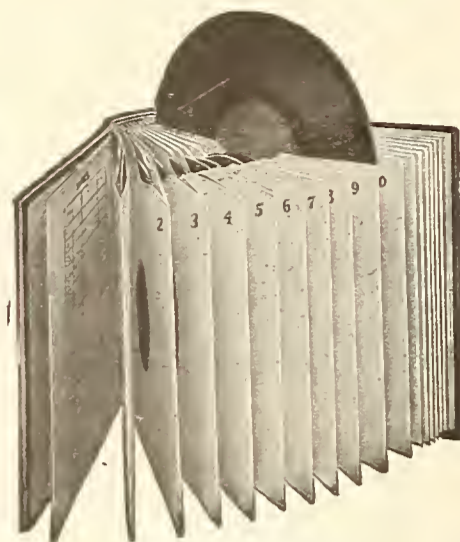
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

TWO ANNOUNCEMENTS OF IMPORTANCE FROM VICTOR CO.

New Records to Be Released Weekly on and After September 1, 1923—Double-faced Red Seal Records to Be Offered to the Public at Same Time—Much Interest in Latest Moves

The Victor Talking Machine Co., under date of August 1, made two important announcements to its dealers in relation to record policies that should have a distinct effect upon future record business, and particularly that of the coming Fall and Winter. The new plans of the company, as announced, have been rumored for some time past, and their confirmation has aroused widespread interest.

The first announcement is to the effect that beginning September 21 next the Victor Co. will adopt a weekly supplement plan for all regular listings in the general catalog. On and after that date, Friday of each week will be simultaneous opening day for the sale of new Victor records, except U. S. foreign language records, which will be handled as heretofore. The weekly releases will be apportioned among the different classes of music, as at present.

In connection with the new system of record releases it is stated that the issuance of advance lists, order blanks and general publicity matter will be made as at present, with the exception that they will be on a weekly basis.

It is the general consensus of opinion among Victor wholesalers and dealers that the weekly

record releases may be expected to stimulate sales to a considerable degree by offering to the public something new in the line of records each week and thus keeping interest in their machines constantly alive.

The adoption of the fixed plan for weekly releases follows logically the practice of the Victor Co. during the past year or so in announcing special releases of timely records, particularly dance numbers, at intervals during the month and between the monthly supplements.

The second announcement of the Victor Co. is of equal importance and marks a decided innovation in talking machine record manufacture, in that it provides for the issuance of Red Seal records in the future in double-faced form, the first listings of which are expected to go out in connection with the first regular weekly supplement of records to be placed on sale September 21.

At the present time the company is manufacturing a stock of double-faced Red Seal records made up from the present single-faced listings. Their preparation has been considerable of a task and the arrangements should make a strong appeal not only to those who

appreciate music of the better sort, but those who are strongly attached to the recordings of particular artists, for the reason that in each case records have been backed up with selections of a somewhat corresponding character sung by the same artist.

In connection with the announcement there have been sent to the trade copies of a new Victor Red Seal catalog, in which are included all records listed up to and including August, 1923, in single-faced form at new catalog prices, and also, with few exceptions, in double-faced form at corresponding new catalog prices.

It is the opinion of the company's officials, as well as members of both the wholesale and retail trade that there will be a substantial augmented demand for single-faced Red Seal records, but with a view to providing wholesalers and retailers with an opportunity for adjusting their stocks according to their own judgment the company states there will shortly be announced a plan for a Red Seal record exchange which will be on the usual generous terms.

VALUE OF TRADE PAPER TO DEALERS

How One Live Merchant Makes Use of the Suggestions Contained in The World

The value of the trade paper in any field depends in a large measure on what use the various business-building suggestions contained therein are put to by the dealer or head of the business to which the paper goes. Often the business man merely glances through the publication and then lays it aside, never to be opened or referred to again. One dealer in the talking machine business who gets a great deal from his trade papers is Saul Birns, well-known New York City merchant. Mr. Birns, for example, has found that in each issue of The Talking Machine World there are many suggestions which may at some time or another be useful to him in the operation of his large business. Therefore, he has made it a practice to clip these articles and file them for future reference. The file is so arranged that he can secure any item at a moment's notice. Often at the weekly meetings of his large sales staff some article which applies particularly to the problems of his selling organization is read. Other of the numerous articles on business management are in his files, ready whenever needed. This is an excellent example of how the utmost value can be realized from a publication such as The World.

L. J. UNGER PREPARED FOR FALL

Louis J. Unger, general manager of Reflexo Products, Inc., New York, spent a vacation of two weeks' duration at Camp Copake in New York State. The Reflexo Products Corp. reports that orders are coming in nicely during the Summer months and that every indication points toward good Fall business.



FOR THE FIRST TIME,

since last September, we are in a position to establish a few more Edison Dealers in the Metropolitan District.

OUR POLICY,

during a shortage, is to give all goods possible to the merchants who have been Edison Dealers and who have previously spent their time and money in working up sales and prospects.

CONSEQUENTLY,

and because we are now making up our Fall and Winter requirements, we invite inquiry from merchants who are located at good trading points, who believe in fair profits and who consider quality necessary to success.

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

A NEW IDEA IN RECORDS

*Well Known Fairy Stories
Set to Music*

*Triple Your Record Sales with
“Triple Records”*

Here's a brand new idea in record selling—sell three records instead of one. “*Junior Operettas*” are Fairy Stories that everyone knows—set to attractive music—reproduced in six parts on

**THREE 10 INCH
Unbreakable Records**

These new records will not break with ordinary handling or dropping—safe for the children. This is one of the advantages that will sell the records to every father and mother.

Little Red Riding Hood
First JUNIOR OPERETTA

The first *Junior Operetta* sings the story of Little Red Riding Hood. You can hear the wolf growl, dog bark, birds chirp, tuneful *solos*, duets and choruses of wood cutters sung and played by 20 well-known artists directed by Chas. A. Prince.

The *Junior Operettas* are not nursery rhymes for babies, but stories and music that appeal immensely to children of all ages—to grown-ups, too.

Other JUNIOR OPERETTAS Coming Soon, Such As

Cinderella

Snow White

Goldilocks

The Three Bears

Jack and the Beanstalk, etc., etc.

The JUNIOR OPERETTA Series

The Complete Operetta—Three Records IN A NEW PATENTED CONTAINER

Each *Junior Operetta* is reproduced on three double-faced 10-inch records, packed in a patented container, attractively illustrated and printed in six colors, convenient for any record library.

This container, as illustrated below, makes a beautiful counter or window display and will help sell these Operettas on sight.



Lower part of picture shows container opened as a display—Right and left illustrations are front and back of container when folded, making a compact unit.

**RETAILS FOR
\$2.50**

Only \$2.50 for the complete Operetta—3 double-faced, 10-inch records. Easier to sell the complete set for this price than three individual, ordinary records. And the discount to the trade is exceedingly generous.

Ready for Delivery NOW

Little Red Riding Hood is ready for immediate delivery. Wire for sample order direct.

VULCAN RECORD CO., 15 East 40th St., N. Y. C.

Widening the Field for the Best Music

Time Has Been Reached in Talking Machine Business When Music Instead of Personalities Should Be Stressed, Says W. Braid White

What I am going to say is rather radical. Some will say that it is very radical, which will be enough to damn the entire proposition for them. Nevertheless, radical suggestions are usually interesting, if only because of the fact that they are unusual.

Salesmanship, as I see it, is the art of organizing the distribution of goods. Industry produces and salesmanship distributes. Salesmanship in its highest manifestations, however, is not mere vulgar push. It is true that, under the exaggerated ideas which are prevalent about profit-earning as the sole end of industry, salesmanship is often prostituted to unworthy ends; but those who sell musical goods can hardly be accused of working in a medium unfavorable to the best side of business, since to sell a musical product is to sell musical satisfaction, than which nothing finer can be said to exist. Especially is this true of the talking machine industry, where the possibilities are still so much greater for the future than any realization of them is yet current.

This being so, there should be no objection to my talking about a somewhat advanced side of salesmanship as applied to our great industry. Addressing myself to retail salesmen in the record business, I ask whether the utmost of satisfaction can be had from the selling job unless one can feel that one is helping a great many men and women every month to solve the problem of obtaining musical food for their souls. It is the doing of work like this which constitutes the difference between selling music and selling groceries.

What Is a Record?

Well, now, what I want to tell my retail salesmen friends is that a record for a talking machine may be looked at in two ways. It may be thought of as something which sells because it bears the name and reproduces the voice or instrument of some artist. Or it may be thought of as music; as something which, apart from the question of who is or who is not playing or singing it, is in itself beautiful and desirable, to be considered as such and on this basis to be sold to others. The first of these two possible methods is that which the retail salesman usually practices. The second is the one I should like to see all salesmen practice.

Let us look into the matter a little further

before we either condemn or accept this new notion. Let us admit in the very beginning of the argument that the talking machine business has been built up, unquestionably, by means of the great prestige value which has attached itself to names celebrated in the world of music. To be able to say that Paderewski, Caruso, Mary Garden, Pablo Casals, John McCormack had transferred their vocal and instrumental magic to a disc ready for reproduction at will through the mechanism of a talking machine is to be able to swing a prestige-argument of enormous weight and compelling power. The quality of prestige is the most powerful sales-making quality which any piece of goods can possibly possess. Naturally, then, it is upon the personalities of great artists that the huge structure of retail record selling has been successfully built.

I do not propose to tear down this edifice of prestige—far from it. I wish merely to suggest that hereafter the emphasis be not placed exclusively on the side of personality, and that in fact we begin to talk to our customers just a little more about the music and just a little less about who sings and plays.

I hope that now this has been set down in print, it does not look so radical as might have been supposed from the preamble to these remarks.

The talking machine business can no longer be said to be in its infancy. In fact, it is in a healthy childhood, not yet grown to maturity, for maturity with it is still in the far distant future; but a healthy and well-grown child, nevertheless. This being so, it is high time to realize that the child need no longer be helped about the floor, but is quite able to stand up and run unaided, and upon occasion to fight the neighbor's boy next door without the slightest difficulty. In a word, we no longer need fear lest a customer may not know what a record or what music is, and it is therefore high time for us to begin talking about the music given by records as if we really believed in it ourselves.

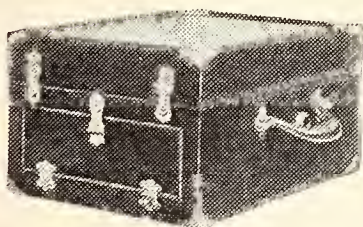
Splendid Work Under Discouragement

So long as we always talk to all our customers about the personalities which stand behind the performances, and never about the personalities which created the music in the first

place, we shall always be limited and confined in our salesmanship. We shall not be selling music, but names. And as a natural consequence a very large quantity of our records languish on the shelves, simply because they do not happen to represent the performances of personalities known to everybody. To allow this one-sided salesmanship is a great mistake. The manufacturer would be much better pleased if there were a more even distribution and at the same time would be encouraged to make a wider choice and selection of titles for recording. As things stand at present there is no real encouragement for the manufacturer to go ahead and produce a widely ranging catalog, covering all kinds of music. The greatest manufacturers have gone much further than they have ever been warranted in going by any encouragement they have received from the retail trade. All the great catalogs have been much finer, in fact, than might have been expected from the meager support the retail trade has given to numbers which were not actually self-selling. The Victor catalog, in particular, has always been a standing wonder to me, quite as much a wonder as the indifference of the retail trade to everything an inch beyond its nose. Still, it is plain to be seen, by careful examination of even the Victor catalog, that intensive development has been much retarded on account of the impossibility of getting retail salesmen to sell thoughtfully and intelligently. A little co-operation would produce an instantaneous response and we should soon be able to dismiss the present reproach that the catalogs of record music are incomplete, sketchy and only adapted to the immediate sale of what needs no personal intelligence to sell. The reproach is not justified and it should never have been made.

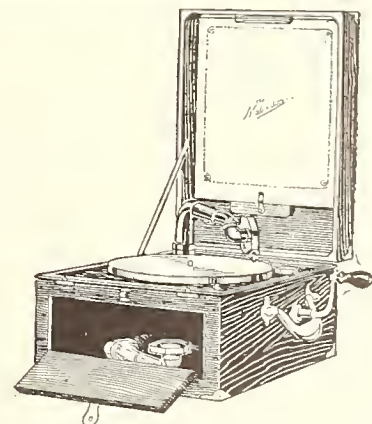
Should Think a Little More of Music

Now, have I made myself clear? What I want is that retail salesmen should henceforth think a little more of music, which, after all, is what they are selling. Let them study this, talk it and demonstrate it, less as so many samples of so-and-so's performance than as so many examples of such-and-such music. By so doing they will help to improve their customers' musical ideas and will thus open up wider fields for the distribution of good music in record form.



The
Modernolette

Retail Price —East of Mississippi —\$35.00
—West of Mississippi —\$40.00



ARE you getting your share of the portable business? Are you selling the right machine? The Modernolette is selling fast. It is constructed of solid walnut, wax finish. Has a reliable motor and tone arm. In quality, it is in the high priced class. In price it is low. We still have some valuable territory open for jobbers.

Manufactured by

MODERNOLA COMPANY

JOHNSTOWN, PA.

New York Distributor: PROGRESSIVE MUSICAL INSTRUMENT CORP., 319 Sixth Ave., New York, N. Y.

How a Small Town Dealer Wins Business

Wm. Bliss Stoddard Tells How a Live Dealer Makes Consistent Mail Contact Pay and Another Profits by an Appeal to Local Pride

A great many merchants in small towns are afraid to take on a line of high-class talking machines, thinking their field is not wide enough and that mail order competition is too strong. They might think differently if they could know of the success that has been made by Berry & Reed in the little country town of Lonoke, Ark.

"Just how did you work up such an excellent business?" I inquired, noting the dozen machines on hand and the tasteful window, trimmed for Fourth of July, with machines and records in a setting of shields and flags and miniature cannon.

Mr. Berry smiled: "My system is merely this: Every time a person comes into the store and displays the slightest interest in a machine—and there are always two or three set where they cannot fail to be seen—I get his or her name. Then, if they have no machine, I mail them literature concerning the talking machines I carry, telling them of my easy credit system and reminding them how the possession of this instrument cheers a home on the long Winter evenings, as well as furnishes music for dancing on a Summer night. The general run of people to-day want the largest and best machine they can get for their money, and I have, therefore, found that the cabinet variety sells best in this locality. The smaller ones still have somewhat of a vogue, and there is scarcely a month that I do not order one, but we find it most profitable to keep in stock only the larger size, higher priced machines.

"If the patron already has a machine I secure his name and when my monthly or semi-monthly stock of new records comes in I mail a circular, giving the name and price of the latest pieces, informing him that I now have them on hand and they are perfectly welcome to come in and try them out. Of course, in a small town like this we cannot afford to have a special demonstrator, but everybody who has a machine knows how to operate it, so they simply try them out themselves without the assistance of a clerk. We make it plain that they are perfectly welcome to do this, whether they buy or not. And they are truly welcome, for they generally bring several friends with them and, while they are in the store, they make many other purchases. Then, too, they talk to their friends about the new records, and that gives us more valuable publicity than we could secure through the newspapers or even direct mail advertising.

"Another thing that has contributed greatly to our success is the fact that we—or at least I—understand the machine from top to bottom, from A to Z. No question concerning it can

stick me. There is where a great many dealers fail. They don't know their goods. The result is that when a customer begins to ask questions the dealer doesn't know. He hems and haws and finally hunts out books and literature and attempts to answer the questions asked. It irritates a customer. He wants to have his answer right off the reel. Then he is sure that you know what you are talking about. Then tell nothing but the truth. If your particular machine has won prizes in competitive contests say so. If it hasn't it's best to be silent on the subject."

"Have you any special method of conducting your advertising?" I next inquired.

"We diversify it as much as possible," he answered. "We use the newspapers, both local and towns adjacent; the moving picture slides in the town theatre; circulars, whenever they contain something of real interest and are not just mere 'publicity stuff,' and display space regularly. We consider the window one of our very best ads and never a month goes by that we do not remind the public of our line by a special display of some kind, suiting it to the season.

"I suppose all of these methods are used by the majority of dealers, but I want to tell you of a little pet stunt of mine. I watch the papers and whenever I see an announcement of an engagement or a marriage I drop a friendly and congratulatory letter to the newlyweds, calling attention to our store and its line and stressing the pleasure that music gives in the home. The friendly interest helps immensely, especially in a small town, and much business is gained through these letters."

Appealing Successfully to Local Pride

An excellent manner of securing the trade of

"UNFINISHED SYMPHONY" ON RECORDS

Schubert's Masterpiece Issued in Special Album by General Phonograph Corp.—Enthusiastically Received by Lovers of Best in Music

The General Phonograph Corp., New York, reports phenomenal sales of the Schubert "Unfinished Symphony" records recently issued by the company. This set, which comprises three double-faced twelve-inch records in a special album, bears the Odeon label and is the only complete recording of the "Unfinished Symphony" now on the market.

During the past few weeks the General Phonograph Corp. has received many letters of appreciation from music students and music lovers who have taken advantage of the oppor-

tunity to study Schubert's famous symphony through the medium of the Odeon record. Otto Heineman, president of the General Phonograph Corp., who is responsible for the introduction of this series of records, has been congratulated upon his initiative in placing this wonderful work of Schubert in complete form in the hands of the music-loving public.

WE KNOW YOU ARE A LOVER OF GOOD MUSIC

Therefore we cordially invite you to enjoy a rehearsal of the San Diego Conservatory Orchestra in our music salon Monday evening.

The orchestra is composed of talented young musicians, under the leadership of the well-known local orchestra leader, Chesley Mills.

An evening of splendid entertainment will be enjoyed by all who attend. No admission is charged—and there will be seats for all.

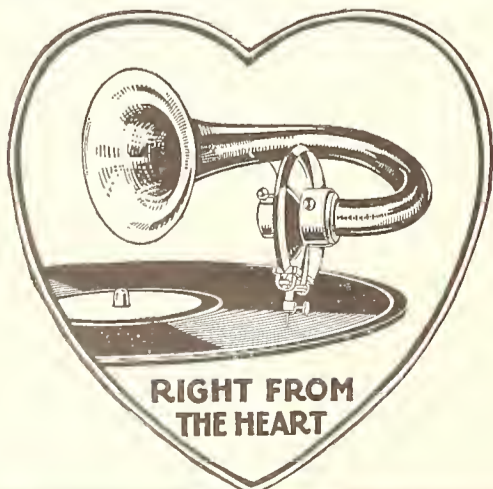
In order to encourage local talent the Bledsoe Co. had several records made of selections rendered by this orchestra and these were displayed during the concert and demonstrated to any who wished to hear them during the intermission. This gave prospective purchasers a chance to compare the original and reproduced music—and the latter was found to be so true to nature that many sales of these records resulted.

At later concerts the general public was invited, through invitations contained in regular ads in the daily papers, and the many people who came to enjoy the music and remained to chat had a chance to observe the complete music line carried, which was just what the firm desired.

"OPENING" IN NEWARK GALA EVENT

NEWARK, N. J., August 2.—The recent formal opening of the Newark Brunswick Shop, 473 Orange street, this city, was made a gala event by the proprietors, Charles H. H. Kindleberger and C. Fred Rothacker. A musical program was a feature. E. L. Brown, New Jersey Brunswick representative, was present at the opening.

NATURELLE



For
Portable
and
Cabinet
Phonographs

The Naturelle Co.
125 East 23rd St.
New York, N. Y.

"Your Naturelle Reproducer is everything I've claimed it to be & a great deal more"

"Enclosing check for the sample Naturelle, with compliments to you for putting this invention on the market"

"I will push the instruments as I am personally quite enthusiastic over their merits and am very pleased with the tone and distinctness of undertones produced by use of the instrument."

Read What This Progressive and Highly Successful Manager Has to Say About

FUTURE BUSINESS

—HE KNOWS

Telephone Plaza 5900



London Paris

Bloomingdale Bros., Inc.

59th to 60th Street Lexington to Third Ave.

New York

In Reply Please Refer to

July 30, 1923

The Audak Company,
565 Fifth Avenue,
New York City

Gentlemen:-

As stated to your representative some time ago, conditions in the phonograph business since 1920 have changed to such an extent that every progressive dealer will - sooner or later--have to revise his sales methods in order to continue business on a more profitable basis.

We have been looking into your instruments for the past few months and found that the AUDAK solves this problem very satisfactorily. The twenty booths we now have will all be taken out, with the exception of about six, which will be used for demonstration of machines only.

We have decided to equip our new Phonograph Department throughout with your AUDAK machines and are particularly interested in your style X-T.

Please let us know how you stand on deliveries of these and whether we may have them in French gray.

Very truly yours,

HDB:MMB

BLOOMINGDALE BROS. Inc.

Herbert D. Berkley
Manager Phonograph Dept.



AUDAK IS Increasing the Profits of Hundreds of Successful Dealers

Write for Details of This Modern System For Selling Records
Without the Use of Booths.

AUDAK CO., 565 Fifth Ave., New York

Building Business Among the Foreigners

The Foreign Colonies in Any City Are a Gold Mine for the Merchant Who Plans a Systematic Drive for Some of This Business

One of the greatest fields for development in the talking machine business lies in the sale of foreign records, especially music of the better class. Some members of the trade are sceptical as to the possibilities in this direction and, seemingly, it is a difficult matter to prove to them that a worth-while business can be built up in foreign recordings. There is not a city or town in the country that has not a goodly percentage of foreigners who will purchase talking machines and records if the proper methods and sales promotion work are resorted to.

Good Music Sells Here

The writer recently had occasion to pass through the downtown section of New York City. This part of Gotham is thickly populated by Italians, Hebrews, Armenians and a conglomeration of all the nations of the globe. It is a real melting pot. Little stores and shops, indicating by their appearance various degrees of prosperity, are bunched close together; the curbs are lined with merchandise of all descriptions and in the streets are pushcarts loaded to the gunwales with wares. In the densest part of this section within a radius of a block and a half are three talking machine establishments almost as crude as their surroundings. These concerns are all enjoying prosperity, despite the keen competition. Stranger still, most of the sales of records consist of the better class of music, and by far the largest number of sales are in foreign records. Jazz has little place here and the few numbers handled are for the younger element, who occasionally demand this type of music. The older people, however, to a large extent, stick to the customs of their respective homelands and the folk songs and operas have just as much, if not more, charm for them here than before they came to the land of opportunity. Perhaps these melodies bring back memories. Who knows? At any rate the foreign records are the feature of the talking machine business in this section.

Some Cashing In on Opportunity

For the reader with an analytical mind the foregoing paragraph presents some interesting possibilities, especially in view of the fact that

foreign communities in practically every city and town in the country differ no whit from the one described except in size. Another case in point appeared in a recent issue of *The World*, when the story of the development of the business of James K. O'Dea was related. Mr. O'Dea, entirely through the medium of newspaper advertising, has built up a tremendous foreign record business and many talking machines are also sold to foreigners by this aggressive dealer.

Another concern which realizes the possibilities in the foreign record field and is profiting thereby is the Elite Music Store, 211 South High street, Columbus, O. Harry Patton, manager of the Elite Store, recently staged a window display of foreign recordings which was not only unique but which also resulted in sales and considerable publicity. In the front of the window a large sign was placed which bore the following message: "The music of the world is yours through the Victrola." The background consisted of a map of Europe with ribbons leading from various countries through a handsome console Victrola to the records in the language of each country which were displayed on the floor. To make the picture even more vivid and to indicate that many records in each language were obtainable foreign catalogs were placed beside each record.

Credit Risk Not Great

There are also many merchants who are aware of the sales possibilities to the foreign element in their communities, but who hesitate to go after this business because they consider the credit risk too great. This, of course, is a problem, just as that presented by sales made on the deferred payment plan in the ordinary course of events. It must be remembered that the average foreigner is a thrifty person and a surprisingly large percentage of them start saving as soon as they secure their first jobs in this country. It is a good maxim in business never to judge by appearances and this applies with especial force to the foreign element in our cities. Record sales should, of course, be made on a cash basis and, in the case of

machine sales, no attempt should be made to sell these people the higher priced models. A little discrimination here will prevent loss and repossessions.

Portables Sell to Foreigners

An enterprising dealer in a small city adjacent to New York has achieved some excellent results during the past year in the sale of portable instruments to the foreign people in his community. Since the Italian element predominates he secured the services of an educated young Italian-American who worked this territory in a systematic manner. He carried with him a portable instrument and a small stock of recordings in the Italian language. Because this salesman could speak their language his reception in the majority of instances was friendly and, in addition to many sales of machines, a large number of records were sold. The instruments, although costing a comparatively small sum, were sold on the instalment plan, but with the stipulation that payments were to be made weekly. Not one instrument was repossessed nor were there any defaults in payment or attempts at evasion of the obligation incurred by the purchaser. The merchant referred to attributes this excellent record to the fact that he insisted that payments be made on the weekly basis, thus bringing each payment down to such a small sum that the customers had no difficulty in paying promptly.

It is not necessary to cite further examples of how merchants are boosting their sales volume through the foreign settlements in their communities to show the wonderful opportunity existing in this field. Suffice to say, however, that it is the merchant with vision who develops most rapidly. This is the type of dealer who digs out the opportunities existing on every side and then proceeds to cash in on them.

E. A. STRAUSS GUEST OF RAY GUNTHER

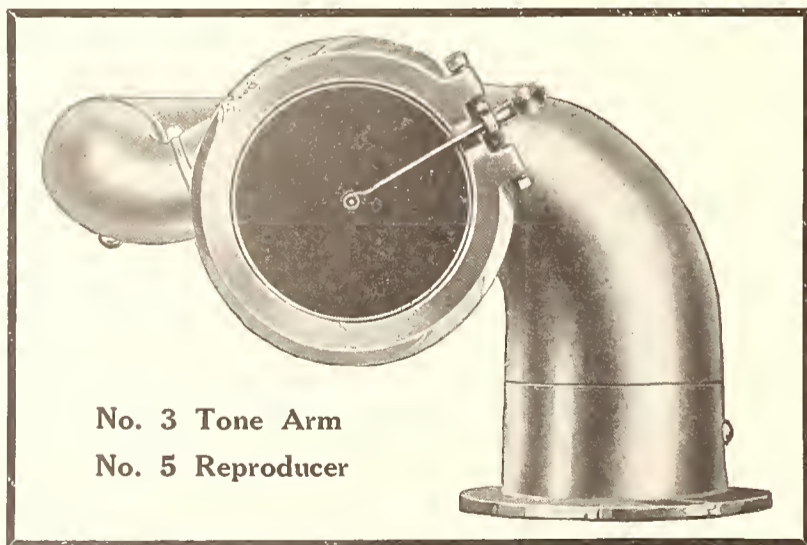
Ray Gunther, of Gunther & Kenny, Middletown, N. Y., prominent Brunswick dealers, very recently invited E. A. Strauss, of the Brunswick New York offices, to his camp in the mountains for a few days' fishing. Mr. Strauss did not bring back any photographs with him, but upon his return to New York was unable to work for several days after the trip, devoting most of his time to a description of the wonderful fish that he caught, maintaining throughout the discussion that he was not telling "fish stories."

AGGRESSIVE NEW HAMPSHIRE DEALER

LACONIA, N. H., August 6.—John E. St. Claire, who conducts a very beautifully arranged store at the corner of Beacon and Canal streets, this city, is one of the aggressive dealers in this section and has made phenomenal progress in the year that he has been in his new store. He handles the Baldwin and Poole pianos and the Brunswick phonographs and records. He also handles musical merchandise and sheet music and is one of those who believe business can be secured by going after it earnestly and intelligently.

BESSIE SMITH'S RECORDS POPULAR

The sales department of the Columbia Graphophone Co., New York, reports an exceptional increase in the sale of records by Miss Bessie Smith, exclusive Columbia artist and one of the most popular singers of "Blues" selections now making records. Columbia dealers everywhere are featuring records by Bessie Smith to excellent advantage, particularly in view of the country-wide demand for records of this type.



No. 3 Tone Arm
No. 5 Reproducer

“OLD RELIABLE”

For several years this throw-back, ball-bearing Tone Arm has been the biggest seller in our catalogue. WHY?

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CANADA
Exclusive Distributors for Canada and All Other British Possessions
INDUSTRIALS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico

Sell Returning Vacationists



Walter Camp

the Idea of "Keeping Fit"
through

Walter Camp's "Daily Dozen"

Only a few weeks remain before the vacation period will have been completed and thousands of returning vacationists will be very susceptible to the idea of "keeping fit" throughout the Fall and Winter months ahead.

Your opportunity, Mr. Dealer, lies in showing them how they can keep fit right in their own homes with Health Builder's sets of Walter Camp's "Daily Dozen." Steadily throughout the year there are constantly recurring opportunities of similar character for those dealers who carry the Health Builder line. Dealers who have taken advantage of these opportunities as they come along have achieved considerable success.

If you have never carried Health Builder sets plan to do so this Fall. There is constantly increasing demand for high-class record sets.

Write today for full information.

HEALTH BUILDERS, Inc.

DEPARTMENT W 8

334 FIFTH AVENUE

NEW YORK, N. Y.



I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

"You can't go wrong With any FEIST song"

© LEO FEIST INC NYC

MADE IN U.S.A.

STORE SALESWOMEN STUDY MUSIC

Members of Golden Rule Victor Sales Staff, St. Paul, Minn., Organize Music and Art Study Club for Musical Study

Inspired by the beautiful arias and stirring orchestrations with which their work familiarizes them, a group of St. Paul girls in the Golden Rule's Victrola department has banded together as the Music and Art Study Club. Interested in music, the seven young women are determined to make themselves so familiar with the best music and the great artists' rendi-



Members of Music and Art Study Club
tion of it that the club's influence will be felt in their daily work.

The Victrola department, with the sanction of G. A. Zoller, manager, furnishes records with which the study of each opera is illustrated. The hostess for the evening explains the opera and during her recital appropriate records are placed on the Victrola. A small club fee will furnish funds for tickets for the St. Paul appearances of opera stars. The young women are willing to enlarge the organization by the addition of persons who are able to contribute something to the club and who have a genuine interest in music.

Miss Edith Clark, the most notable song-

stress among the club members, has a Summer's leave of absence to study under Madame Valeri in Chicago and has rejoiced the hearts of the other club members with the news that in competition with other Summer school students she has won a \$150 scholarship. The other two club members studying with Malcolm McMillan are Miss Helen Schulte and Miss Bernadette Leonard.

The club's officers are president, Miss Cora Freier; vice-president, Miss Helen Schulte, and secretary-treasurer, Miss Leonard. The other charter members include the Misses Marie Schulte, Bessie Roach, Mary Nest and Miss Clark. Mr. Zoller and the store's management are very enthusiastic about the spirit of the club and its members and are offering their co-operation in its aims.

DOWNING CO. OPENS IN GARDINER

GARDINER, ME., August 3.—C. E. Downing, who has conducted a successful talking machine store in Augusta for some years, has purchased the business of the Maine Music Co., 293 Water street, this city. He will have associated with him H. C. Marston, who is widely and favorably known, having been paymaster of the Pine Tree Pulp Co., and a thorough business man. Mr. Marston will manage the business and conduct the affairs of the store in this city, which will be known under the title of the C. E. Downing Co.

PLANS FOR HOMES BEAUTIFUL WEEK

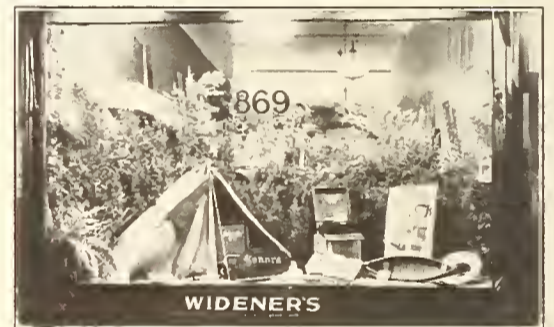
Plans for the National Homes Beautiful Week, which will be held the week of October 8 to 14 under the auspices of the American Homes Bureau, are rapidly taking shape. Some of the leaders in the movement are the Music Industries Chamber of Commerce, National Retail Furniture Association, American Art Bureau and many other affiliated associations. An elaborate publicity campaign in connection with this occasion is already under way and from present indications the event this year will be more productive of results than any previous efforts for a demonstration of this type.

A statue of John Wanamaker is to be erected in Philadelphia during the coming Winter, necessary funds having been secured through popular subscription.

WINDOW DISPLAY SELLS PORTABLES

Widener's Uses Unique Display to Advantage—Moderate Cost for Exceptional Window

The Sonora window display used by Widener's, Newark, N. J., shown in the accompanying illustration, brought dense throngs standing five feet and six feet deep at times to view it and Mr. Dexter, of Widener's, stated that it served to stimulate Sonora portable business. This window display demonstrates the excellent results that can be obtained at a small cost through the use of reasonable ingenuity and resourcefulness. The entire display costs less than \$10, practically everything in the window



Widener's Cleverly Arranged Window

having been borrowed from neighboring merchants whose co-operation was gladly given.

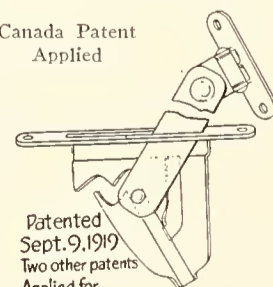
The window has a small tank containing six small turtles, each of which have painted on their backs a letter for the word Sonora. A small card informs a passerby that \$10 worth of records will be given to the person who finds the turtles lined up so that the letters on their backs spell consecutively the word Sonora. The tank cannot be seen in the photograph, but is situated directly in front of the record album with the card resting against the canoe.

SHOWS BUSINESS HEALTH GOOD

According to reports of R. G. Dun & Co. for six months of the current year failures numbering 9,724 reveal a decline of 27 per cent from those of the first half of last year. This is indisputable indication of general business prosperity, which is expected to continue throughout the remainder of the year.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

two styles—flexible and bent.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.



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.

Service Builds Business for Live Dealer

Brooklyn Dealer Gets Lead on Potential Patrons From Satisfied Customers—Insurance and Other Collectors Locate Prospects

SERVICE, spelled with capital letters, a sincere desire to make friends of customers and several unique methods of securing new prospects have been successful in building more than one business on a Gibraltar-like foundation. In no business enterprise are these three things more necessary than in the retailing of talking machines and records—at least, so believes E. Shapiro, who operates a talking machine store at 676 Broadway, Brooklyn, N. Y., and he speaks with authority in view of the fact that he has built a large business, simply by observing these rules, despite keen competition and the drawback of a store in a poor neighborhood, largely populated by foreigners who are not over-prosperous in many instances.

A Type of Service That Pays Dividends

The service extended by this enterprising dealer has been instrumental in opening the way for many sales to friends of satisfied customers. Free repairs of a minor nature, such as oiling the instrument whenever necessary, tightening and adjusting the mechanism, etc., have resulted in securing the entire confidence of his large clientele. Under the circumstances customers are pleased to give information of friends who do not own machines, and in several cases prospects secured in this way have ordered instruments similar to the ones owned by their friends without even taking the trouble of coming into the store to examine the line.

Securing and Following Up Prospects

Another method of securing prospects which has been productive of many sales is through the co-operation of insurance collectors, as well as furniture salesmen and collectors. These

men have access to the homes of their own clientele and as they have the confidence of these people through long contact they secure the information desired by Mr. Shapiro with comparatively little trouble. This information, of course, includes the names and addresses of those people who do not own talking machines or pianos, as well as the attitude of the prospect toward ownership of such an instrument. These data are incorporated in the files of the store and a systematic sales promotion campaign is instituted. This consists of, first, a letter calling attention to the excellence of the line handled by this concern and, second, the letter is followed up by a salesman, who endeavors either to close the deal on the spot or have the prospect come into the store to inspect the line. No opportunity is allowed to slip by when a customer once enters the store. For example, in the case of a man who visited the establishment to purchase a record, inquiry and follow-up resulted in the sale of three machines.

How Payments Are Handled

Of course, most of the business is done on the instalment basis and, in view of the fact that most of the patrons are not any too well off as regards finances, weekly payments at the store are the rule. If a customer neglects to make the payment when due three days' grace are extended and then a first, second and third collection letter is sent to the customer's home, urging prompt payment. Of course, each letter is a little stronger than the last. If these still are unsuccessful in bringing in the money a personal visit is made to the home of the patron and the matter is thoroughly threshed

out, not in a manner which is likely to reflect on the business, however, nor in a manner which will antagonize the customer. Tact is used. The advantage of the weekly payment plan is indicated by development of record and accessories sales through this frequent contact. Although Mr. Shapiro has succeeded in selling more medium and high-priced instruments than any other kind to these people repossessions have been kept down below the 5 per cent mark. During this year alone he has succeeded in selling four \$750 machines, and the record sale for any single day is eight talking machines, three pianos and \$150 worth of records.

How These Methods Have Brought Success

Mr. Shapiro's success is attested to by the fact that his annual business is between \$50,000 and \$65,000. In the case of talking machines he secures a 20 per cent down payment and 10 per cent is the smallest initial payment on a piano. All this has been accomplished in the face of the keenest competition by the exhaustive follow-up of every prospect. Sales have been made to persons residing long distances from the store in surrounding communities and even in the neighboring State, New Jersey. Business has developed to such a degree that Mr. Shapiro has been forced to enlarge his store.

This is an example of what can be accomplished by hard work—not spasmodic effort, but a consistent drive for business during twelve months of the year. Thought translated into action is the keynote of success in the talking machine field and those dealers who practice this without dallying by the wayside have little to fear about the future.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES—ON RECORDS

REG. U.S.
PAT. OFF.

A LOOSE LEAF *Juvenile Record Album*



Complete Book \$1.00

Six selections on three 7-inch double-faced records

Each album contains six picture and verse cards, beautifully illustrated and process printed in colors. The book is attractively bound in loose leaf style with telescope eyelets and colored silk cord. It is finally packed in a glassine wrapper.

Here are the important points of superiority —

1. LITTLE TOTS' album contains six different selections.
2. LITTLE TOTS' records are double faced, 7 inch (other makes are single faced and either 5 or 6 inch).
3. LITTLE TOTS' album is loose leaf. You can add more records to it. This feature increases your sales when the customer is not inclined to buy a complete new book.
4. LITTLE TOTS' records are contained in a patented envelope which prevents their sliding out and breaking, a common complaint with other outfits.
5. Last, but not least, are the individual LITTLE TOTS' records which can be bought separately—7 inch double faced, furnished with colored picture and verse cards, in a loose leaf pocket which will fit exactly into the loose leaf album—25c retail.



Individual Records 25c each

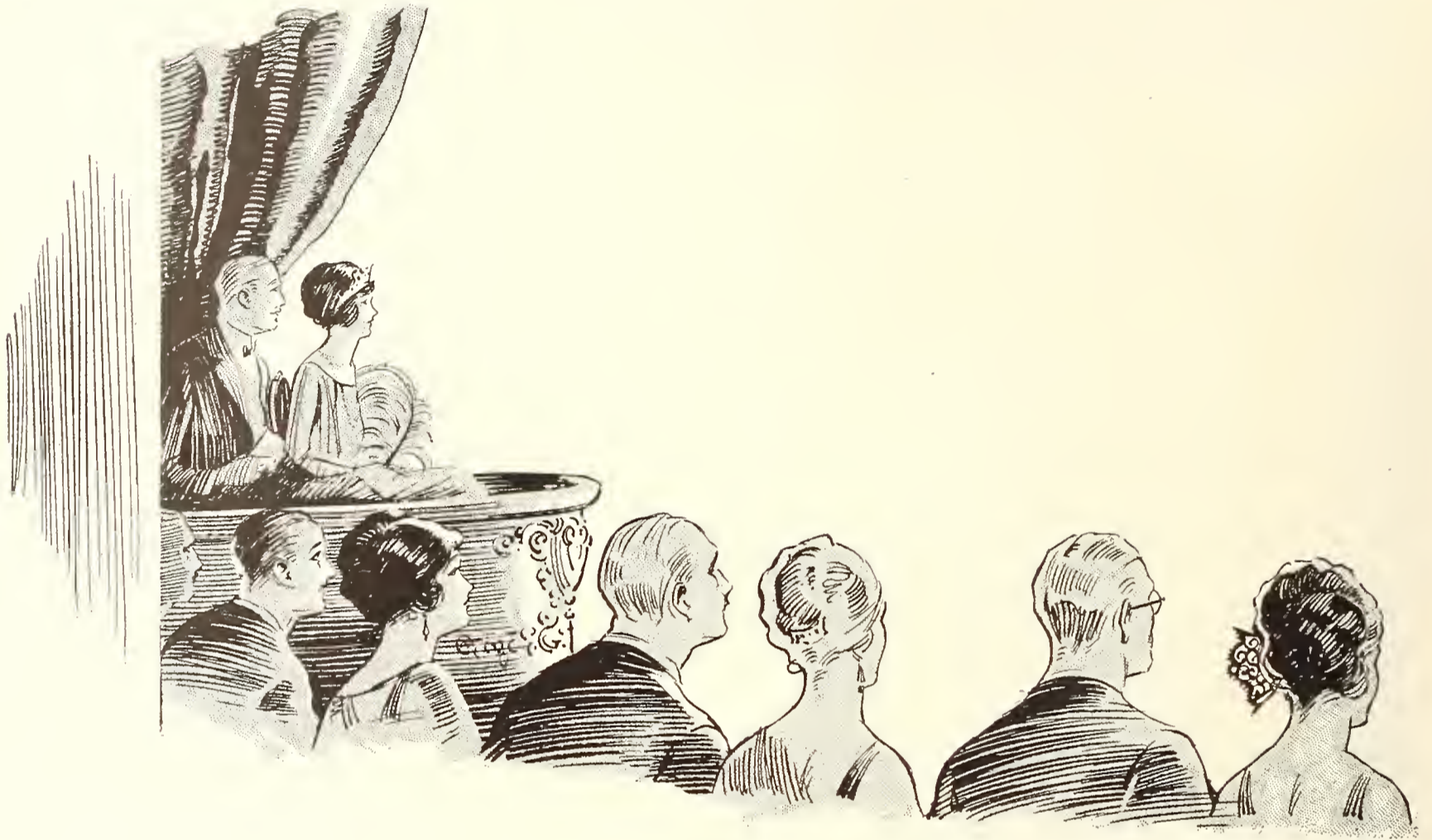
Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose-leaf book.

That's why we say to you: "LITTLE TOTS" will sell big and pay you well. Rapid—certain—repeat sales.

Liberal Discounts to Jobbers and Dealers. Write Now!

REGAL RECORD CO. LITTLE TOTS' RECORD DIV.
20 West 20th Street New York

RE-CRE



An Exclusive NEW

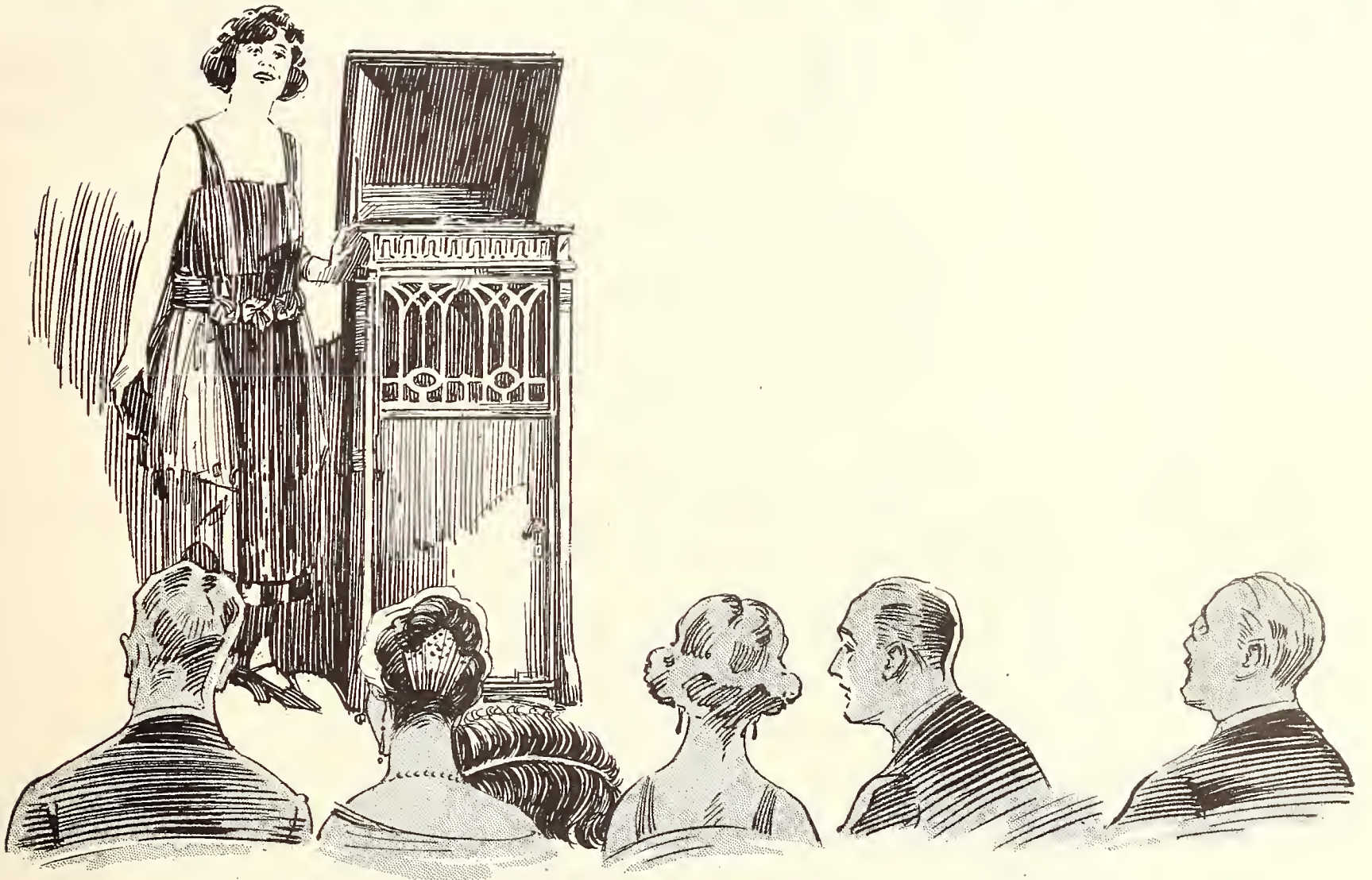


UPON a few bits of wood and metal the genius of Edison has conferred the power of Re-Creation.

The crowning achievement of a career replete with brilliant achievements, the New Edison Phonograph is an instrument of such sensitive responsiveness that it Re-Creates every subtle tone-quality, every elusive shade of expression, with a fidelity that challenges the final, supreme test—

The **NEW**
 P H O N O

A T I O N



EDISON Achievement

direct comparison with the voice of the living artist.

Wherever shown, wherever heard, the New Edison wins public approval by its beauty of design and by its instant appeal to discriminating music lovers.

This ever-increasing demand is constantly opening new and very profitable fields for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

EDISON

G R A P H

The New EDISON Chippendale



THE decorative style of Chippendale, executed in richly grained mahogany, makes this New Edison Console design a welcome acquisition to any home.

The New Edison line includes every popular phonograph model in vogue today.

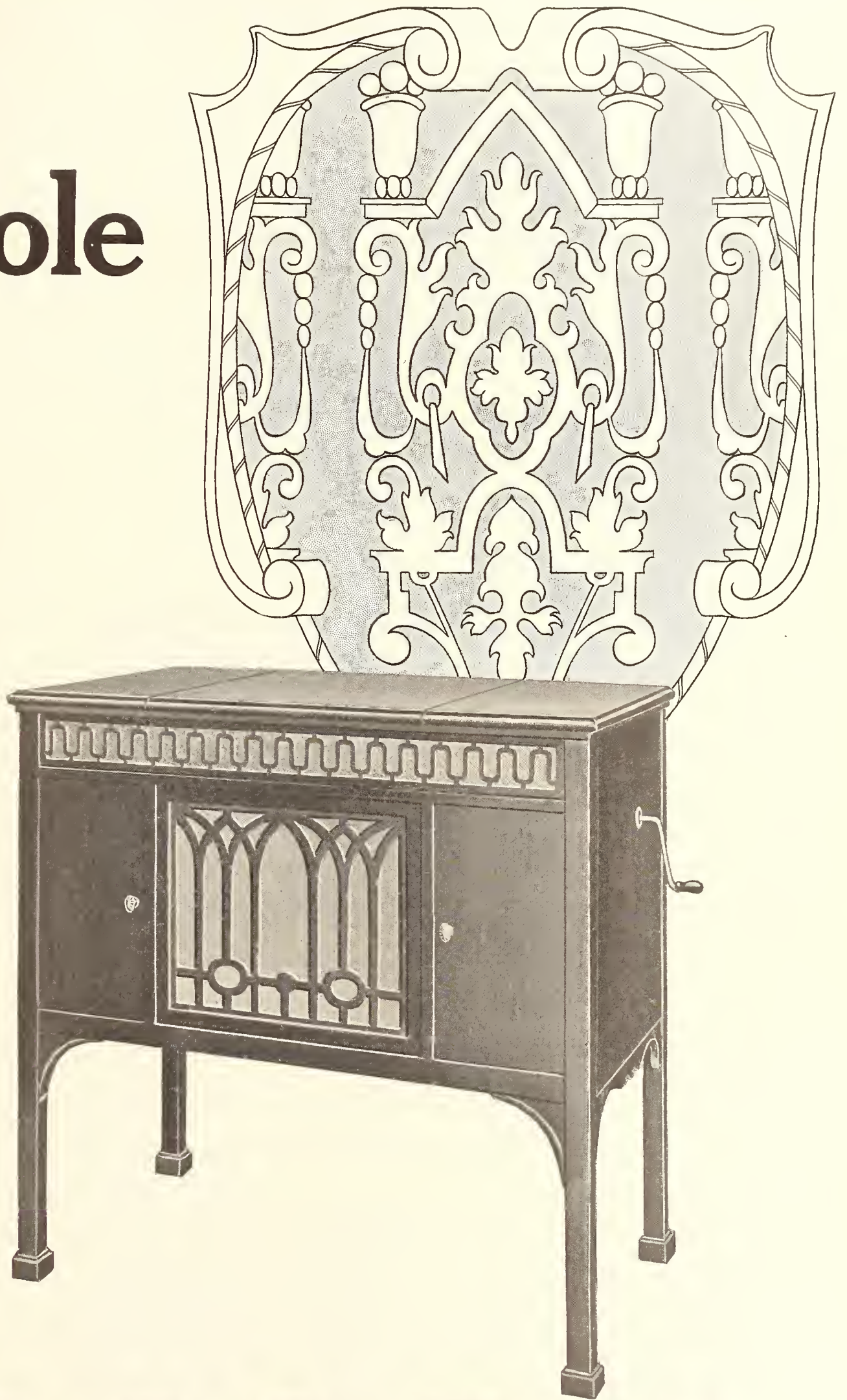
These are the period designs: Chippendale, Sheraton, Hepplewhite, William and Mary, XVIII Century, Italian Umbrian, Jacobean, Louis XIV, in console or upright models—and the new London Group of beautifully proportioned modern designs at prices within the range of every purse.

And back of every one of them—built into every one of them—are the years of painstaking research, the fortune of \$3,000,000 poured into laboratory tests, which have made the New Edison the actual re-creator of the living voice.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The NEW
P H O N O

Console



EDISON
G R A P H



Eddie Cantor takes you to the "Follies" this month when he sings "Eddie (Steady)" and "Oh! Gee, Oh! Gosh, Oh! Golly I'm In Love"—Record A-3934.

Both these numbers are sung by Eddie in the Ziegfeld show, and all you miss here is the tremendous applause that Eddie gets on the stage. It's easy to supply that yourself.

COLUMBIA GRAPHOPHONE CO.
New York

VICTOR DEALER'S FORCES AT OUTING

Buckley-Newhall Co. Well Represented at Ulmer Park Outing—E. W. and Wm. Geng Officiate at Field Sports and Baseball Game

The employes of the Benevolent Society of Brooklyn held their field day and picnic at Ulmer Park recently, at which the principal feature was a baseball game between the Waterman Co. and the Buckley-Newhall Co., well-known furniture house and Victor retailer. The Waterman Co. was the victor by a score of 5 to 2. Subsequent to the baseball contest a series of field sports were held, the day's festivities including a dinner and dance. E. W. Geng, vice-president, and Wm. Geng, manager, of the New York store of the Buckley-Newhall Co., together with a corps of assistants, handled the affair admirably, every event going through on schedule. Both Messrs. Geng are experienced A. A. U. starters and timers and they are being mentioned as officials for the Talking Machine Men's outing that will be held on August 14 at Glen Head, L. I.

MAKES RECORDS OF SERMONS

Aimee Semple McPherson, famous woman evangelist of Los Angeles, Cal., recently put the talking machine to a new use by making the first of a series of records of sermons. It is announced that there will be records of twenty sermonettes in all.

OUTING PORTABLE FEATURED

Cunningham Co., of Detroit, Uses Portable as Basis for Effective Display—Other Forms of Publicity Also Produce Results

DETROIT, MICH., August 6.—Cunningham's Phonograph Shop, of this city, has been featuring the Outing portable to excellent advantage, using attractive window displays to interest the



Cunningham's Clever Outing Window public. A recent display is shown herewith and will give some idea of the effectiveness of these displays. W. R. Fife, manager of the Cunningham Co.'s phonograph department, has devoted considerable time and effort to developing his

portable business this year and the results have been very successful. This store issues a monthly bulletin which has a circulation of 75,000 copies and Mr. Fife states that many Outing sales have been created through the medium of this publicity.

CHANGES IN VICTOR DESIGNS

Victor Co. Makes Important Announcement in Regard to Changes and Shipments on Certain Designs of Talking Machines

A communication recently sent to distributors by the Victor Co. reads:

"In order to provide for the inauguration of changes in the design of certain of the horizontal Victrola line, comprising Nos. 240, 260, 300 and 330, there must be a lapse of shipments until October.

"Victrola No. 240, as produced hereafter, will be larger than the present model and will have a lower and more attractive lid. It will be first supplied in the new composite mahogany finish. Our list price on this instrument will be \$125.

"Victrola No. 260, as produced hereafter, will be slightly larger than the model now on the market. It will have a new lid and carving on the front posts. On this type our list price remains unchanged. Shipments during the balance of this year will be in English brown mahogany finish.

"Production on the other models of this line will have to be deferred until after January 1 next.

"We desire to take this opportunity to also announce a new model of Victrola No. 50. Outwardly the new product will not be unlike the model now on the market, but it will have added conveniences, including a very ingenious container for needles, means for carrying six records on the turntable spindle and a more conveniently located winding key. There will be no change in our catalog price on this type. We expect to have the new model available about September 15 and, in the meantime, shipments of the present model will be very limited.

"Taking the above outlined changes into account the Victrola instrument line may be looked upon as definitely established for at least the remainder of 1923."

TEN-RECORD NEEDLE NOT INCREASED

In a recent article covering the activities of the Wall-Kane Needle Mfg. Co. it was stated that the price increase on Wall-Kane needles would be effective September 1. S. Kaminsline, secretary and general manager of the company, calls attention to the fact that this price increase applies only to the Jazz and Concert needles of the line, which are one-time steel needles made in all tones. There will be no increase, Mr. Kaminsline explains, in the price of the Wall-Kane ten-record needle.

A sense of humor has saved many a business man from becoming discouraged.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and
Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

Cashing In on the Universal Instrument

Some Worth-while Suggestions by Lester G. Herbert on Merchandising Talking Machines and Records in an Efficient Manner

Happily, the love of music is born in nearly every human heart. All people, however, cannot produce music for themselves. Opportunity, desire, or actual ability in this direction, may be lacking and so, if it were not for the invention of what we may term the universal instrument, of moderate price and of great flexibility in its repertoire, these people would be barred from much of the pleasure and refining influences of music. In fact, they would be dependent upon their friends and paid entertainments for their musical enjoyment. But the universal instrument—the modern talking machine—has remedied the situation and has filled a great need.

Not only do those who are not musicians enjoy this musical instrument, but those who are finished musicians as well, for the latter frequently long to hear great artists or to entertain guests with a program other than their own.

Getting in Touch With Prospects

The dealer who recognizes the tremendous appeal of the talking machine will reach out by logical means to get in touch with those, first, who have not an instrument and, second, with those who have them.

Let us consider, first of all, the people who already have these instruments in their homes. All of these owners are live record prospects and many of them would be only too glad to have a new and higher grade talking machine if they could dispose, at a fair price, of the machine which they already have. By working out an equitable plan of allowances on trade-ins a very large number of new talking machines may be placed every season.

And when people have a talking machine to which they like to listen, and which affords worthy entertainment for their friends, they are always much freer buyers of records. It often happens that when people find that the allowance on their old machine takes into account wear, depreciation and the second-hand status, the owner will decide to keep the cheaper machine and to use it for camp, or Summer home, or put it into the nursery for the children, or present it to some school, or grade in a school, which is not provided for musically.

Getting Rid of Used Instruments

Actually stirring up replacement prospects is bound to prove mighty profitable business. Then, if a number of second-hand machines accumulate, there are several ways of getting rid of them. The best means of doing this is to keep all of these machines out of sight until a number accumulate. Then a special sale may be advertised featuring used machines. After the sale is over any remaining used machines should be put away out of sight again and only shown if somebody comes in in search of something of this kind. That is to say, the business should be kept distinct from the new goods.

The third plan has a merit of its own, as it deliberately uncovers a good many prospects who, with proper handling, will buy new machines. By this plan the retail store either advertises or sends out a personal solicitor, or both, to find out and to compile a list of those who have not a talking machine in their homes and who would consider buying a good used one at a reduced price.

The explanation could be made that the used machines are not carried in stock at all by a progressive musical company, but that many people, wishing to buy new machines, desire to dispose of their old ones. If such a plan is worked the store can take in the used machines, knowing that they have a list of people ready to consider buying. Or the owner of the used machine can be given three or five names of prospects to whom he, individually, can sell it.

Building Prospect List by Personal Contact

In one case where a list of used prospects

was compiled a young woman did the work of personal calls and solicitation. Her method was to approach the people in the home pleasantly and to say that she was representing the Monarch Music Co. Her next inquiry was as to whether or not they had a talking machine. If they had one she had a small carrying case with half a dozen very attractive new records, and she asked to be allowed to try these and offered to make any minor adjustments the machine might need. The service, she assured her hearers, was free. Nearly always she succeeded in selling several records for later delivery and, in not a few cases, interested these people in better machines.

If the people called on had no talking machine at all then she spoke of the delight in having a good instrument and invited these people to come into the Monarch store to look around

and to hear the instruments. If it was clearly evident that the people could not afford or would not be interested in a new machine she was ready to switch over and to talk a used machine to them. In any case she had one of three entries for the mailing list: (1) Record prospects. (2) New machine prospects. (3) Used machine prospects.

The ways indicated of cashing in on the universal instrument are practical. They involve no extra investment and very little extra expense in salesmanship. In any event, expense disappears in extra profits.

The man who is not willing to spend \$10 to get \$200 has made a mistake to attempt to act as a business principal. Either he must make over his mental outlook or be content to act as a business mate while someone else serves as captain.

JAPANESE FAVOR PORTABLES

Nipponese Carry Music With Them—Modern Dancing Taking Hold of Japanese

WASHINGTON, D. C., August 3.—Talking machines and records, the products of four of our leading manufacturers, are rapidly growing in favor in Japan, according to Dr. Ito Wanuchi, who is visiting this country on business. Dr. Wanuchi declared that, while high-grade instruments are in demand in his country, the portable models easily enjoy the greatest popularity because the Japanese like to take their music with them when they travel. The demand, especially for American records, is traceable to the growth in popularity of modern dances and a real liking for the modern Occidental music, and this has been further augmented by the many Japanese who have received their education in this country. American instrumental numbers as played by leading musical organizations have a great vogue in Japan and the natives are very partial to them because of the distinctive work of the bands and the perfection of recording. Although the United States ex-

ports large numbers of machines and records to Japan the latter country also manufactures a considerable number of talking machines and is at present engaged in working up export business with Far Eastern countries. A typical example of the progressive type of Japanese talking machine manufacturer is The Nipponophone. This firm has an export manager, an American, who is developing trade along real Yankee lines.

USES WINDOWS TO ADVANTAGE

Otto F. Gobel, manager of the music department of R. H. Muir, Inc., East Orange, N. J., Brunswick dealer, is a keen believer in the merchandising value of effective window displays, but in common with many department store managers frequently is obliged to compete in window display attractions with expert window dressers in the same building. However, Mr. Gobel has evolved a number of exceptionally handsome window displays that have not only attracted the favorable attention of all passers-by, but have proved important factors in the sale of Brunswick phonographs.



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 1923-1924
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

The Future?



THE demand for BAGSHAW NEEDLES is unprecedented—it is more than double that of last year, and as you know, we had our own troubles filling last year's Fall orders.

WHAT the future holds in store for us we do not know. However, we have not been able to protect ourselves sufficiently on steel at present prices to see us through the rest of the year. At the moment we don't know whether we will be able to do so later. The best we can tell you is that prices will certainly be no lower—also that there are limits to all factory facilities. If you want to be reasonably sure of securing

BAGSHAW NEEDLES

in complete quantity, when you want them, and at present prices

ORDER NOW!

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City



*In Envelopes of 100
Dance, Loud, Full, Pet-
mecky, Light or Half-
tone*



*In Tins of 200
Dance, Loud, Full or
Halftone*



*In Tins of 300
With your name on each
can—all tones*



*Combination Record
Cleaner and Container
of 500 Needles
Dance, Loud, Medium*

We'll Do the Best We Can—

But Our sales to July 1st are larger than for the entire year of 1922. We don't have to remind you that we had some difficulty last year in filling your orders. Frankly, we don't know where we stand this year. So far we have been able to take care of this doubled business without delaying shipments, and we do not contemplate any difficulties. Just the same, it would be just as well if you look into your Fall requirements and let us know what you expect from us. Present prices cannot be guaranteed indefinitely, but we do want to know, as quickly as possible, how far and how fast we will have to push our factory facilities.

Our Advice Is—

that you order immediately your Fall and Holiday order and indicate how you would like your deliveries spread out. Orders accepted by us now will assure you present prices and delivery when you want them. If you don't act upon this suggestion, don't blame us later for possible developments which may mean higher prices and curtailed or delayed deliveries.

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City



"House of David Blues," played by the Chicago Blues Orchestra, is one of those rare fox-trots that give you a restless, want-to-travel feeling in both feet ten seconds after the needle drops.

Another rousing fox-trot, "Blue Grass Blues," by the same organization, is on the reverse side of this record—A-3923.

COLUMBIA GRAPHOPHONE CO.
New York

MUSIC MEMORY CONTEST SCORES

Much Publicity and Increased Interest in Music Amply Repay Roberts Music Co. for Staging Contest in Seward, Neb., Schools

SEWARD, NEB., August 4.—A very successful music memory contest was staged among the pupils in local public schools by J. R. Roberts, of the Roberts Music Co., well-known Victor dealer, of this city. Twenty-five carefully selected Victor records were used in the contest and the competition was keen for the gold medals which were donated by Mr. Roberts for the winners. Considerable valuable publicity was derived for the Roberts Music Co. as a result and the intensified interest in things musical among the children is considered by this enterprising dealer well worth the time and money spent in promoting the contest.

CAR CARDS FOR VICTOR DEALERS

A new series of four brilliantly colored cards for use in street cars has been prepared by the Victor Talking Machine Co. The cards contain illustrations of Victor console instruments and also feature records. A plan has been formulated whereby dealers will be furnished, free of charge, with this advertising bearing their individual imprints, providing that twenty-five or more cards are ordered.

Ward's Padded Khaki Moving Covers



for
Pianos
and all
Models of
Upright
and
Console
Machines

Distributors
BRISTOL & BARBER, INC.
3 E. 14th St. New York City
SHERMAN, CLAY & CO.
741 Mission St. San Francisco, Calif.
THE C. E. WARD CO.
Manufacturers
NEW LONDON OHIO

WM. R. BROPHY SAILS FOR EUROPE

Brunswick Recording Director Sails on "Laconia"—Associates Assemble at Pier to Bid Him Bon Voyage—May Meet B. E. Bensinger

Wm. R. Brophy, general manager of the recording laboratories of the Brunswick-Balke-Collender Co., New York, and one of the recognized leaders in the recording field, sailed on the S.S. "Laconia" a few weeks ago for a trip



Arrow Points to Mr. Brophy, Whose Friends Bid Him Bon Voyage

abroad. This is Mr. Brophy's first vacation in ten years and in order to properly celebrate the event his associates at the Brunswick recording laboratories gave him a send-off.

While at the pier, Brophy's Brunswick Bitters were distributed among the members of the Brunswick party, who were keenly appreciative of their many virtues. Among those who were present when the "Laconia" sailed were Mr. Brophy's daughter, Miss Beatrice Brophy; Walter G. Haenschen, director of popular recording; Walter Rogers, director of classical recording; Don Leopold, manager of the record department of the Brunswick Co.'s New York division; James O'Keefe, Simkler Darby, Heber McDonald and others.

Geo. W. Case, Jr., Brunswick patent attorney and well known throughout the talking machine trade, also sailed on the "Laconia" with Mr. Brophy. In all probability, Mr. Brophy while abroad will meet B. E. Bensinger, president of the Brunswick-Balke-Collender Co., who sailed for Europe a few weeks ago.

ELINOR WARREN NEW OKEH ARTIST

Well-known Pacific Coast Pianist Joins Okeh Record Makers—A Noted Composer

Miss Elinor Remick Warren, a talented young Pacific Coast pianist, makes her first appearance in the talking machine industry through the medium of Okeh record No. 4873 in the September list, issued by the General Phonograph Corp. Miss Warren, although only twenty years of age, has already won considerable success as a composer, and among her compositions that have been published are the following: "The Heart of a Rose" and "Golden Yesterdays," published by Harold Flammer; "I Have Seen Dawn," published by the Boston Music Co.; "Song of June," published by G. Schirmer, Inc., and many others.

For her first Okeh record Miss Warren selected two well-known compositions, "Papillons" (Ole Olson) and "Country Dance Number 1" (Beethoven). Last Spring Miss Warren appeared in several concerts at Aeolian Hall, New York, accompanying such well-known artists as Miss Florence Easton and Mme. Matzenauer.

NEW MUSIC SHOP'S ANNIVERSARY

WHEELING, W. VA., August 2.—The New Music Shop, 37 Twelfth street, this city, recently celebrated its sixth anniversary by inaugurating a special sales campaign on its large stock of talking machines, records and musical instruments of all kinds. The concern has enjoyed a record of successful growth during the six years of its existence. Manager J. C. Diltz, through aggressive merchandising, has aided materially in the growth of the business.

SMITH MUSIC STORE BANKRUPT

LONDON, O., August 3.—An involuntary petition in bankruptcy has been filed against Guy R. Smith, doing business as the Smith Music Store, at 25 South Main street here. Liabilities are listed at \$3,075.11.

The Paula Phonograph Co., of Miami, Fla., has moved to new factory quarters near Bird road and Grapeland boulevard. The concern manufactures talking machines.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.

ODEON and FONOTIPIA

The Records with an International Reputation

Recorded in Europe



Pressed in America

Our 3000 Series double faced 12 inch \$1.25

Marvelous Orchestra Recordings by Marek Weber & Dajos Bela

Both artists are using a symphonic arrangement to interpret the peculiar charm of European Orchestra music. They follow the tradition created by the famous Viennese Waltzking Johann Strauss, by playing the first violin in their orchestras themselves.

This splendid combination, coupled with a repertoire of beautiful and melodious selections and the superb recording technique, are responsible for the sensational reception of these records.

Our 5000 Series double faced 12 inch \$1.50

The outstanding feature in these series is a set of three records, combined in an album, of the

UNFINISHED SYMPHONY by FRANZ SCHUBERT

(Complete with Album \$5.00)

This immortal masterpiece has been recorded in its entirety and without cuts by the Orchestra of the German Opera House, Berlin, and conducted by

EDUARD MÖRIKE

Our CELEBRITIES Series . . . single faced 10 inch \$1.00

“ “ 12 “ 1.50

These series comprise master recordings by

Maria Jeritza
Maria Ivogun
Barbara Kemp

Giacomo Lauri Volpi
Nino Piccaluga
Riccardo Stracciari

and many others.

Our FOREIGN LANGUAGE Series double faced 10 in. 75c.

“ “ 12 “ \$1.25

Bohemian
French
German
Greek
Hebrew-Jewish
Hungarian

Italian
Lithuanian
Mexican
Norwegian
Polish
Russian

Swedish
Serbian
Swiss
Slovak (Slavish)
Slovenian-Krainer
Turkish

The ODEON and FONOTIPIA

Repertoires are offering a wealth of Specialties to the live-wire dealer with which to reach every conceivable market and to stimulate his record business with Phonograph Music of an entirely new conception.

MANUFACTURED BY THE MAKERS OF THE FAMOUS OKEH RECORDS



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York City

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

JOIN STAFF OF LOCAL OKEH BRANCH

Ray Wilson and B. Mishkind Added to New York Okeh Staff—Both Well Known in Trade

The New York distributing division of the General Phonograph Corp., New York, has increased its sales staff in order to take care of the requirements of the dealers in local territory. E. B. Shiddell, manager of the branch, announced recently that Ray Wilson and B. Mishkind had been added to the company's sales force. Mr. Wilson, who is well known in the local trade, having been identified with the talking machine field for many years, will cover the Yorkville district for the Okeh branch, and Mr. Mishkind will travel in Connecticut and New York State.

CARD BRINGS PROMPT PAYMENTS

Clever Collection Stimulator Reduces Delinquent Accounts

KANKAKEE, ILL., August 5.—The Lecour Department Store here has adopted a plan for stimulating collections which has proved very efficient. It consists simply of a little card bearing the following message:

"Successful business demands prompt collections and prompt payments. We request prompt payments in the same courteous spirit in which we solicit your esteemed trade. Both are necessary for our success."

The store pursues a very active policy in stimulating the expansion of its credit business, but simultaneously devotes a great deal of attention to maintaining standards of prompt payment from the very beginning of the opening of a new account. There is a suggestion in this for talking machine dealers who sometimes experience trouble in making collections promptly.

ENJOYS RECORD BUSINESS MONTH

Mutual Phono Parts Mfg. Co. Adds New Machinery to Plant to Facilitate Production

Andrew P. Frangipane, secretary of the Mutual Phono Parts Mfg. Co., New York, reports that July was one of the biggest months in the history of the organization. The amount of business placed during July of this year surpasses the total of May, June, July and August of 1922. The exceptional volume of orders placed during this Summer month presages considerable activity on the part of talking machine manufacturers for Fall production. The Mutual Co. has added new machinery to its factory during the past month, substantially increasing production facilities and providing increased service for the prompt filling of future orders.

Mr. Frangipane states that there is a strong tendency towards steadily increasing prices on raw materials, such as mica and metal, although up to the present time this has not affected the prices of Mutual products.

GOLDSTEIN & ZAREM IN TROUBLE

A petition in bankruptcy has been filed against Goldstein & Zarem, Inc., 127 East Twenty-third street, New York City. Liabilities are given as over \$10,000 and assets over \$2,000.

Mrs. E. Hoover Johnston formally opened a new talking machine and wall paper store at 5841 Forbes street, Pittsburgh, Pa., late in July.

CLEVER PLAN FACILITATES DEMONSTRATION OF RECORDS

Revolving Record Racks in Demonstration Booths of Summerfield's Furniture Store, Worcester, Mass., Eliminate Lost Motion and Wasted Time in Securing Records for Customers

R. V. Lewis, manager of the talking machine department of Summerfield's Furniture Store, Worcester, Mass., has hit upon a clever and successful idea for handling demonstration records in booths with a view to the convenience of both the salesman and customer, as well as to their selling possibilities. In each booth in the department is placed a large revolving rack. On the outside is found space for four records. The records are placed in large envelopes on the outside of which appears the name of the artist, the title of the selection and the type, whether soprano or tenor solo, orchestra number, etc. When the customer is ushered into the booth the salesman inquires what sort of records are desired. If the customer wants a dance selection the rack is turned and out of one of the pockets is pulled a late dance number by one of the prominent orchestras. Should the request be for a tenor solo, a number of that type also is easily found in the rack, and so on.

The plan is particularly convenient when the customer desires to hear a particular machine play records of various types. When the cus-

tomers is impressed with dance records it is a simple matter for the salesman to go to the record rack and pick out several corresponding numbers, and the same holds good with other types of music. Much time is saved, however, at the outset when, instead of having to search through the records for certain selections the salesman finds them available on the rack within the booth. The rack is large enough to hold practically a complete monthly series of records and it has been found that the system serves to keep the dealer constantly informed as to the selling possibilities of various numbers. For doing this he keeps a record on the back of the envelope and the number of sales of that particular selection that have been made, and can gauge his business accurately enough to eliminate guessing in ordering.

Another good feature of the plan is that the customer who comes in and insists on dance records, if left alone for a while by the salesman, is, nine times out of ten, inclined to look over the rack and play three or four selections of other numbers, which in itself proves an excellent sales producer.



You will be mailed a copy September 1st

Watch for it!

CERTIFIED

REPAIR MEN!—

This book will interest you!

There has been a vital need and wide demand for precision Repair Parts and Supplies. Numerous requests from repair men throughout the country have come to us for a catalog of CERTIFIED REPAIR PARTS. Therefore, we have issued this book—The Plaza Music Co. Repair Parts Catalog.

It contains enumerated description and illustration of parts and supplies that are GUARANTEED and CERTIFIED as to exactness of manufacture and quality of materials.

Above all, you have this ironclad assurance:—

Every "Certified" repair part bears an unconditional money-back guarantee against all defective workmanship and materials.

Write for your copy to-day. It is free.

PLAZA MUSIC CO.

18 WEST 20th STREET
NEW YORK

NEW BOOK ON MUSIC APPRECIATION

Victor Talking Machine Co. Announces Important New Addition to Its Literature

The Victor Talking Machine Co. has announced that there will be ready for distribution a new and thoroughly original course for the teaching of music appreciation in the elementary schools, the course in book form bearing the title "Music Appreciation With Victrola for Children." In announcing the new publication the company says:

"Our earlier publication, 'Music Appreciation for Little Children,' designed for the kindergarten and primary grades, met with great favor and did valuable pioneer service in this field. However, in response to the insistent demand of music supervisors and teachers, we have enlarged, rewritten and revised the course to embrace the work of the first six grades.

"'Music Appreciation with the Victrola for Children' presents a series of practical discussions on the fundamentals of the study of music appreciation, together with valuable helps and

suggestions on organization and teaching, and a complete course of more than one hundred and forty definite sequential lessons, illustrated throughout by Victor records. It has 288 pages; is cloth bound with gold imprint, and contains many illustrations in half-tone and color.

"This book will meet with a very heavy demand, for it is the only complete course on music appreciation in the elementary grades on the market to-day." The list price of the book is \$1.50.

RECORDS SELL TALKING MACHINES

Selection of Proper Records for Demonstration of Machine Has Important Bearing on Mood of Customers and Sales Results

Experience has proved to progressive talking machine dealers that the selection of records used in the demonstration of machines has a very important bearing on sales. One dealer has instructed and taught his sales people to try to analyze each machine prospect and before demonstrating the instrument select music which is certain to please the prospective patron, thus placing him or her in a mood receptive to the sales talk. A successful dealer stated recently to the writer that he had discovered that music which pleased customers made the work of the salesmen in selling instruments much easier. He also declared that where doubt existed as to the musical preference of the customer a waltz was the best type of music to play, this because of the fact that waltz music appeals both to lovers of the more enduring type of music and to those who prefer jazz and also to young and old alike.

SHOWING THE RECORD'S STRENGTH

SAN PEDRO, CAL., August 2.—The San Pedro Furniture Co., of this city, Columbia dealer, has utilized a novel method of demonstrating the strength of Columbia New Process records, at the same time calling attention to the Columbia phonograph. A New Process record is hung from the ceiling of the display window by a strong cord running through the hole in the center of the record and another cord passing through the same hole is fastened to a cradle which is made fast to an upright Columbia phonograph. A window card labels the stunt as follows: "New Process Columbia Record Holding a Weight of Over 150 Pounds."

PETERSBURG MUSIC STORE, INC.

PETERSBURG, VA., Aug. 6.—Papers of incorporation for the Petersburg Music Store, Inc., have just been filed here, assigning a maximum capital of \$50,000 and a minimum capital of \$5,000. The officers of the company are George B. Carter, president; J. K. Fletcher, secretary, and F. N. DeLuca, vice-president. The concern is licensed to deal in and manufacture musical instruments and supplies and conduct a general business in music.

PENDLETON HOUSE HOLDS OPENING

PENDLETON, ORE., Aug. 4.—The Pendleton Music House, of this city, recently held its formal opening in its newly renovated warerooms on Main street. The warerooms have been operated under their present name since January 1, when the new owners took over the Warren Music Co. The entire warerooms have been remodeled and a new front installed.

MUSIC'S DELEGATE IN FRANCE

Mrs. Eleanor Starkey, of the Aeolian Co., Back From Trip of Good Will Delegation

After spending about six weeks abroad as representative of the Aeolian Co., New York, in the Good Will Delegation to the Devastated Regions of France, Mrs. Eleanor S. Starkey has returned to New York City. The delegation of which Mrs. Starkey was a member arrived in France on May 30, making, together with the guides and official photographers, a party of 112. Their first official act was to place a wreath, sent by the American Legion, on the grave of the unknown soldier of France.

The outstanding feature of their trip was a nine-day tour through the devastated re-



In War Devastated France

gions of France, including Chateau-Thierry, Rheims, the Argonne, Soissons and Verdun. Mrs. Starkey spoke of the latter place as being the scene of the worst devastation. One of the most impressive sights was the bayonet trench, where a monument has been erected by Robert Trent. The bayonets are still visible protruding from the soil.

At Chateau-Thierry an old phonograph was found in the corner of a hotel formerly occupied by the American troops and a further search revealed some Vocalion records. Mrs. Starkey, as the only representative of the music industries, was presented with a bouquet of roses at Fontainebleau, where one wing of the Fontainebleau palace was turned over to the visiting Americans. The delegation sailed for home June 30, after having been each individually awarded a bronze medal as a token to those who came to assist France.

GRIFFITH INCREASING FLOOR SPACE

Newark Music House Takes Additional Store, Giving It Large Increase in Floor Space

The floor space of the Griffith Piano Co.'s Broad street, Newark, store will be nearly doubled in a few weeks, when the store adjoining it on the South is annexed as an additional showroom. The adjoining store has been the property of the Griffith Piano Co. for a number of years and has been occupied by H. Nadler, a dry goods merchant. With the expiration of the latter's lease a few days ago the Griffith brothers grasped the opportunity for enlarging their floor space and alterations were started at once. The plastering will be done to match that of the main store and the wall has been cut through in two places to allow the movement of pianos from one store to the other.

Dow R. Trent & Co., carrying a line of pianos, Victrolas, sheet music and records, are about to open for business in the Simonton Building, North Manchester, Ind.

Mr. Edison Man:—

Don't Say

"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture.

Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.



With the firm bow that so eloquently reveals a master's touch, Toscha Seidel this month presents Schubert's "Valse Sentimentale"—Record 81006.

It is a quiet, graceful waltz—one of a collection said to have been composed by Schubert as his share in the festivities of a small Vienna coterie. Seidel's presentation is entirely unconventional and altogether charming.

COLUMBIA GRAPHOPHONE CO.
New York

DEALERS COMBINE FOR AD DRIVE

Alliance, O., Victor Dealers Pool Interests to Boost Sales of Latest Record Releases Through Advertising in Local Newspaper

ALLIANCE, O., August 6.—Although keen competitors three music stores of this city, all Victor dealers, get together each month in exploiting the month's new record releases. The Alliance Review, on the first of each month, uses a stereotype mat of Victor records released for the month, issued by the Victor Co. This is reproduced, together with comment on the various records. All three of the Victor dealers—J. H. Johnson's Sons, Cassidy Drug Co. and Vernon Music Co.—use a third-page space of display advertising on Victor products. This is the first instance in this section where competitors have pooled their interests in this way.

GIMBELS FEATURE R C RADIO SET

During July a deal was closed by Gimbel Bros., well-known department store, with the Radio Corp. of America, involving a purchase of 20,000 Radiola receiving sets. The only model featured in this sale was the R C set, which is well known in the radio trade, but which will not be manufactured any longer. Gimbel Bros., together with a chain of department stores throughout the country, placed the instruments on sale at a figure considerably lower than the original retail prices.

THE WORD "PLEASE" PAYS

Someone told Tom Dreier, who writes so interestingly in Forbes Magazine, that not less than \$1,000,000 was paid last year for the use of the word "please" in telegrams. This led him to remark sententiously that "fortunately it doesn't cost us anything to use it in our daily conversation."

CLEVER TRUCK AD SELLS RECORDS

Hockett-Bristol & Cowan, Live Fresno, Cal., Dealers, Make Truck Pay Dividends

FRESNO, CAL., August 1.—Hockett-Bristol & Cowan, live Edison and Columbia dealers, 1253 J street, this city, are securing a great deal of excellent record publicity which is resulting in sales from their delivery automobile. As may be seen in the illustration, a large imitation record has been secured to the body of the



Hockett-Cowan Music Co. Truck

vehicle. The record is covered with tin and is four feet in diameter. Each late dance number is featured on this record for one week. This and the fact that local orchestras feature the number at the same time have boosted sales.

NEW ARTISTS MAKE OKEH SPIRITUALS

The Morehouse College Quartette, of Atlanta, Ga., representing one of the best-known colored colleges in the South, makes its debut in the talking machine industry with two numbers just announced on Okeh records. These selections were recorded during the recent trip of the special recording expedition sent down to Atlanta by the General Phonograph Corp. under the direction of R. S. Peer. The first record by this college quartette features two time-honored colored spirituals, "Swing Low, Sweet Chariot" and "Down by the Riverside."

ADVOCATES "TALKERS" FOR COURTS

Texas Judge Predicts Time Will Come When Talking Machines Will Be Used to Speed Course of Justice and Cut Expenses

"It is my firm belief that before many years have elapsed court proceedings will all be recorded by means of phonographic records," said Judge E. B. Muse, of Dallas, Tex., in speaking of the remarkable strides taken by science in recent years.

"Such being the case," he continued, "instead of long-drawn-out second and third trials, all that will be necessary is for photographs of the principals and the records of their testimony to be placed before the judge and jury.

"Further, wills can also be recorded with any parting admonition, such as the division of property, included on the record.

"If a system of this kind were introduced into our courts the decrease in the cost of court proceedings can hardly be counted in dollars and cents, because of its magnitude. Witness fees would only have to be paid once. The jury would have to be held about one-eighth as long, to say nothing of the expense of special prosecutors and the like. Judges would have more time to dispose of more cases. Bailiffs and other attendants could be greatly diminished. In fact, there are innumerable expenses that could be eliminated."

BRAIN, WILL POWER AND LABOR WIN

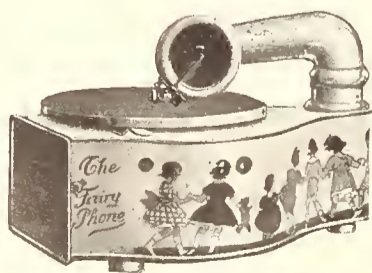
Ignace Jan Paderewski, the great pianist, whose Victor records are so universally popular, is, in the opinion of an eminent writer, an outstanding example of the successful man. Through his talents as a pianist he accumulated a fortune only to give practically all of it to his country, Poland, in the hour of her need. Then he came to America on a concert tour and in the short space of six months earned another fortune of half a million dollars. Easy money? Hardly. It has been a rule of Paderewski's life to practice on the piano eight hours a day. He was born, of course, with a gift and taste for music, but it was brain and will power and labor that made him the incomparable artist.

A PROGRESSIVE LACONIA DEALER

Leroy Thomas, who recently bought out the interest of C. L. Howe, in the Portsmouth Flower Shop, Laconia, N. H., has redecorated the establishment and installed a number of new record racks and two new booths finished in white bungalow style, which are arranged in a very attractive manner. Mr. Thomas enjoys a very high-grade clientele in both Victor talking machines and records and the Pooley line.

F. Van Vogart, formerly manager of the Victor department of the A. E. Gardner Co., Iowa Falls, Ia., is now manager of the talking machine department of the Davidson Co., prominent concern in Waterloo, Ia.

"THE FAIRY-PHONE"



Size: 26,5x20x11 cm,
net weight: 2,5 kg

The best selling
toy-phonograph playing a 10-inch record,
very pretty, unbreakable,
extraordinary
cheap

Direct delivery through our German branch

Distributors wanted for Wholesale

Nordisk Polyphon A/S., Copenhagen, Denmark, Vodroffsvej 26

What Is the Worth of Your Trade Paper?

Value of Trade Paper Depends Upon Use Made of It—System for Classifying and Preserving the Items of Value From Each Issue

"I don't have much time for reading," said E. E. Peck, an Iowa wholesaler, recently, "but there are two or three trade papers coming to my desk which I always make it a point to read. I do this even if I have to stick them in my pocket and take them home with me.

"If I see anything in them that looks like an idea or a suggestion that ought to fit in with our business I make a note of the article on the cover page, and when I take it back to the office with me in the morning it is passed among the executives or salesmen responsible for the particular phase of our business to which it applies."

Mr. Peck is a very busy man. He must read to a purpose and to a point. Hence he selects his trade papers as being the most valuable for the time he has to spare. He has a very good reason for doing this, and that reason is because he has found that it pays.

Another Iowa business man whom I used to know was a very careful and systematic reader of his trade papers. His name was W. A. Spurrier, Jr., and he conducted something like fourteen separate and distinct businesses with the same organization, all of which were more or less closely related.

"There are dozens of workable ideas presented in your trade paper every year," he said to me in telling about it, "but, for the most part, the average man doesn't take affirmative steps to preserve such ideas and such information.

"We used to pile the trade papers on top of the desk here and let them go. If anything came up we ran through the pile and hunted up the tip or the article we had read on the subject. Sometimes we found what we wanted and sometimes we didn't. You know how it is when you are hunting for the thing that you want.

"Then, about twice a year, we'd get tired of that dusty pile of periodicals on top of the desk and chuck them into the janitor's waste basket; maybe some one in the office would 'borrow' the periodical and not bring it back. From one cause or another we didn't seem able to put our fingers on the thing we wanted.

"That's poor business—any one knows that. I came face to face with the proposition a few weeks ago, when an important article was lost and I spent \$3.50 in telegrams and two hours' time trying to get another copy, and I decided that it was time to call a halt.

Simple Filing System

"We arranged a simple system, at slight expense, which will make it possible for us to lay our hands on the vital points of interest to us

brought out in each issue of our trade periodicals. It is working to excellent advantage because we are finding it possible to use a great deal more of the ideas presented than we thought possible, simply because they are now available at a moment's notice."

Then he went ahead and outlined the system. It is so simple that any business man can make use of it, no matter what business he may be engaged in, or where his business may be located.

Mr. Spurrier liked to take his trade papers home with him to glance through in his hours of relaxation. He marked on the cover of the periodical the numbers of the pages on which matter pertinent to his business was to be found, and opposite each notation the initials of his executive who was to read the same. As soon as he returned to the office the following morning the trade paper was sent the rounds of the executives. When they had read the particular matter called to their attention the periodical was returned to the stenographer, whose duty it was to make up a card index of the article listed on the cover page.

This index is alphabetical and arranged under general headings like Advertising, Prices, Markets, Selling, Office Plans, etc., so that the particular plan, tip or article may be easily called up when needed.

The card index is placed in a simple little box cabinet such as can be purchased from any office appliance house and is placed on a corner of the stenographer's desk, says Chesla C. Sherlock in the Retail Ledger, Philadelphia. She keeps the index and the file and is personally responsible to have it up to date all the time.

The trade papers are filed away in a large, legal-sized cabinet wide enough to take all sizes of periodicals in plain alphabetical classification, according to trade or branch of the trade and the date of their publication. They are ordinarily kept in this file for six months, after which they are destroyed as having lost their timeliness, unless they are of such importance as to cause them to be placed in the "Year" file, where they are kept for a full year. All periodicals taken from the year file have the remaining important matter, which is quite likely to be permanently important, clipped and filed away in a scrap book.

This plan makes it possible for the business man to have at his fingertips a constant source of new and vital ideas applicable to his business operations. The idea is at once practical and inexpensive. The file is never cluttered up with useless material, for the unimportant has been sorted out at the first reading of the trade

paper. If certain issues contain nothing of importance they need not be filed and so the file can be kept free of material that is not vital and worth while.

Suppose a problem in merchandising came up in the Spurrier office in the course of the day's work. The girl was called in and something like this took place:

"Miss Smith, we are confronted with a problem in merchandising. Will you bring me the periodical file index card on that subject?"

It was the work of but a few seconds for Mr. Spurrier to run over the list on that subject and determine whether or not suggestions covering the point were on the file. If anything was located, it was the work of a few more seconds to have it laid before him.

The advantage of this plan is that it is "liftable," it may be used by any one who does business, whether he be operating a crossroad store or managing a mammoth manufacturing concern. And it is just such liftable ideas as this, applied by business men everywhere, that are raising the standard of business the country over and making the day's work easier. If it is worth while to take your business papers it certainly will be worth several times their cost to you in the course of the year to be able to put your hands on the information they offer that is vital to your business.

Examples of Use

An example of how business men have used ideas taken from their trade papers to marked advantage may be cited here as a basis for the foregoing contention:

The very first one that comes to mind is one which arose in the experience of W. A. Spurrier, Jr., himself. Through reading building trade papers the idea grew in Mr. Spurrier's mind that home builders are often handicapped because they don't know just how their hardware would look on the finished building or were doubtful as to its serviceability. So Mr. Spurrier spent some weeks trying to figure a way in which to demonstrate his wares. At last he built telephone booths which are miniature bungalows in his store for the accommodation of his customers and in which he had put the lines of hardware he wanted most to push. These booths, each wall having a different finish, each window and door having different hardware, attracted a great deal of attention and caused local builders to flock to his store.

No man can be cheated out of an honorable career in life unless he cheats himself, declared Emerson. If you believe in yourself and in your capabilities, you will not be cheated.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS





Elite
\$265

Assure Yourself Larger Fall Business with Sonora

IF you have kept careful watch of business indications, you know that the coming fall may become the most profitable in *years*. Your opportunity is at hand to place your business on a better footing than ever before.

But to accomplish this, you must realize that *quality* is going to have the undisputed right of way and that the dealer who handles recognized high quality merchandise will surely obtain the lion's share of the fall business.



Marquette
\$125

Take on Sonora right now and cash in on this demand for the best phonographs. We can arrange to supply your fall requirements if you will advise your distributor or us at once.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

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

State of New York

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

Gihson-Snow Co.,
Syracuse, N. Y.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

The Magnavox Co.,
115 Jessie St., San Francisco, Cal.

Lower Michigan, Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of North Dakota, South Dakota, Minnesota and Northern Iowa

Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo.; St. Joseph, Mo.

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Illinois and Eastern Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

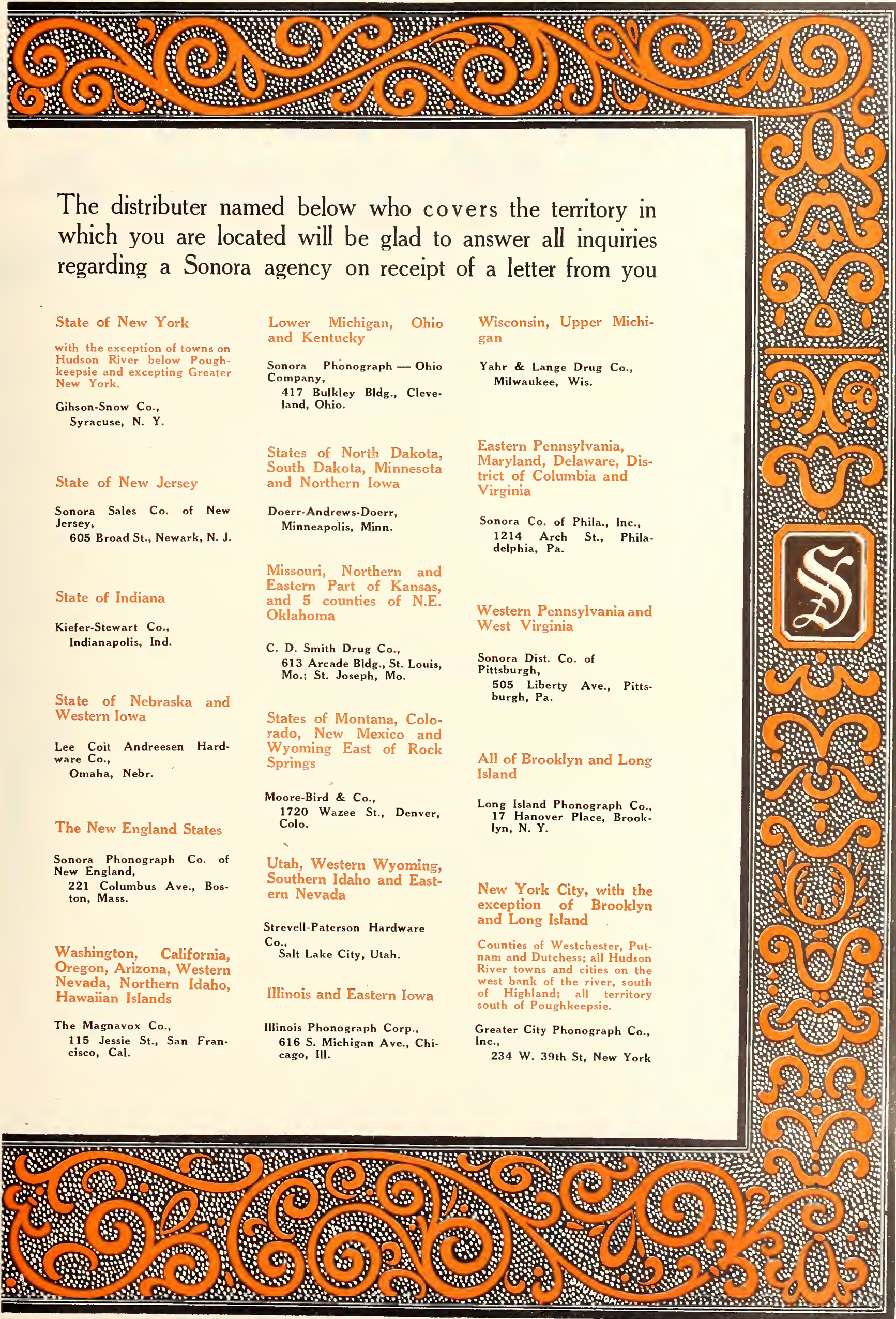
All of Brooklyn and Long Island

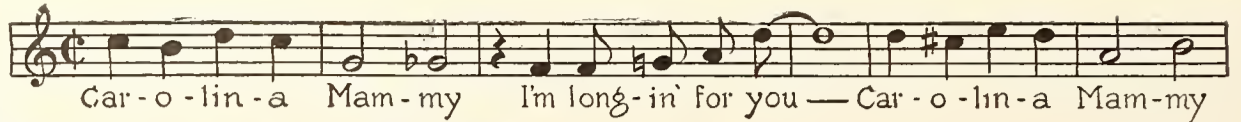
Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St., New York





Carolina Mammy

A Real Southern Mammy Song



"You can't go wrong With any FEIST song"

INDISCRIMINATE GRANTING OF CREDIT A POOR POLICY

Losses Resulting From Dishonesty and Repossessions Because of Inability to Pay Are Evils of Lack of Care in Extending Credit—How a Department Store Checks Up on Patrons

Reasonable care must be exercised by the talking machine dealer in granting credit to prospective purchasers. Despite the fact that by far the majority of people are honest and intend to meet their obligations promptly the fact that they are permitted to purchase on the instalment plan any instrument they desire often leads to purchasing something beyond their means. The ultimate result, unless the dealer restrains the customer, is that payments become irregular and sometimes repossession, with all its attendant evils, is necessary.

To safeguard against such conditions many dealers have evolved plans for determining the credit standing of customers before the instrument is delivered. The form reproduced below is an excellent example of the thorough system of the department stores to safeguard their own interests. This particular form is used by the talking machine department of L. Bamberger & Co., Newark, N. J.:

Lease No.	
CREDIT APPLICATION TALKING MACHINE DIVISION	
Date.....19....	
Name
ResidenceHow long.....
Former Address
Business
Business Address
EmployerHow long.....
Owens Property
Landlord or Agent.....
Address
Trade Reference
.....
Personal Reference
.....
Remarks:
.....
Submitted:	Approved
.....
Salesman	Manager Dept.

A. R. Filante, manager of the talking machine department of L. Bamberger & Co., who has had wide experience in the talking machine business, in commenting on the granting of credit, declared that the average customer is inclined to resent the questions on a form such as

this and that only by the tactful explanation of the salesman as to the reason for this precaution before granting credit could antagonism and embarrassment be averted. "The salesman should put the matter right up to the customer," said Mr. Filante. "He should exercise the greatest tact and diplomacy in putting the customer in the position of the store if conditions were reversed and, if this is done, in ninety-nine times out of a hundred the patron will see the light.

"I can almost instantly tell whether a customer is straight and intends to meet his or her obligations. I am more inclined to suspect the customer who submits to the questions on the form without protest or embarrassment than to the customer who becomes indignant and flustered. Because a person takes the matter coolly, however, is no reason why motives should be questioned, but it is always better to be careful. One never can tell and in the instalment business an ounce of prevention is worth a pound of cure."

OTTO HEINEMAN VISITS "WINDY CITY"

Otto Heineman, president of the General Phonograph Corp., spent a week in Chicago recently, making his headquarters at the offices of the General Phonograph Corp., of Illinois. He conferred with S. A. Ribolla, general manager of this company, regarding sales plans for the coming Fall and was gratified to learn that the demand for Heineman motors in Chicago territory showed every indication of hitting a high-water mark during the 1923 Fall season. Mr. Heineman also visited the offices of the Consolidated Talking Machine Co., Okeh jobber in Chicago, where, E. A. Fearn, president of the company, submitted figures indicating that Okeh records were gaining new friends in Chicago territory day by day.

An attractive new furniture and talking machine establishment has been opened at 4441 Germantown avenue, Philadelphia, Pa., by Harry Lenowsky, of this city. Modern fixtures have been installed throughout.

PRAISES SONORA DURABILITY

Geo. E. Brightson Receives Interesting Letter From Sonora Owner—Instrument Giving Splendid Service After Being Mishandled

Geo. E. Brightson, president of the Sonora Phonograph Co., New York, received recently a very interesting letter from F. C. Goodyear, Norwalk, Conn., owner of a Sonora phonograph. In his letter, which constitutes a remarkable tribute to the Sonora phonograph, Mr. Goodyear states as follows:

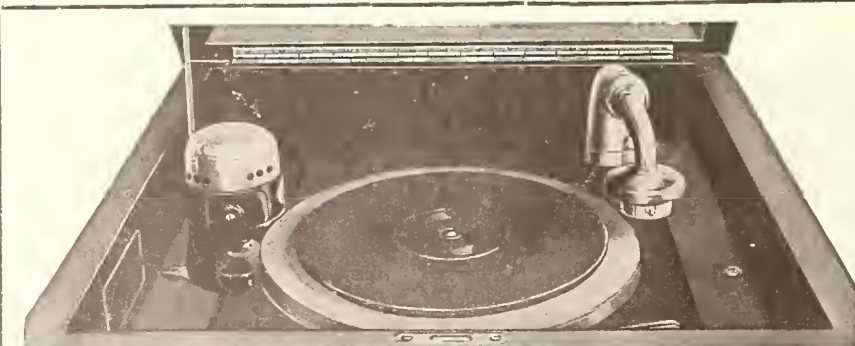
"In the Spring of 1916 the freighter 'Marion' went down in Norwalk Harbor. Included in its cargo was a shipment of Sonora phonographs consigned to your local dealer. At that time I was conducting the Royal James Inn at Norwalk. The day the 'Marion' was raised the agent for the steamboat line came in for lunch with the insurance adjuster. Half jokingly, I think, the agent suggested that I might buy one of the badly water-soaked Sonoras.

"I was not such a vain prospect and asked to see the machines. I selected the least damaged case. I had little to judge by in the matter of motors, but I saw that they had been thoroughly bathed in oil before shipment. Notwithstanding the days it had lain in the water and mud of Norwalk Harbor a cabinet maker, for very little cost, restored the case as good as new; the motor ran perfectly—all I needed was a motor board and crank handle.

"I have told the story of its reclamation to hundreds of friends. Never have I heard a sweeter or clearer toned instrument. Nearly every day one or the other of my three children are playing it. Somehow it never jars one's nerves. It is so mellow and unmechanical. You may be sure that no offer of money could induce me to part with my Sonora, which has been such a companion of instruction and pleasure. Not for years will I need a new machine, but when I do you may take my word for it, it will be a Sonora. (Signed) F. C. Goodyear."

NEW YORK FIRM BANKRUPT

A petition in bankruptcy has been filed against Temistolle Mattioli, doing business as the Metropolitan Music Store, 720 East 187th street, New York City, which handles musical instruments of all kinds.



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

BROADMAN'S BOOTHS BETTER BUILT BETTER DESIGNED

Designers and Manufacturers Music Stores a Specialty

BROADMAN WOODWORK FIXTURE CO.

TELEPHONE DRYDOCK 9069

652 EAST 12th ST. NEW YORK, N. Y.

The Necessity for Ethical Merchandising

Dissertation on Need for Practice of the Golden Rule by A. G. Farquharson, Secretary, Music Trades Association of Southern Cal.

Sales of phonographs and records seem to have been about normal during the past month. The volume of sales of the former do not appear to have shown the large increase to which, month after month, dealers have become accustomed in recent years, although there have been increases over the corresponding period of last year in all cases, but not so great. Managers of departments are naturally anxious to show the greatest possible increase and they grasp every opportunity that presents itself for bringing more new customers into their stores.

In the opinion of the majority of phonograph managers, however, there is a great difference between the new and the old and established forms of advertising—old and established, however, only in that they must be strictly truthful and follow along lines as laid down by the old-line talking machine manufacturers in those days when the latter were able to enforce their opinions of fair and truthful advertising. It is considered harmful to the prestige of a house to advertise sales which may be perfectly legitimate and carried out to the letter in their fulfillment, but which, nearly always, imply something beyond.

The advertisement may be set up in such a fashion that an important word, modifying a sales offer, is in small and insignificant type and will easily escape the notice of the reader and prospective buyer. Or, there may be an insinuation that the sale covers other goods or makes, which are, however, never meant to be included in the sale. A moderately clever advertising man can easily invent a score or two of ways

of misleading the public and yet still keep within the law. Then there is the scheme of advertising ridiculously low terms and, at the same time, instructing the salesmen that the conceding of such terms to customers will mean the reduction of their commissions or the losing of their position. These are tricks pure—or rather impure—and simple; they could be played by two or more, but are generally despised by the high-class houses.

Again, there are large and small houses which, taking advantage of the custom of the majority of their fellow dealers to charge a certain rate of interest on deferred payments, or to accept a minimum payment each month, advertise verbally and in the newspapers that they will charge a lower rate of interest, or none at all, and will accept lower first and monthly payments. It is a curious fact that the dealers who indulge in this kind of competition, invariably boast that their customers make larger payments than is required of them and although they declare they stand ready to carry out the advertised low payments it is not necessary.

Of course, a continual dose of such tactics has the effect of influencing the men who are striving to sell quality rather than terms, and who shrink from stretching, or playing hide-and-go-seek with, the truth in advertising. They find themselves wondering sometimes whether so-called "merchandising" can cover every violation of the golden rule in regard to one's competitor and justify a reckless attempt at all times to fool the public.

Questions and conditions of these kinds arise

and have arisen in every big city and they generally lead to a general acceptance by all. One by one, or several in a body, dealers slash their terms or their rate of interest—generally going one better or lower; sensational sales—with jokers in them—are put on by one and all, until all are equal in their schemes of "merchandising" or degradation. After all that, there is an armistice or peace.

"The survival of the fittest," shouts the big merchant, and adds, "We want to serve the public." "Merchandising," squeaks the little man, who thinks that he can get away with lower overhead and rise to be as big as the rich "public servant." "Let us keep our business on a high plane," sighs the old-established dealer. "Everybody loses out in the long run," observes the onlooker. Recently a great analyst of business and business conditions stated that religion was necessary in business. If this is true, then surely the merchant should love his competitor as himself. It is quite possible that some day the merchant prince and the little man and the old-established dealer may have a few quiet moments of retrospection just before retiring to take the long, long sleep. It is said that such retrospections are very vivid and complete. Will they feel justified in respect to their duties to their neighbors? They loved their neighbors as themselves—as far as possible. But their competitors? Well, the competitors were neighbors, of course, but in business, you know, one cannot let sentiment interfere. That would ruin all opportunities of "merchandising."

CONFIDENCE

When you deal with Collings & Company you have the assurance that your jobber is distributing in a concentrated area.

Thus, during a shortage, your interests are protected, because allotments are not scattered in the pursuit of new business.

By supporting your logical jobber, you help build a service of efficiency which a prospering retail business demands.

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.

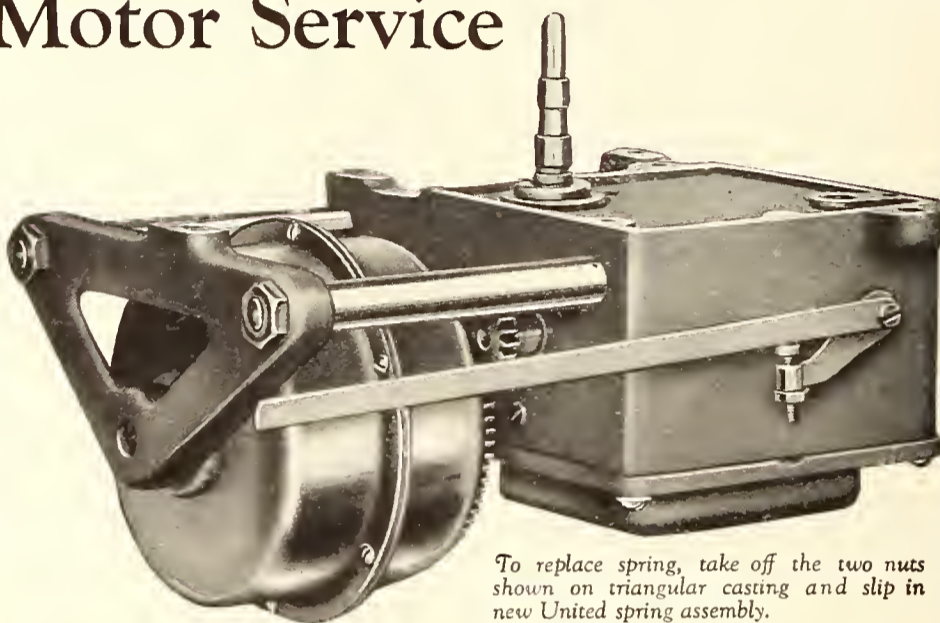




"United" Phonograph Motor-Users, Everywhere, Welcome This Innovation In Motor Service

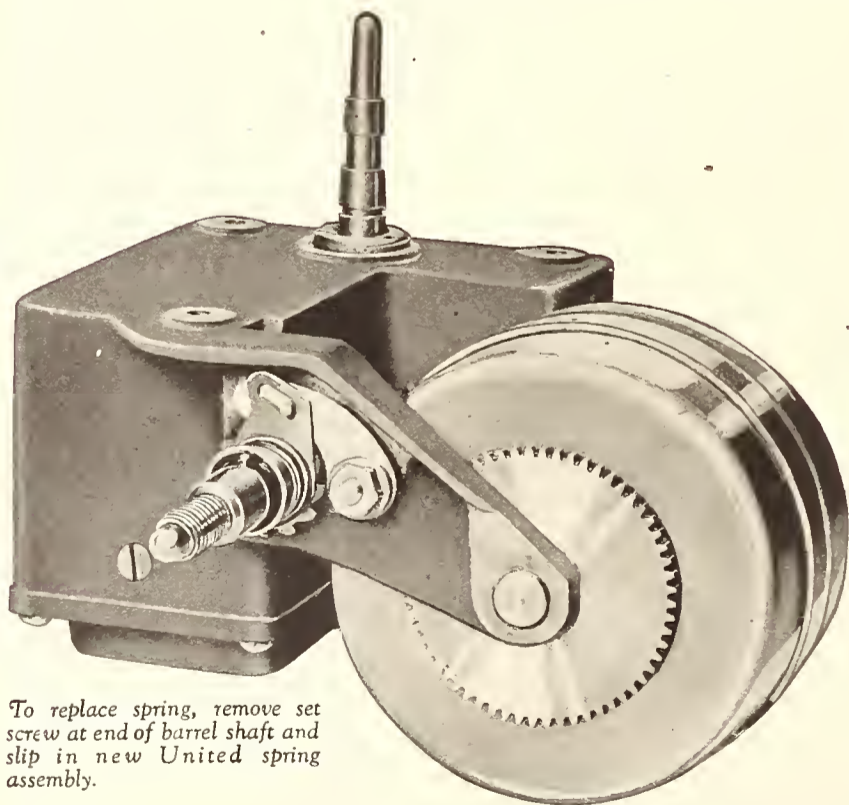
All service men agree that most phonograph troubles are *spring* troubles.

And all are familiar with the difficulties attending the replacement of a broken spring in a customer's home.



To replace spring, take off the two nuts shown on triangular casting and slip in new United spring assembly.

The New Way—the "United" Way replaces a spring in 2 or 3 minutes —without even soiling the fingers!



To replace spring, remove set screw at end of barrel shaft and slip in new United spring assembly.

It is simplicity itself—we supply our trade with the *complete spring assembly* and all it is necessary to do is to slip out the old barrel and slip in new one.

On our No. 5 and No. 6 Models all the repair man has to do is to take out set screw at end of barrel shaft, slip out the shaft and exchange old barrel for new.

On our new No. 7 Series, he unscrews the two nuts at the ends of the suspension rods, puts in new barrel and replaces nuts.

Dealers with customers on the farm or at a distance, can send new barrel and let the customer make the exchange himself.

UNITED MANUFACTURING AND DISTRIBUTING COMPANY

9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

THIRTEEN EXCELLENT REASONS FOR LOSS OF CUSTOMERS

Investigation Discloses Interesting Data Showing Various Reasons for Discontinued Patronage—Indifference of Salespeople Leads in Driving Trade Away From the Store

Thirteen reasons for discontinuing patronage were given by 200 former customers of a merchant in answer to a letter asking for an honest expression of why they no longer favored him with their patronage. The letters were sent to all customers on this merchant's books from whom he had heard nothing for a year or longer and the responses were as follows:

1. Indifference of salespeople.....	47*
2. Attempts at substitution.....	24*
3. Errors	18*
4. Tricky methods	18
5. Slow deliveries	17
6. Overinsistence of salespeople.....	16*
7. Insolence of salespeople.....	16*
8. Unnecessary delays in service.....	13*
9. Tactless business policies.....	11
10. Bad arrangement of store.....	9
11. Salespeople's ignorance of goods.....	6*
12. Refusal to exchange purchases.....	4
13. Poor quality of goods.....	1
Total	200

* Salespeople responsible for loss.

One hundred and forty, or 70 per cent, of these customers said they discontinued their patronage because of seven ways in which the store's salespeople failed to please them, says the Philadelphia Retail Ledger. These seven ways were thus described:

1. Indifference of salespeople.....	47
2. Attempts at substitution.....	24
3. Errors	18
4. Overinsistence of salespeople.....	16

- 5. Insolence of salespeople..... 16
- 6. Unnecessary delays in service..... 13
- 7. Salespeople's ignorance of goods..... 6

Customers lost by these.....140
Forty-seven, or 23½ per cent, gave as their reason for leaving "indifference of salespeople."

Sixty, or 30 per cent, of these customers were lost because of six other things they did not like about the store. But these six things lost less than half the loss by the seven ways in which the salespeople failed to please.

This merchant's experience shows the human relations to be the most important factor in winning, pleasing and holding a store's customers.

- Customers expect salespeople to
 - Be alert.
 - Be courteous and respectful.
 - Be eager to serve.
 - Be attentive.
 - Be accurate.
 - Know the goods they sell.
 - Tell the truth about merchandise.
 - Call attention to new merchandise.
 - Give quick service.
- A merchant can help his salespeople by
 - Giving proper training.
 - Giving incentives to better selling.
 - Keeping accurate records of what each salesperson sells and does.
 - Rewarding salespeople according to their ability.

NEW SONORA DEALER HELP

Advertising Window Valance Prepared by Company for Its Dealers' Use

One of the latest "dealer helps" devised by the sales department of the Sonora Phonograph Co., Inc., 279 Broadway, New York City, is a most attractive advertising window valance which is furnished to Sonora dealers who desire it. In response to many requests from dealers the company has arranged with a manufacturer to supply these valances to dealers at the unusually low price of 90 cents a linear foot. These valances are made of mercerized pop-

lin, submit a rough diagram giving the measurements of each frontage where he wishes to place a valance. This includes front, sides and door. The measurements should be taken from the outside of the window and should show the exact measurements of the glass. They will be made up to order in about two weeks' time.

THOMAS A. EDISON MADE A KNIGHT

EAST ORANGE, N. J., August 4.—Thomas A. Edison has received an honorary knighthood for life conferred on him by the Order of Loyal Knights of the Round Table. The de-



New Sonora Advertising Valance

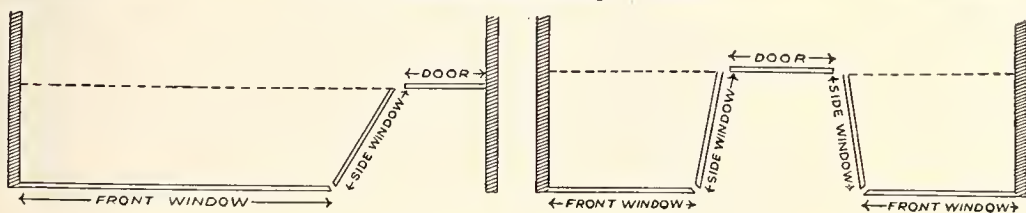


Diagram of Sonora Advertising Valance

lin. The body is in ecru, the name Sonora in gold with the trimmings in blue. This color combination follows out the Sonora plan and is most attractive. The colors are guaranteed sun-proof by the manufacturer.

It is suggested that the dealer, in ordering

gree was given Mr. Edison for his services in the fields of invention, electricity and mechanics. Mr. Edison is the second recipient of an honorary degree in the order, Luther Burbank being the first.

COLIN O'MORE IN GRAND OPERA

Colin O'More, popular tenor and Vocalion record artist, has signed a contract to sing leading tenor roles with the San Carlo Opera Co. during the coming season.

In the High Court of Efficiency one's standing is determined not by what he did yesterday, or what he intends to do to-morrow, but what he does to-day.

More Sales More Profits IN GILT EDGE NEEDLES "A Bagshaw Product"



Dealers are finding that our Assorted Display Stand is a Silent Salesman for them. It shows at a glance our complete assortment of Gilt Edge Needles—40 packages of Loud Tone, 20 packages of Extra Loud, 20 packages of Medium and 20 packages of the popular Dance Tone—100 packages in all, each package containing 50 needles. And the price for this beautiful stand with needles is only \$5.00.

Your selling price is 10c a package or \$10 for the complete assortment. A clean profit of 100 per cent for you.

The Blue Steel Needle That Plays 10 Records

Each Reflexo Blue Steel Needle with three tones in one will play ten records perfectly on any make phonograph. They are scientifically made by the Bagshaw Company, manufacturer of the highest-grade phonograph needles in the world and guaranteed to give satisfaction. Once your customers have tried these needles they will never use any other kind.

ASK YOUR JOBBER
WRITE FOR SAMPLES

Reflexo Products Co.

Incorporated

Sole Agents for
W. H. Bagshaw Co.

Gilt Edge and Reflexo Blue Needles.
Factory:—Lowell, Mass.

Office:—347 Fifth Avenue
New York City

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every
make of sound box and motor

Special attention to out of town
trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

You, too, can enjoy a new prestige and constantly growing patronage

UNEXCELLED beauty of tone—master craftsmanship in cabinet work—these features of Widdicomb phonographs make an instant appeal to discriminating buyers.

Merchants handling the Widdicomb find that they are steadily broadening their prestige and increasing their sales among people of taste and good judgment. The twofold appeal of the Widdicomb will help you to get your share of this class of patronage.

It will pay you to investigate the possibilities of the Widdicomb franchise. Write today for catalog and complete details.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

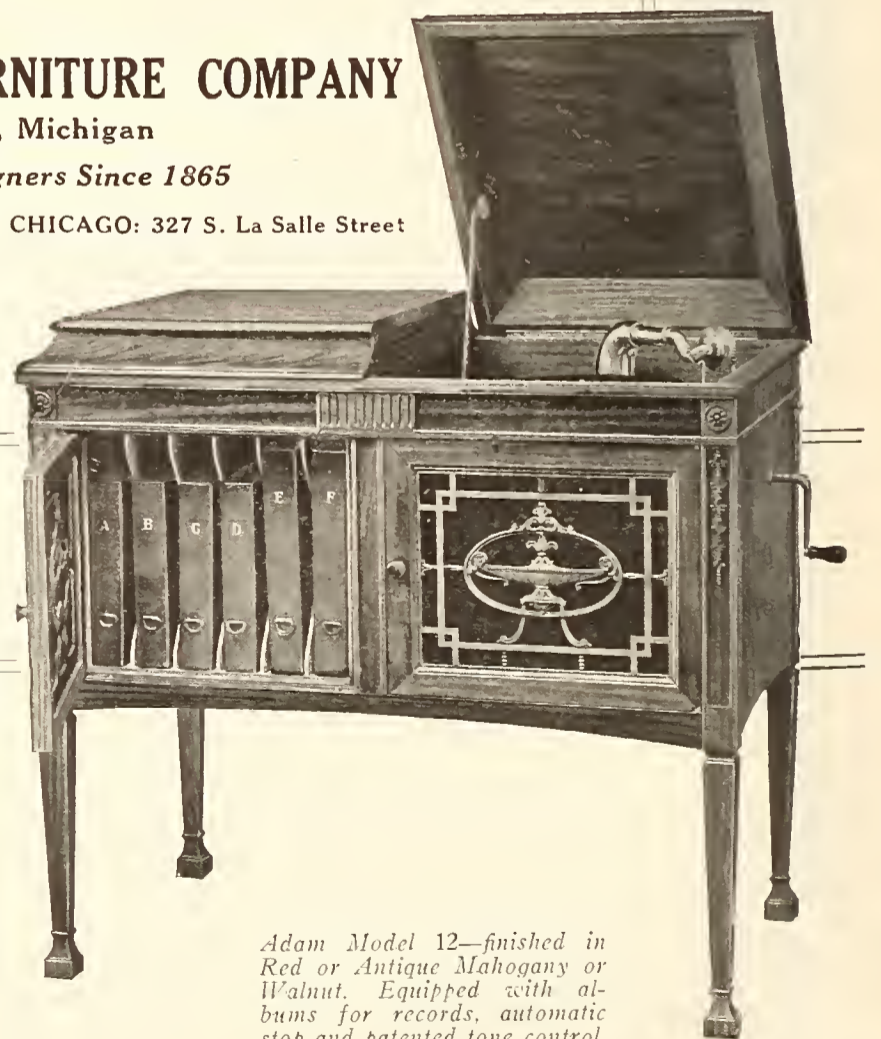
Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street

CHICAGO: 327 S. La Salle Street



Queen Anne Model 6 finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.



Adam Model 12—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood fashioning. They are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices on the various models range from \$90 to \$260.

CARRIAGES HELP "TALKER" SALES

Brooklyn Dealer Finds That Baby Carriage Line Brings Women Into Store and Paves Way to Increased Talking Machine Sales

Talking machine dealers more than ever before in the history of the business are turning to sidelines to help defray overhead charges and bring people into the store. In most instances the sideline consists of some musical product, such as small musical instruments, sheet music, etc., but occasionally it is something entirely foreign to the music business. This is the case with Oblo's Phonograph Palace, 687 Broadway, Brooklyn, N. Y., which features Vocalion and Sonora machines and a line of pianos and musical instruments, and which recently added a line of baby carriages, baby beds and furniture. Space which was formerly largely wasted now is being used for this branch of the business. The experiment has not only proved very successful in fusing a cash business with the instalment music business, but its most important and far-reaching effect has been to bring the mothers of the neighborhood into the store. Of course, when a woman comes to purchase an article of furniture for her child the dealer does not neglect the possibility of making a sale of a talking machine, musical instrument or some records.

There is a certain danger for the dealer in handling a sideline in that the sideline may dominate the merchant's time to the detriment of his talking machine business, but if sidelines are relegated to different departments and care is exercised to subordinate them to the main business in hand—selling talking machines and records—the sideline can be made not only profitable in itself, but it can also be made to increase the sales of the regular line.

A. THALLMEYER RETURNS FROM WEST

Manager of Okeh Foreign Language Division Visits Okeh Jobbers and Dealers—Co-operates With Trade to Advantage

A. H. Thallmeyer, manager of the foreign record department of the General Phonograph Corp., returned to New York recently after an extended Western trip. He made his headquarters at Chicago and, operating from that city, visited Okeh distributors and dealers throughout the Middle West. He was gratified to find that the General Phonograph Corp.'s foreign language catalog is meeting with an enthusiastic reception from Okeh dealers everywhere and because of his many years' experience in the foreign language record field, Mr. Thallmeyer was able to give the jobbers and dealers practical co-operation and assistance in developing their business.

ALTMAN'S EXPANDING BUSINESS

FARMINGTON, N. H., August 6.—One of the attractive talking machine establishments in this city is that conducted by P. M. Altman on Main street. He carries a good Victor stock and also a complete line of sheet music, small goods and musical merchandise. In his talking machine section he has two well-arranged booths and since he bought the store, which was formerly conducted by W. L. Bean, he has been steadily enlarging his line and his business.

PRESIDENT COHEN IN LOS ANGELES

LOS ANGELES, CAL., August 2.—N. Cohen, president and treasurer of the Wall-Kane Needle Mfg. Co, Brooklyn, N. Y., accompanied by Mrs. Cohen, has arrived in this city, where they have remained two weeks. Mr. Cohen states that he has opened up a considerable number of new jobbing accounts in Southwestern territory en route and remarked that business this Summer has exceeded all other similar periods and that the factory in Brooklyn is working to full capacity.

AARON CO. HOLDS FORMAL OPENING

Prominent Victor Retailer Opens Handsome Uniontown Store—Exclusive Victor Department Attractive in Every Detail

UNIONTOWN, PA., August 7.—One of the most important events in the local trade during the past few months took place on August 1 and 2 when the Aaron Co. held a formal opening of its new store in this city. This concern, which owns housefurnishing stores in Connellsville, Greensburg and Brownsville, Pa., has a handsome building in Uniontown, included in which is an exclusive Victrola department.

The Victrola department in the new store is located in the mezzanine floor and is equipped with the most up-to-date furnishings. At the opening floral offerings were received from Victor jobbers, and among the visitors who attended the formal opening of the new store were Joseph C. Roush and Wallace Russell, president and manager respectively of the Standard Talking Machine Co., Pittsburgh Victor jobber.

RECEIVER FOR MERIDEN CONCERN

Griswold, Richmond & Glock Co., Prominent Connecticut Firm, Asks for Receivership—Plan Reorganization of Company

MERIDEN, CONN., August 4.—Following the application of the Griswold, Richmond & Glock Co., well-known general merchandise and talking machine merchants of this city, a receiver has been placed in charge of the affairs of the concern. The receivership was requested by Charles W. Glock, president of the company, to safeguard the interests of the stockholders and creditors. The assets of the company are estimated at \$400,000 and liabilities are declared to be in the neighborhood of \$260,000. It is planned to reorganize the business.

Ray Grombacher, proprietor of the Music Shop, Spokane, Wash., accompanied by his family, was a recent visitor to the East, spending some time at the Victor Talking Machine Co.'s plant in Camden, N. J.



Another Use For Loud Speaker

When the static is too great for radio reception your AUDIOPHONE Loud Speaker can be used with the Bristol Phonograph Record Reproducer on your phonograph. Then you may have concert or dance program without interruption.

Attached instantly without mutilating the instrument in any way—the Bristol Phonograph Record Reproducer can be used with any make of phonograph.

Equipped with such an outfit there are no disappointments—it is always ready—never fails. For dance music you have the equivalent of an orchestra, but without the expense.

The tone of the phonograph thus amplified thru the AUDIOPHONE has volume enough to fill large rooms and the quality is round—smooth—and beautiful—entirely free from mechanical noises.

Remember that the same AUDIOPHONE Loud Speaker is used in common for both radio reception and phonograph record reproduction.

Write for Bulletin 3007 and we will advise where you may hear a demonstration.



TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

THE BRISTOL COMPANY WATERBURY, CONN.

Branch Offices:

Boston New York Pittsburgh Philadelphia
Detroit Chicago St. Louis San Francisco

Here is the Phonograph Dealer's comeback at Radio. You are the logical distributors for the apparatus. Are you prepared to serve your customers? Many are now handling it. We have representatives in many of the principal cities and would like to come to you with demonstrations.

The AEOLIAN- VOCALION

A New Console Model of Unusual Beauty



Flemish Design Period Model

Specifications—Height, 35"; Depth, 22"; Length, 35". Graduola—Velour Turntable—Gold-plated hardware.

Priced
\$185

THE luxurious coloring and classic Flemish design of the new Aeolian-Vocalion, Style 1644, makes it worthy to decorate the most luxurious palace. Its simple, restrained decoration is appropriate for the most modest living room.

Style 1644 will be featured in two woods: Dark brown mahogany and dark brown walnut.

Luxurious equipment adds greatly to the appearance and durability of Style 1644. The gold-plated hardware and fine velour turntable add much to the "sell-at-sight" quality of this instrument.

The split top of this model is an advantage which permits of placing a beautiful vase or lamp on this Aeolian-Vocalion.

Another improvement is the solid horn door which drops down and slides under, disclosing a silk and wood grille.

The Graduola, which gives the pleasure of individual expression and control of tone, is a feature which gives the Aeolian-Vocalion an unquestioned advantage.

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

VOCALION

RED RECORDS



A Laugh in Every Line
SAVOY and BRENNAN'S
Only Records

"You Don't Know the Half of It"
 "You Must Come Over"

From Greenwich Village Follies—Recorded Exclusively for the

VOCALION

RED RECORDS

These dialogues which have made millions laugh are so faithful in their brilliant, true-to-life quality that it is like having an encore of this act full of side-splitting satire.

Everyone who has heard these popular comedians will want this record. All who have never heard "You Don't Know the Half of It" and "You Must Come Over" now have their opportunity.

No. 14619—10" { You Don't Know the Half of It } \$.75
 { You Must Come Over }

Vocalion Red Records Play on All Phonographs

The AEOLIAN COMPANY
 AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th 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.
- SONORA DISTR. CO.,
505 Liberty Ave., 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.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1751 California St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing

"You can't go wrong
With any FEIST song"
©Leo Feist Inc. N.Y.C.

CROSELY MFG. CO. HOLDS CONVENTION

Prominent Radio Manufacturer Holds Two Days' Convention of Distributors—Powel Crosley, Jr., Leads Interesting Discussion—New Crosley Models Meet With Approval

CINCINNATI, O., August 3.—The Crosley Mfg. Co., of this city, manufacturer of Crosley radio sets, held a two-day convention recently at which Crosley distributors and their representatives from all parts of the country were in at-

tendance. In his discussion Mr. Crosley paid particular attention to the new Crosley Model XJ, which is similar to the well-known Crosley Model X, one of the most popular four-tube sets on the market. At the close of the meeting Mr. Crosley addressed the convention visitors, starting a discussion involving manufacturing and merchandising topics of vital interest to everyone present. Luncheon was served at the Cincinnati Business Men's Club, after which the delegates were taken on an automobile tour of the various plants in which Crosley apparatus and printed matter is produced.

The first stop on this tour was that of the National Label Co., where circulars, catalogs, etc., are printed. From there the visitors went to the Precision Equipment Co., the home of the Ace radio receivers, and then to the American Automobile Accessories Co., finally visiting the Crosley wood-working plant, where Crosley cabinets are made. All these companies are owned and operated by Mr. Crosley, who is recognized as one of Cincinnati's foremost manufacturers and business men.

The visitors then assembled at the Hotel Sinton, where dinner was served, during which brief addresses were made by many of the delegates in attendance, together with the Crosley officials and Douglas Allen, advertising counsel.

O. H. Kincaid and E. O. Payton have leased quarters in La Grande, Ore., where they will open a retail piano store with a full line of Baldwin pianos. Both partners have represented the Baldwin Co. there in the past and have wide experience in music merchandising.



Crosley Mfg. Co. Distributors Present at Convention

tendance. The convention was a decided success and, from beginning to end, was a round-table discussion, filled with practical and helpful ideas for all the jobbers and their representatives. The guests were first called together in the WLW broadcasting studio on the top floor of the main building of the Crosley plant, where Powel Crosley, Jr., president of the company, gave the delegates a careful and complete description of the new models in the Crosley line and reviewed carefully the various apparatus that the company has introduced so successfully.

CHANDLER CO.'S SPLENDID STORE

Dealer in Santa Ana, Cal., Attains High Degree of Artistic Perfection in New Store Plans

SANTA ANA, CAL., Aug. 2.—Congratulations are being received from all sides by the B. J. Chandler Music Store for the high standard of interior decoration attained in its new \$90,000 building which was recently opened. Among the features of the store are the walls, which have a golden bronze appearance, accomplished by special artistic construction, and adorned with distinctive mirrors. Draperies made of the rarest hues of silk, artistic floor lamps of exquisite design and a unique indirect lighting system combine to present real elegance.

The stock, consisting of over 100 pianos, and an equal quantity of Victrolas, is proportionately distributed over the two floors and basement, five demonstration rooms being situated on the mezzanine. The Chandler Co. has been in the music business in Santa Ana for eighteen years, occupying its former location at 11 West Fourth street for fifteen years. With the opening of this new establishment at 426 West Fourth street it is predicted that other companies will follow it into this semi-residential district, where enough room to grow is still available and which is one of the best retail sections of the city.

SONORA USED IN BROADCASTING

Portable Machine Scores Triumph in Exacting Test Given by the Radio

The Sonora portable is making good in broadcasting work, according to J. Elliott Jenkins, of the Midwest Radio Central, Inc., Chicago Broadcasting Station WDAP. In a letter to the Sonora Phonograph Co. of Illinois Mr. Jenkins said last week:

"The little Sonora portable phonograph is a beauty and its fine, clear tone is splendid for modulating our transmitter. Radiophone transmission is a very severe test for sound waves of any character. Any distortion or roughness is greatly increased on its way through the transmitter. After testing the little Sonora I can say that its tone quality is most excellent. It has become one of the most useful articles in the station."

STADLMAIR CO. CHARTERED

The Henry Stadlmair Co., to handle talking machines in New York City, has just been granted a charter of incorporation with a capital stock of \$100,000. G. C. Henckel, G. G. Kreuzler and H. C. Sorenson are the incorporators.

Elias Liner, who operates housefurnishings stores in New Philadelphia, Pa., and Pottsville, Pa., has discontinued the former establishment and is planning enlargements to the latter store. A modern talking machine and record department is a feature of the business.

Oké Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

NEGRO RECORDS

*A booming field discovered,
developed and led by OKeh*

A LARGE demand always existed for records by negro artists—particularly in the South. But it remained for OKeh alone to first recognize and appreciate the possibilities that this field had to offer, and, as pioneers in the field, to release the first Negro Record. Since then, each succeeding year has shown a remarkably rapid increase in the popularity of OKeh Negro Records until today they are nationally famous.



MAMIE SMITH
(Exclusive OKeh Artist)

We are proud of this fruitful field which we discovered and developed. "The Original Race Records" are the best and most popular records of their kind today. Every effort is made to release promptly the latest hits that have the greatest appeal to those who buy Negro Records. These hits are recorded only by Negro artists whose fame and popularity are unquestionably established.

Sara Martin, Mamie Smith, Eva Taylor, Esther Bigeou, Lucile Bogan, Clarence Williams and Handy's Orchestra are but a few of the famous colored artists whose talents are available on OKeh Records.

The growing tendency on the part of white people to hear their favorite "blues" sung or played by famous colored "blues" artists, added to the already immense demand by the colored race for such records, has made the Negro Record field more fertile than ever before. OKeh dealers are amply assured of getting their full share of this booming demand, for they alone have the privilege of offering to their customers "The Original Race Records."



SARA MARTIN
(Exclusive OKeh Artist)



CLARENCE WILLIAMS
(Exclusive OKeh Artist)

OKeh Records
The Records of Quality



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York

Rich staccato chords and dreamy waves of full-throated harmony follow each other in closely marshaled procession when the Shannon Four sing "Swingin' Down The Lane" and "Underneath The Mellow Moon"—Record A-3938.

With their booming bass and ringing tenor notes perfectly blended, these numbers are all you could ask for in a perfect male quartet record.

COLUMBIA GRAPHOPHONE CO.
New York



COLUMBUS

*Great Activity in Local Trade
—Store Changes, Remodeling
and Other Important Trade News*

COLUMBUS, O., August 7.—A feature of business in this city is the excellent demand for records of popular numbers.

Forest Cheney, inventor of the Cheney phonograph, spent three days in Columbus last week. He claims two cities as his residence now, Grand Rapids, Mich., where his factory is located, and Columbus, where his wife and daughter recently moved to live with his son, F. Marion Cheney, because of the inventor having to be away from home so frequently. During his stay here he spent considerable time at the Robert L. Seeds Co., Cheney dealer, with which firm Mr. Cheney's son is connected.

In order to make it easier for patrons to own a Victrola and build up a record library, the Z. L. White Co. has worked out a special Victrola club plan of payments, which is resulting in good business.

The six weeks' course in music for super-

visors of music at Ohio State University was so successful that plans for a school of music at the Ohio State University are now under consideration. This move is particularly satisfactory to Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., Victor distributor, who has been co-operating in the movement.

Miss Ethel Boyl, formerly of Zanesville, is now in charge of the Victor record department of the Stewart Bros. Furniture Co.

J. G. Hobson has taken over the music store in Chillicothe, formerly owned and operated by Martin G. Chandler. He will handle Victrolas and Victor records.

The Robert L. Seeds Co., Cheney and Columbia dealer, has secured a twenty-year lease of new and more commodious quarters at 112 South High street. The property, to be occupied about September 1, consists of four stories and a basement. After extensive remodeling it will be one of the finest phonograph and record establishments in the city.

Victor dealers are happy over the fact that another popular Victor artist will visit Columbus during the coming concert season. This artist is Mme. Schumann-Heink, who has always had a big following here. Her concert is scheduled for the evening of November 7. Other Victor artists scheduled to appear here are Feodor Chaliapin, Russian basso; Erika Morini, violinist, and Salvi, harpist.

The special list of "blues," recently released by the Victor Co., was featured in a window display at the Elite Music Store and resulted in a good many sales of those records.

E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., reports good sales of the Victrola portable and the one hundred dollar console.

Mr. and Mrs. Bertram Francis White have just returned from a three weeks' honeymoon motor trip and are now making their home at 844 Franklin avenue. Mr. White is associated as traveling representative with the Perry B. Whitsit Co., wholesale Victor distributor.

As a result of the State Music Memory Contest held here last Spring, a series of concerts will be held in Lancaster during the coming Fall and next Spring, under the auspices of the Quota Club.

The first concert will be held in the City Hall Auditorium on the evening of November 5. Sophie Braslau, contralto, and Victor artist, will be the attraction. The other concert will be held at the same place on March 10 and Lambert Murphy, tenor and also a Victor artist,

will appear. The seat sale for this series will be held at the Welton Music Co., Victor dealer. Miss Mary Welton, of this firm, is on the publicity committee.

Assisting the Quota Club in this undertaking is Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., who worked very enthusiastically during the State Music Memory Contest and is happy over the fact that this concert course has resulted from it.

NEW OKEH RECORD CLEANER

Service Item Has Many Practical Merits—Pictures of Okeh Artists Make Cleaners Unusually Attractive—Will Appeal to Buyers

The advertising department of the General Phonograph Corp., New York, has issued a new service to its dealers in the form of a novelty record cleaner, which is the exact size and color of the well-known Okeh label, featuring a picture of a prominent Okeh artist with the name of the dealer embossed in gold. As an advertising medium this cleaner has a threefold purpose, in that it keeps the Okeh trade-mark, the name of the Okeh artist and the name of the dealer constantly before the public.

Dealers may obtain assortments of pictures or the picture of any particular artist, and among the Okeh artists whose photographs are furnished with these new cleaners are the following: Vincent Lopez, Michael Markels, Sophie Tucker, Mamie Smith, Rega Dance Orchestra, Gerald Griffin, Crescent Trio, Aileen Stanley, Ernest Hare and Virginia Burt.

THESE BURGLARS MUSICALLY INCLINED

As evidence of the universal demand for the Davega stock of talking machines, records and sporting goods, Abram Davega, vice-president of Davega, Inc., reports that burglars again broke into the 125th street store of the company and took away on memo a considerable portion of the merchandise.

BRANCATI CHANGES NAME

O. M. Brancati, who operates a musical merchandise store in the Harlem section of New York City, has announced that beginning next month the store, which was formerly known as Brancati's Music Store, will be called the Royal Music & Instrument Co. A large sheet music department is maintained in the store, as well as a full line of small goods.

REVOLUTIONARY! Automatic DUR-A-PRESS



1 Girl Does the Work of 4 Men
4 Perfect Records per Minute

DUR-A-PRESS CORPORATION
15 West Park Street Newark, N. J.

The Waltz Sensation for 1923

Goodnight!

Watch
this Baby
GROW!



"You can't go wrong - With any FEIST song"



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

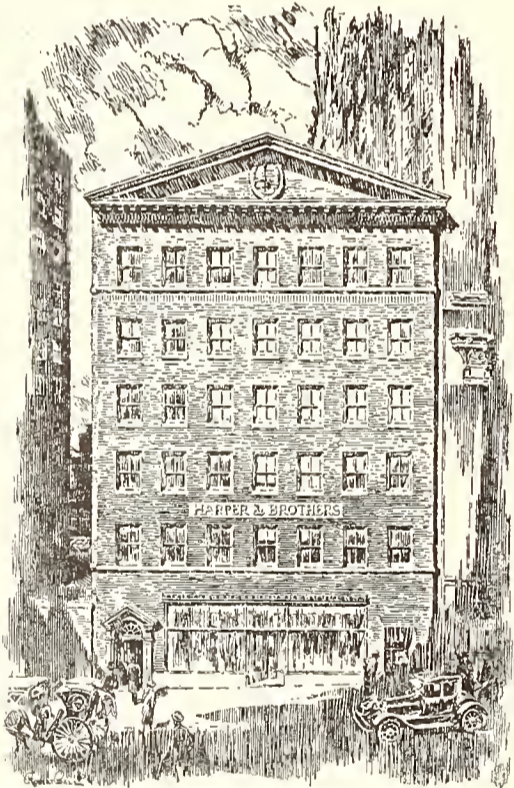
"You can't go wrong
With any FEIST song"

© 1923 by Feist Inc.

HARPER & BROS. IN FINE NEW HOME

Publishers of "Bubble Books" Move to 49 East Thirty-third Street—Famous the World Over as Book and Magazine Publishers—New Home Ideally Located and Perfectly Appointed

Harper & Bros., publishers of "Bubble Books" and one of the world's most famous book publishers, are now located in a new six-story home at 49 East Thirty-third street, New York. This institution has been established in New York



New Home of Harper & Bros.

since 1817, having been located originally on Dover street, moving in 1825 to Cliff street and in 1853 to a large building in Franklin square in the lower part of New York. The uptown move into a more convenient neighborhood was long contemplated and, after the mechanical processes of printing and binding were transferred to the company's new plant in Jersey City, the editorial, sales, advertising and text-

book departments moved into the new building at Thirty-third street, near Fifth avenue.

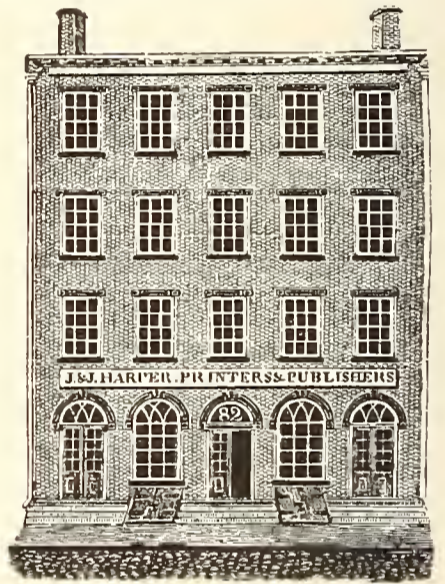
This new Harper building is especially designed to express in its Georgian facade the dignified traditions of one of the greatest publishing houses in the world. On the second floor of the new building are located the art department, the office manager and the rest room; the third floor is given over to the collection, circulation, promotion and mechanical departments; on the fourth floor are the assistant treasurer, the bookkeeping, service, personnel and filing departments; on the fifth floor is the vice-president's office, customers' room, sample room, library and the special order, publicity, sales, text-book and manufacturing departments; on the sixth floor are the directors' room, president's office, the office of the editor of Harper's Magazine, reference library, literary, editorial and advertising departments.

Among the famous authors whose works have been brought out by Harper & Bros. are Dickens, Thackeray, George Eliot, G. P. R. James, Chas. Reade, Wilkie Collins, Mark Twain, George DuMaurier, Bulwer Lytton, Walter Besant and Thomas Hardy. To come down to later days there are Sir Gilbert Parker, Mrs. Humphry Ward, H. G. Wells, Conan Doyle, Israel Zangwill and many others. Harper's Magazine, which was founded in 1850, has won fame the world over as a foremost exponent of literature, art and scientific discoveries.

In the talking machine trade Harper & Bros. have become popular through their publication of Bubble Books, "the little books that sing," which were placed on the market in 1918 and which during a period of five years have sold to the extent of two million copies. Ralph Mayhew, who is known as the "Bubble Book" man, is responsible for the introduction of the idea of combining talking machine records with a children's book and he has been ably assisted by Miss Rhoda Chase, who has illustrated the books, and Burgess Johnson, who has collaborated with Mr. Mayhew in the preparation of the verses.

Since the introduction of radio Bubble Books have become even more popular than previously, for Mr. Mayhew has broadcasted Bubble Book records regularly from WJZ station at Newark, N. J. At the present time there are

fourteen Bubble Books on the market, the two newest ones being entitled "Chimney Corner" and "Child's Garden of Verses." There is hardly a town of any size in the country where Bubble Books have no sales outlet. In fact, the sale of Bubble Books has become world-



The Harper Home in 1825

wide and these books of children's verses in record form are not only serving as a form of entertainment, but as a valuable educational medium to America's children.

MISS PATRICOLA AND THE VOCALION

Well-known Vaudeville Artist Makes Her First Recording for Vocalion Records

A new addition to the Vocalion Red record list of artists and singers has been made recently. Miss Patricola, who has one of the few successful single female acts on Keith's circuit, has made her first recording for the Aeolian Co. This record was released as an August special and was released for sale by Vocalion dealers about the fifteenth of this month. She has recorded one of the hit numbers of "George White's Scandals of 1923," "Stingo Stungo," coupled with a blues song by Donaldson and White, entitled "Oh, Sister, Ain't That Hot?" Both of her selections are accompanied by the Ambassadors.

Miss Patricola is so well known among vaudeville theatre patrons that the Aeolian Co. is sure this announcement is going to be welcome news to dealers and record buyers throughout the country.

LEVERICH RETURNS TO DESK

L. L. Leverich, advertising manager of the Columbia Graphophone Co., is back at his desk after spending two weeks' vacation at his new home in West Englewood, N. J. Mr. Leverich did splendid service in putting the house in order, but also managed to find time to wear off the tennis courts.



THE BANCO

A Bank for Talking Machine Records
and Music Savings

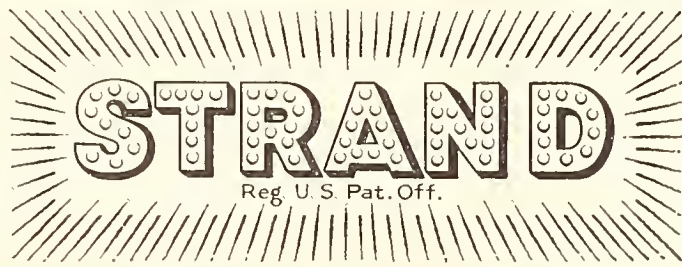
A new way to create cash sales—and carry your message into the home.

Dealers and Jobbers, write at once for full details — Get started for Xmas.

PHILADELPHIA BADGE CO.
MANUFACTURERS

942 Market Street

PHILADELPHIA, PA.



for beauty—for tone—for price



STRAND

Model 40
Italian
Renaissance
Period
Console:
Lists at
\$200

DIMENSIONS:

42 inches
long;
23½ inches
deep;
height
34½ inches;
walnut or
brown mahogany.

STRAND'S THIRD YEAR

Study this new Strand Model 40 at \$200 as an example of all the numbers in the new Strand line.

No guessing for us—no more than in the two years we are now completing.

We knew exactly what the conditions were when we named the first "Strand."

We knew exactly the place we were to fill—and everybody knows we have filled it!

We have been right pretty nearly 100 per

cent on the design, finish, dimensions and retail price of every Strand model we have offered.

We were right all of 100 per cent in our policy—and we have not deviated from it, and shall not.

"Quality Product"—that stands. "Low list"—that stands. "Long discount"—that stands. "It's the dealer's turn now"—that's two years old, but it holds good still!

These Strand flat-top Period Consoles are popular right now:

Model 23 Hepplewhite, \$115; Model 230 Hepplewhite, \$125; Model 80 Queen Anne, \$135; Model 260 Queen Anne "Special," \$150; Model 10 Louis XV., \$150; Model 20 Italian Renaissance, \$175; Model 40 Italian Renaissance, \$200; Model 16 Italian Renaissance, \$250.

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue, New York City.
ARTOPHONE CORPORATION, 1213 Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
OTIS C. DORIAN, 321 King Street, E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. L. ECKHARDT (General Radio Corp.), Tenth and Cherry Streets, Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los Angeles, Cal.
L. D. HEATER, 357 Ankeny Street, Portland, Ore.
IROQUOIS SALES CORPORATION, 210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Swetland Bldg., Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, Atlanta, Ga.

RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 412 Andrus Bldg., Minneapolis, Minn.
SHARP MUSIC COMPANY, 823 Fifteenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTE, 310 Magazine Street, New Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue. NEW YORK

Four-Minute Conference on Business Topics

No. 16—Your Follow-up—and How to Conduct It

Many a sale is actually made or the work is well advanced in that direction—but is lost through failure to follow up the interested individual.

Just how this follow-up work shall be done depends, in very large measure, upon the class of goods being sold. And for this reason the same business establishment will often use different follow-up methods, as may be indicated. In order to make this need very clear let us take a rather striking example of a place of business handling both large and small articles, as automobiles and accessories; talking machines and records; washing machines and hammers. These instances will serve to make the point clear.

If a prospect is manifestly interested in an automobile, a talking machine or a washing machine good salesmanship demands that he will be given proper attention at the time he is in the store or place of business and that, if he fails to buy, he will be promptly followed up by a personal representative, who will find out just what his needs are, what difficulty stands in the way of an immediate decision and by suitable means will keep alive the interest already shown.

Frequently a great deal of tact will have to be used in order that no offense will be given or the prospect prejudiced in any way.

One salesman was very unsuccessful in his follow-up work because he chose inopportune times to see and talk to those he went after. In fact, he had sort of a habit, without realizing it, of making a nuisance of himself. His efforts actually represented a loss to his house as they cost money and drove people away.

The tactful follow-up man will know when to approach. Sometimes he will go by appointment or, if he takes his chance of finding the prospect at liberty, he will be keenly alert as to how much time he should take, or whether he is justified in claiming a single moment.

The point is this: Those who are about to spend a substantial sum of money usually do so after consideration. Do not give them too much rope or too much time to get out of the humor of buying. And remember that if you are not on the job in the follow-up work the other fellow probably is and will get the sale away from you.

The case is different where small articles are sold, as accessories, records or hammers. The chances are that the person who fails to buy of you will soon buy of someone else. The expenditure is not large and less thought is required. Nevertheless, follow-up work is much needed in order to keep your establishment in mind. Constant newspaper advertising and direct-by-mail approach regularly are necessary. The newspaper advertising should be gauged to reach all classes likely to be interested in what you have to sell.

A mailing list should be built up and constantly revised in order that it be alive and complete. A circular or card sent once a month to this mailing list will build business if it contains a definite selling message. A letter once in three months built large business for a dealer who used it year in and year out.

The wise use of these two means of publicity, with proper emphasis upon quality, convenience and service, will prove the best method of combating "foreign" or out-of-town competition.

Occasionally these follow-up methods can be supplemented by demonstrations staged where there are gatherings of people, as at a fair or an event attracting a good many people.

Follow-up work may be briefly defined as keeping in touch. You know how much friendship amounts to when we lose sight of people altogether—and how pleasant and profitable friendship can be when we keep in touch. This is true in a business way and we need not be surprised that people patronize those who have interest enough to keep in touch constantly.

FRIEDMAN MUSIC SHOP CHARTERED

NEWARK, N. J., August 6.—Papers of incorporation were recently filed for the Friedman Music Shop, Inc., which will handle sheet music and musical accessories. The company will have a capital stock of \$50,000.

CARDENAS MUSIC STORE OPENS

LAREDO, TEX., August 1.—The formal opening of the Cardenas Music Store took place here last month, when local pianists rendered selections of American and Mexican music.

GEORGE S. DALES CO. EXPANDS

Akron Business in Good Shape—Music Dealers in New Mutual Protective Association—Other Important Activities of the Trade

AKRON, O., August 6.—The music business had its biggest month of 1923 in June, according to the monthly bulletin of the Akron Merchants Association, with which retail music dealers are affiliated. This increase was 27.97 per cent over the same month last year. Meanwhile July and early August business is holding its own with a call for the \$115 to \$150 machines. Portable instruments have come into their own and helped some of the stores maintain their Summer volume. Many firms have salesmen scouting through the rural territories hereabouts, with excellent results in sales.

The talking machine department of the George S. Dales Co., Victor distributor, will be greatly enlarged under the plan of expansion to become effective early next year, George S. Dales, head of the firm, announces. The sales and display floor will be fully twenty feet wider. This will give more space for the record booths as well as the display floor. The Dales Co. has completed negotiations for the building adjoining its present store. Alterations will not be started until Spring. The talking machine department will continue on the second floor.

Akron music dealers are enrolling with other retail merchants in the formation of a Mutual Protective Association. The proposed division will function in the apprehension and prosecution of shoplifters, check workers, charge account swindlers and other store criminals.

The Kirk Furniture Co., South Main street, a new Sonora representative in Akron, plans extensive remodeling so as to give more space to its phonograph section.

The store of the Kratz Piano Co., Edison and Victor distributor here for thirty years, will remain at its original location, 29 South Howard street, it was announced recently. It was planned three years ago to erect a modern business block on South Main street, and officials of the company at that time purchased a site, but this plan now has been dropped.

The Federman department store, one of the largest in Akron, will add eight new departments, including a talking machine and general music section.

The Starr phonograph and Gennett records are holding their own this Summer, according to Charles Currie, manager of the Superior Music Parlors, in which these lines are featured.

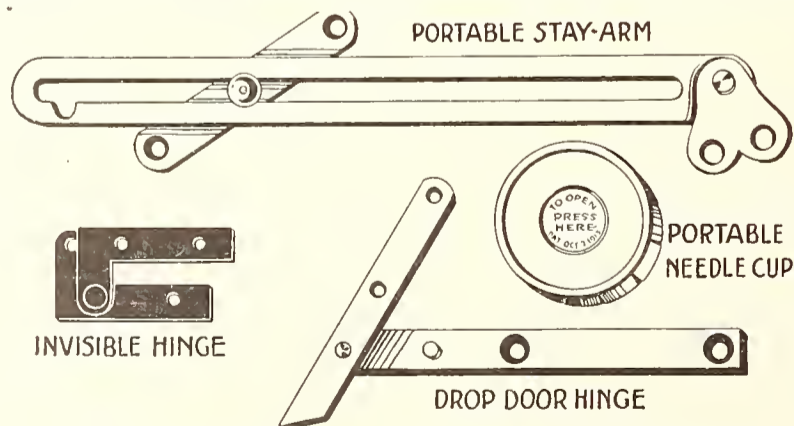
C. E. GOBER ENTERS FIELD

KEENE, N. H., August 6.—One of the most popular music merchants of this city is C. E. Gober, proprietor of Gober's Music Shop, which was known as the Sturtevant Music Co. until it was purchased by Mr. Gober. A fine stock of talking machines, records, sheet music and musical merchandise is handled by this enterprising merchant, who is widely known locally as a musician.

C. Rhindfleisch has been appointed manager of the talking machine department of Chase & West, Des Moines, Ia., Victor dealers.

FULL LINE of HARDWARE

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

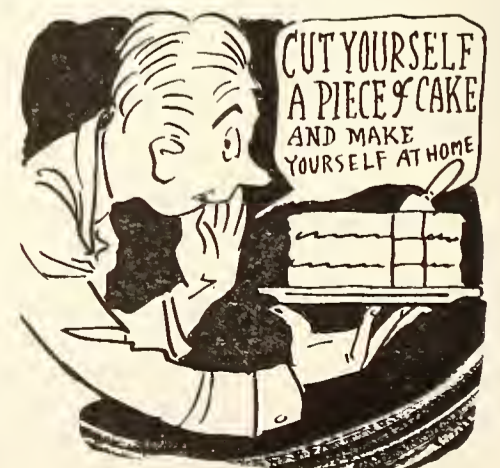


We have been catering to the hardware needs of the talking machine industry for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

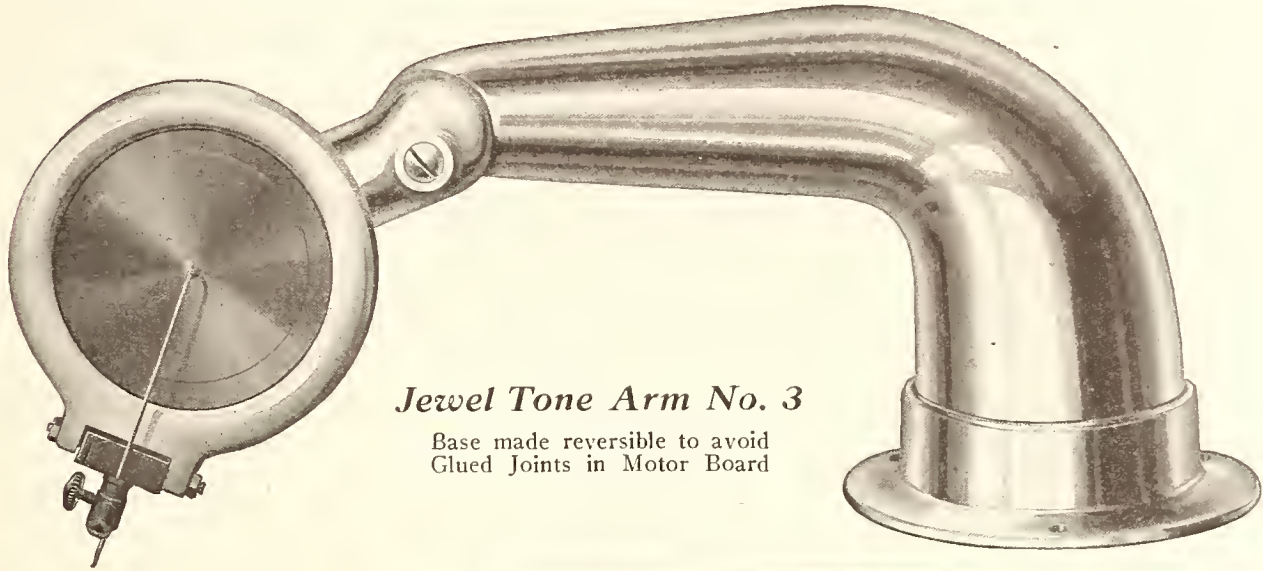
H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

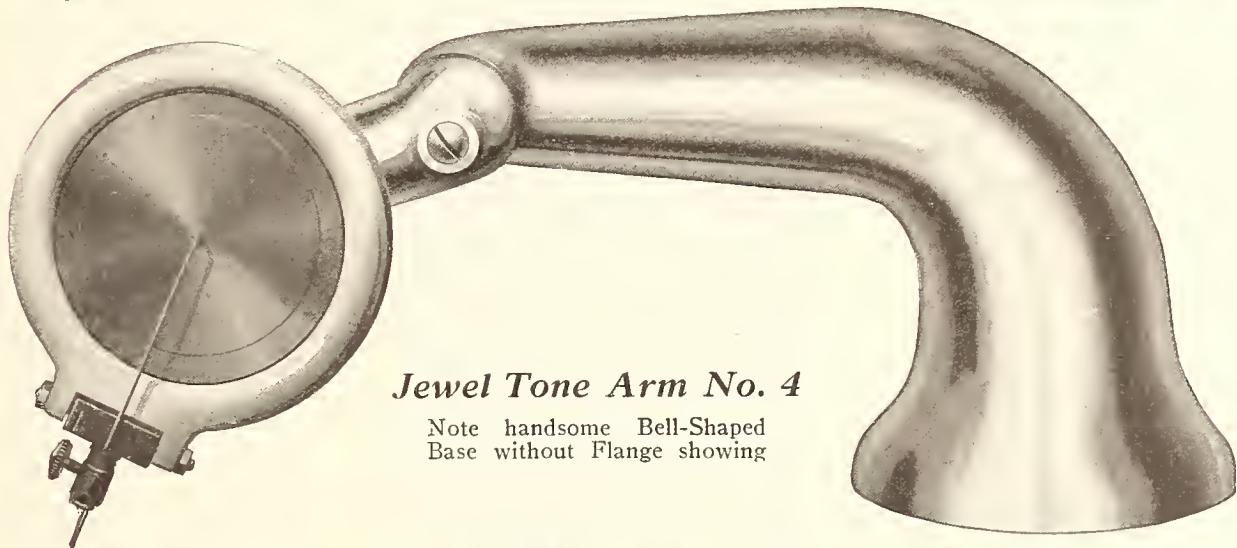


The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

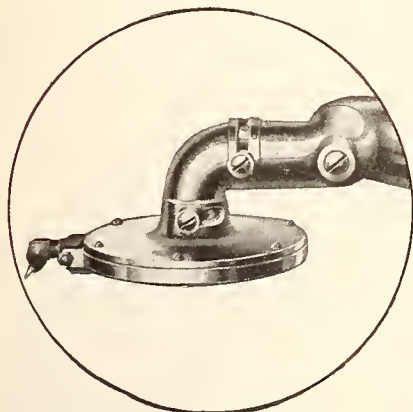
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

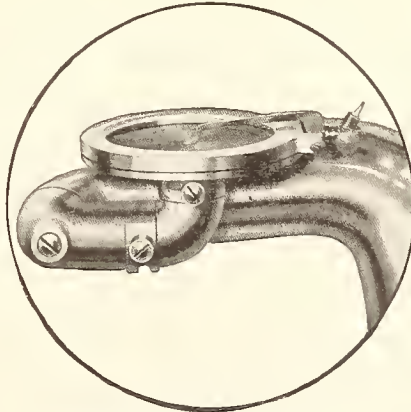
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the re-
producer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.



*Reproducer in position to play
Edison Records with Saffo
point or fibre needle.*



*Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.*



The Jewel Mute
*Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.*



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.



Charles Hackett's voice is at its glorious best this month in "Heaven At The End Of The Road" (Osgood)—Record 80562.

This song is a ballad of Ireland, with a swinging, insistent rhythm and a note of cheer in its text. Hackett's splendid enunciation brings out every word with crystal clearness; and his Irish blood helps him impart just the wealth of feeling this song demands.

COLUMBIA GRAPHOPHONE CO.
New York

BEEDLE CO. HOLDS FORMAL OPENING

Old Keene, N. H., Music House Now in Large and Attractive New Store

KEENE, N. H., August 6.—The Beedle Piano Co., of this city, last week held the formal opening of its new store at 24 Main street. This house has been in business more than thirty years and the move has been made necessary because of the constantly expanding business which it has enjoyed. The new store is modernly equipped throughout; in fact, it is one of the finest ware-rooms in New England. Among those who were present were representatives of the Oliver Ditson Co., Eastern Talking Machine Co., M. Steinert & Sons Co., Silas E. Pearsall Co. and the New York Talking Machine Co. The company handles the following lines: Victor talking machines and records, Gulbransen, Brambach, Pease, McPhail and Cable-Nelson pianos and Conn band instruments.

WRC STATION NOW IN OPERATION

WASHINGTON, D. C., August 5.—A giant broadcasting station, to be known as WRC and located in the new Riggs Bank Building, Fourteenth street and Park road, began a regular broadcasting service on August 1. The Radio Corp. of America owns and operates the station, which promises to be one of the most important broadcasting units in the country.

DOES BIG BUSINESS IN SMALL TOWN

SOMMERSWORTH, N. H., August 7.—The August Jean Music Store, which features the Brunswick and Columbia records, as well as sheet music and general musical merchandise, although situated in a town with a population of but 5,000, does a splendid business. This concern has one of the finest equipped music establishments in this section.

M. BERLOW JOINS GREATER CITY P. CO.

Well-known Wholesale Man Now With New York Sonora Jobber—Thoroughly Experienced in Handling Dealers' Needs

Maurice Landay, president of the Greater City Phonograph Co., 234 West Thirty-ninth street, New York, Sonora jobber, announced recently the appointment of Max Berlow as a



Max Berlow

member of the company's sales staff. Mr. Berlow, who has been identified with the talking machine industry for the past fourteen years, is one of the veterans of the wholesale trade and has a host of friends in the industry who will be delighted to learn of his association with the Sonora jobber in New York.

According to Mr. Landay's present plans Mr. Berlow, together with Sidney Coleman, will cover the Sonora trade in New York City. Mr. Berlow was previously associated with the Knickerbocker Talking Machine Co., Victor job-

ber, and he brings to his new position an extensive knowledge of phonograph merchandising, which will enable him to give Sonora dealers practical service and co-operation. Accompanied by Mr. Coleman and Arthur Morris, of the Sonora sales division, Mr. Berlow visited the Sonora factories at Saginaw, Mich., recently, acquiring an intimate idea of the care and consideration that are bestowed upon every detail of Sonora construction.

NEW HOME FOR J. D. McCARTHY

LEWISTON, ME., August 6.—J. D. McCarthy, live local music merchandiser, recently moved his business into fine new quarters at 25 Lisbon street. The growth of his business is indicated by the fact that the present establishment has three times the floor space of the former store. Mr. McCarthy is well known in local music circles; he is an accomplished musician and he has also been responsible for bringing many well-known artists here for concert appearances. Columbia phonographs and records and Okeh and Vocalion records are handled, as well as a complete line of pianos.

CLARENCE WILLIAMS EXCLUSIVE OKEH

Clarence Williams, the well-known composer, publisher, singer and pianist, as well as Okeh record artist, recently signed a new contract, whereby he will record for Okeh records exclusively. An Okeh record featuring two piano solos by Mr. Williams, entitled "Mixing the Blues" and "Weary Blues," has just been placed on the market. Mr. Williams is also well known for the accompaniments that he plays for Sara Martin and Eva Taylor, both well-known Okeh artists, for whom Mr. Williams has composed special "blues" numbers.

It is oftentimes well to put your soul, and not just your soles, into striding ahead.

PORTABLE

PAL

PHONOGRAPH

Mahogany—Walnut—Fabrikoid

Retail Price \$35

Liberal Discounts

Pacific Coast Distributors
Munson-Rayner Corporation
Los Angeles and San Francisco

"PAL" sells the year
'round

It is just as big an item in Fall and Winter as it is in Spring and Summer—because it is a complete phonograph made light—compact—convenient.

Beautiful to look at. Good to listen to. Built to last. And sold at a price that actually convinces the buyer he is getting his full money's worth.

Write for illustrated circular!

PLAZA MUSIC CO.
18 West 20th Street
New York



SALT LAKE CITY

Dealers and Jobbers Report Improved Business—Industrial Prosperity Presages Busy Fall Season—Month's News of the Trade

SALT LAKE CITY, UTAH, August 6.—The talking machine business seems to show an improvement again; indeed, some of the local men claim it has been good all Summer, though others report a slump of a rather definite character. The John Elliot Clark Co., Victor distributor and dealer, reports the retail business as making a stronger showing than the wholesale, though Mr. Bain, who has charge of the wholesale department, said the wholesale is picking up nicely. W. G. Sadler, of the firm, has just returned from a trip through Idaho, where he found business conditions excellent. He said his tour had been very successful. The Victor people are finding a better demand for Nos. 210, 215 and 220 than anything else, according to Mr. Bain. Dean Daynes, speaking for the Consolidated Music Co., said they have done well with portable machines this Summer. The Daynes-Beebe Music Co. reports business as "good," as does the Glen Bros.-Roberts Piano Co., which has aggressive men at the head of its phonograph department. The O'Loughlin people report a nice phonograph business, in spite of the fact that they have branched out into other lines and cannot give the talking machine sales all their attention as heretofore. Speaking for the Brunswick Co., R. F. Perry told the writer that things looked good in Idaho, from which State he had just returned after a business trip covering two or three weeks. Mr. Perry said he thought there would be a satisfactory business this Fall from the Idaho territory.

The industrial conditions in Utah and its distributing area are highly satisfactory. Crops are good and prices for most things are satisfactory, with excellent transportation facilities. Mines are working steadily, factories are busy and there is no unemployment. In addition to this Utah is rapidly gaining fame as a scenic State and this year sees a greater "crop" of tourists than ever before.

Mrs. Frances Elliot Clark, mother of John Elliot Clark, of this city, is spending her vacation here with her son. Mrs. Clark, who is head of the educational department of the Victor Co., gave a talk to the Victor dealers and their employees at the offices of the Consolidated Music Co. a day or two ago.

C. B. Sampson, of the Sampson Music Co., Boise, Idaho, Victor dealer, was a recent visitor to this city.

O'Loughlin's, on Main street, Brunswick dealer, has opened a radio department. This well-known house is to install in the near future a passenger and a freight elevator service. The second floor is to be remodeled to make room for expansion of the business.

The Daynes-Beebe Music Co. is running the new talking machine department at the Zion Co-operative Mercantile Institution.

M. S. Browning, of the Browning Bros. Co., of Ogden, is dead. He was one of the best-known capitalists in the Mountain States and was a brother of John M. Browning, world-famous gun inventor.

Branch Manager Spratt, of the Brunswick-Balke-Collender Co., is at present on a short fishing trip in eastern Utah.

The Brunswick office announces the appointment of two new dealers in Salt Lake City, where the Brunswick line will be handled by the Daynes-Beebe Music Co. and the phonograph department of the Z. C. M. I.

M. W. Lundstrom has been appointed manager of the phonograph department of the Lundstrom Furniture & Carpet Co., of Logan, Utah. This concern handles the Brunswick and Sonora lines.

The Jenkins Furniture Co., Brunswick dealer, of Boise, Idaho, reports greatly increased sales

in its phonograph department, with prospects bright for an early Fall business. W. B. Harper has been appointed manager of the Brunswick department, succeeding Mr. Quereau.

Mr. and Mrs. J. C. Bruce, of the Bruce Music Co., Pocatello, Idaho, were recent visitors.

Mr. and Mrs. Fred Wright, Brunswick dealers, of Evanston, Wyo., have recently returned from a motor trip through California.

Edward Thoreson, of the Palace Drug Store, Blackfoot, Idaho, recently announced the opening of his enlarged store. He has added a very attractive music room to care for his increasing phonograph and record business.

T. Hansen, Brunswick dealer, of Ephraim, Utah, was a visitor to Salt Lake City during Merchants' Week.



"Let me sing
to your child!"

And when Mother sees the joy that her child gets from that first Bubble Book, she'll want to buy all fourteen. Naturally, yours is the store she will come to if you've introduced her to Bubble Books.

You've made a friend of that mother—She'll patronize your store in preference to your competitor's.

Have your Bubble Book stand in a prominent place and it will make friends for you.

BUBBLE BOOKS "that Sing"

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by Rhoda Chase

Retail at \$1.00 with three records

When you sell one you sell a habit
and when you sell a habit, you're
building business.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

49 East 33rd St.

New York, N. Y.

Miss Swan, of the Peckham Furniture Co., Caldwell, Idaho, Brunswick dealer, is spending her vacation in Alaska.

R. F. Perry, of the local Brunswick branch, has gone to spend a week at Brighton, a resort in Big Cottonwood Canyon.

PIONEER EDISON DEALER IN MAINE

GARDINER, ME., August 6.—The H. F. Twombly Co., 211 Water street, this city, is one of the oldest Edison dealers in all New England. Mr. Twombly is an enthusiastic Edison booster and has been for many years past, and has successfully sold the Edison phonograph and Edison records for many miles around.

NEW VICTOR STORE IN SANFORD, ME.

SANFORD, ME., August 6.—The most recent addition to the music stores of this section is the establishment opened at 164 Main street by N. Lausiere. The store has been attractively arranged and the complete line of Victor talking machines and records is handled.

BUBBLE BOOKS Sell Your Whole Store

The easiest way to win the good-will of customers is through their children. You know how freely the most reticent mother will talk, if you get her started on the subject of her little boy or girl.

That's why we say that Bubble Books will sell your store. They "talk" your praises to the mother through her child. For all children love these "books that sing" their favorite nursery rhymes and games.



This stand No. 2 is yours FREE with an order for 3 gross of Bubble Books.

Send for list of free selling helps.

MICKEL BROS.' FINE ORGANIZATION

Extensive Plans Under Way for Big Fall Business—Trade Conditions Improve

OMAHA, NEB., August 6.—The illustration shows the good-looking and peppy executive, service and sales organization of Mickel Bros. Co., Victor distributor of this city, with which the Des Moines house of the same name and the Ross P. Curtice Co. were recently consolidated, as reported in The World. Left to right, standing, are to be found Earl H. Haglund, Edw. W. Lundquist, Belle H. Smith, E. N. Bowerman, Hugo G. Heyn. Those sitting are Will E. Mickel, H. B. Sixsmith, Geo. E. Mickel, E. V. Propst, W. O. Welker, Phil E. Haney. The only member of the organization missing is H. W. Burnett, who, unfortunately, was ill when

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

<p>MOTORS TONE ARMS REPRODUCERS</p>	<p>CASTINGS Grey Iron and Brass for</p>	<p>TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS</p>	<p>Stylus Bars Screw Machine Parts Talking Machine Hardware</p>
--	--	--	--

Direct Quantity Importations On { **JEWEL and STEEL (Bulk or Packed)**
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

Fall business, according to Hugo G. Heyn, sales manager of the company, who states that business conditions in the Middle West are improving steadily. This is indicated by the

STRESSES WINDOW IMPORTANCE

"Regardless of the size of his store the retail merchant who will pay special attention to his windows and who will make the best possible use of the material furnished him by the manufacturers of the lines he handles will find his sales-curve mounting steadily upward," declares H. A. Chaffin, advertising manager of the Enoz Chemical Co., Chicago. "This principle applies equally well to the merchant in the quiet residential district or the big fellow in the center of the city."

It also applies to merchants in the talking machine business.

E. O. RUSSELL IN FINE NEW STORE

CLAREMONT, N. H., August 7.—Ernest O. Russell, who recently moved into attractive new quarters at 12 Pleasant street, this city, now has one of the finest warerooms for the display of musical instruments in this vicinity. In addition to a complete line of Brunswick phonographs and records Pease, Weser Bros. and McPhail pianos are handled. The establishment is located in the heart of the business section here and it is an ideal location for the music business.

A customer never forgets poor service, although good service may quickly be forgotten.



Service and Sales Organization of the Mickel Bros. Co.

the picture was taken. These are the live wires who are boosting the Victor line so successfully in this territory.

Extensive plans are being made for a splendid

greater frequency with which orders are being received by Mickel Bros. and also by the fact that the orders of many dealers call for a larger volume of Victor merchandise.



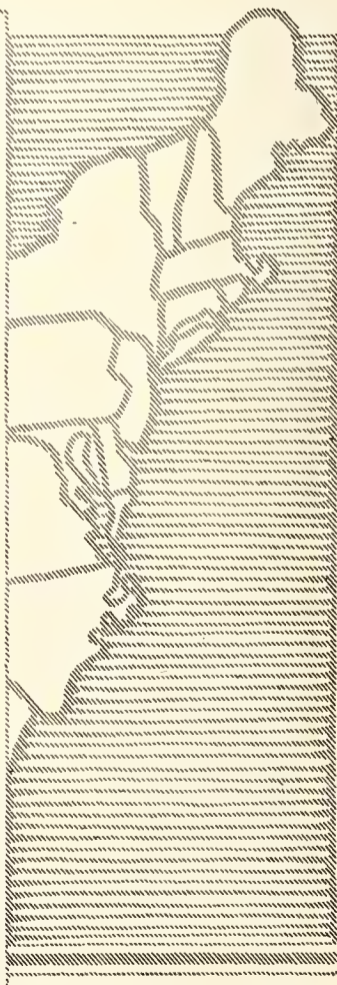
Sherman, Clay & Co.

*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

PROGRESS IN TRADE ADVERTISING

Manufacturers Turning Out Volume of Fine Publicity—Advertising of Regal Record Co. on Little Tots' Nursery Records Typical

The talking machine trade can be counted most fortunate in the amount, style and standard of its advertising. A good proportion of the material that reaches the consumer's notice

rection. The amount of time and attention that is given to consumer literature and other advertising matter for the trade by various advertising departments, the large appropriations involved for this phase of publicity and the general encouragement in its use has reached a point where the talking machine industry must be considered second to none as a volume publicity creator.

A case in point showing the wide range,

keting the "Little Tots' Nursery Tunes," a series of records of songs, games and stories for children. These are double-faced records, with illustrated verse pictures accompanying each record and a special album. The additional records are sold in separate loose-leaf pockets, with picture cards ready for insertion in the loose-leaf album.

Included in the consumer advertising material are dealers' advertisements, arranged with space for the dealer's imprint, carrying appropriate illustrations of giants, bears and other figures relating to children's stories, which can be colored by either the grown-ups or the youngsters. They are included in a series of newspaper advertisements sent to the trade in mat form, available in various sizes. In addition each dealer is sent a large rotogravure display sign with cut-out to hold a complete "Little Tot" album, hangers, catalogs, multi-colored cut-outs similar to the display sign and metal fixtures holding individual records.

"TALKER" TO TEACH LANGUAGES

COLUMBUS, O., August 6.—An improved talking machine for instruction in foreign tongues has been devised by Professor Robert E. Rockwood, acting head of the department of romance languages at Ohio State University.

The machine may be used simultaneously by eighteen students. Eliminating use of the single horn Professor Rockwood has provided a head-piece for each student, thereby permitting individual instruction. A control device permits effective registration of the various shades of word tones. A record-cutting device provides for the recording of the pronunciation of each student when he or she takes up the course. By means of this method each student can make personal observation at the end of the course of the progress made.

J. F. CHOATE BUYS WENTWORTH CO.

WATERVILLE, ME., August 6.—John F. Choate, an accomplished musician of this city and popular in musical circles, recently purchased the business known as the Wentworth Music Co., 169-171 Main street, which is now known as the Choate Music Co. This is one of the most completely stocked music stores here, Victor talking machines and records, sheet music, Cable-Nelson, McPhail, Poole and Lester pianos being handled.

The Chautauqua Phonograph Co., formerly located at 723 Twelfth street, N. W., Washington, D. C., has gone out of business.

HAVE YOUR KIDDIE COLOR THIS PICTURE



A wonderful book of juvenile records—\$1.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES—ON RECORDS

Songs—games—stories—on real wonderful records that sing and talk and play, with all the magic sounds of dogs and kites and gear big bears. And it gives just twice the ordinary juvenile record album value.

COMPLETE BOOK \$1.00

INDIVIDUAL RECORDS 25c. ea.



BRING THE KIDDIES HOME A BOOK TONIGHT!

- No. 1 The "MERRY SONG" BOOK
No. 2 The "HAPPY DAY" BOOK
No. 3 The "JOLLY GAME" BOOK
No. 4 The "STORY HOUR" BOOK

THIS SPACE IS FOR THE DEALER'S IMPRINT

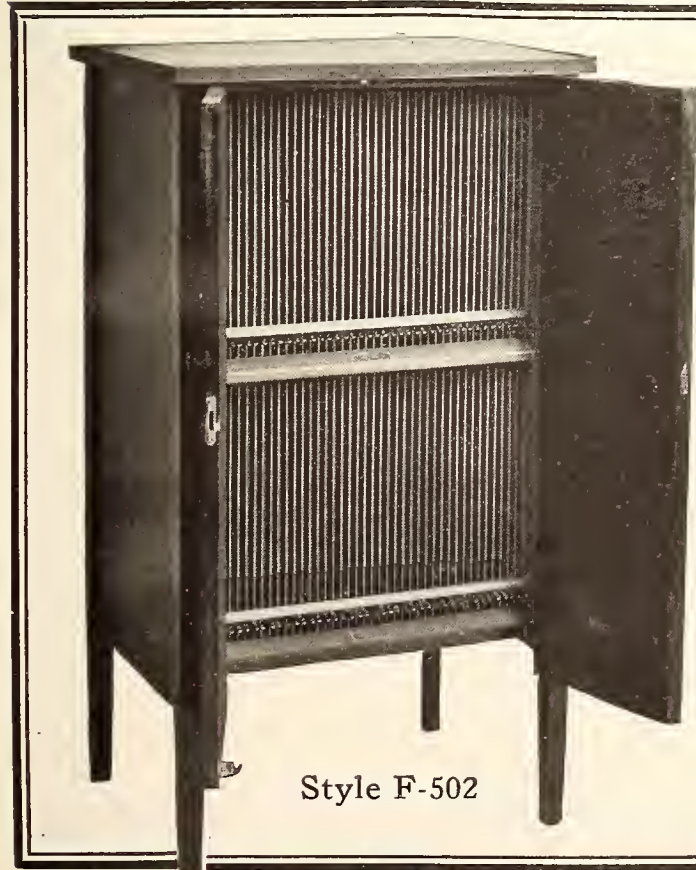
Advertisement for Little Tots' Nursery Tunes featuring a record cover and promotional text: 'They'll come out of their book and sing for you! Jack and Jill, Old King Cole, Little Red Riding Hood...'

Advertisement for Little Tots' Nursery Tunes featuring a large illustration of a giant and a child, with text: 'fe. fi. fo. fum! Roared the Giant! Jack and the Beanstalk on a Record...'

Advertisement for Little Tots' Nursery Tunes featuring a child reading a book and text: 'Dear Jacks All those little Mother Goose books and stories...'

Cleverly Designed Advertisements for Dealers of "Little Tots' Nursery Tales" can be credited to the alertness and progressiveness of the retailers in the industry. However, the advertising departments of the manufacturers can hardly be overlooked when due acknowledgment is given to progress in this di-

rectors of "Little Tots' Nursery Tales" unique and original style and the scope of the publicity channels covered through the aid and encouragement of the manufacturers' advertising departments has been currently demonstrated by the Regal Record Co., Inc., in mar-



Style F-502

HAAG RECORD FILING CABINET

Edison Dealers, Attention

Now Furnished in English Brown to Match the New Edison Products

Also Furnished in Dark Red and Brown Mahogany

Haag Record Files made in sizes to fit all makes of phonographs and will accommodate all sizes and makes of records. Just press the button.

Write for Full Particulars

HAAG & BISSEX COMPANY, Inc. Calvert Building Baltimore, Md.



An Attractive Unico Equipped Salesroom, Foster & Waldo Co., Minneapolis, Minn.

Step on the Gas!

Advertising is the "Fuel of Musical Merchandising"—increased forcefulness augments sales.

Just as a motor responds when you "step on the gas," so do your sales respond to the advertising effect of store attractiveness.

Practically all phonograph dealers realize the influence of advertising in interesting and finding prospects. *The more progressive dealers likewise understand that store attractiveness is a subtle and most efficient form of advertising.*

Follow the Manufacturer's Lead!

New machine models for Fall—and such wonderful values! Quicker record releases—providing an opportunity for more record sales!

The leading manufacturers anticipate an unusual Fall season and have provided exceptional merchandise and service. The demand is certain—good wages and constant employment assure it.

Proper presentation is the third necessary element. Your sales facilities determine your profit—Unico Service is Profit-Insurance.

*Music Is An Art
A Music Store Should Be Artistic*

**Unico Service Creates Artistic Stores that are Profit-Producers
Resolve to Use Unico Service Now—It Means Increased Sales**

Unico Equipment is Moderately Priced

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*



58th Street and Grays Avenue,

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd.

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

English Sales Agents — H. A.
MOORE & CO., LTD., Premier
House, London, England.

Branches:

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
SAN FRANCISCO, CALIF.
275 Post St.

S. African Sales Agent—PHILIP
M. COHEN, Johannesburg, South
Africa.

Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.



FISHING NOT THEIR STRONG POINT

As Fishermen This Quartet Represents Excellent Victor Salesmen—"Jim" Donnelly Plays Host to Local Victor Men

Four well-known members of the talking machine trade recently devoted an entire day to the pursuit of the "finny" tribe and, judging from all reports received at this office, the day was a wonderful success so far as the weather was concerned. The members of this fishing expedition consisted of "Jim" Donnelly, popular South Norwalk, Conn., Victor dealer; George Kelly and Ernest Fontan, of the New York



The Waltonians of the Industry

Talking Machine Co., and J. J. Davin, of the Musical Instrument Sales Co.

Mr. Donnelly played host and although he prepared everything in advance the quartet found themselves short of bait when they were about ten miles from land. Half of the day was consumed in finding the necessary bait and at the end of the day's festivities Mr. Davin figured out that the total expense involved was \$89.96, with a gross catch of four fish. In other words, each fish was valued at \$22.49, which even in these days of high finance can be considered a pretty good figure. However, everybody thoroughly enjoyed the outing and better results are hoped for next time.

GOOD VICTOR MACHINE DEMAND

Business Better Than Anticipated by Collings & Co., Victor Distributors—Popular and Dance Numbers Lead in Record Sales

NEWARK, N. J., August 7.—L. W. Collings, head of Collings & Co., well-known Victor distributors of this city, is much pleased with the volume of sales during the Summer months. The sale of machines in the Collings territory has been somewhat larger than anticipated and record sales have been quite heavy.

Mr. Collings stated that the great majority of record sales during the Summer months have been of popular numbers, particularly dance selections. It is his opinion that this trend in popular sales will continue until early Fall. He has made a complete analysis of the cause and development of consumer record purchases and is under the impression that business is running in a cycle of impermanent character. Mr. Collings looks for a return of interest in standard numbers and the Red Seal catalog during the early Fall.

NEW STORE IN KENMORE, N. Y.

KENMORE, N. Y., August 3.—A new music store is to be opened at Delaware avenue and Delaware road by M. Truda in the near future. Pianos, talking machines and sheet music will be carried.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

NEW DISTRIBUTOR OF THE AUDAK

Munson-Rayner Corp. Now Audak Wholesaler—Record Demonstrating Device Is Now Equipped on Special Tables—Demand Growing

Maximilian Weil, inventor and manufacturer of the Audak, a record demonstrating device manufactured by the Audak Co., 565 Fifth avenue, New York City, announces a substantial increase in the number of distributors of the device in the various parts of the country. Among these is the Munson-Rayner Corp., the well-known jobbing organization of Los Angeles and San Francisco.

The Audak is now being delivered to the trade equipped on record demonstrating tables which are ready for immediate operation upon delivery to the dealer. Recently a well-known department store in New York City ordered twenty of the specially equipped tables and, following their installation, forwarded a letter to the Audak Co., stating that it was particularly pleased with the results obtained with the Audak's use.

In describing some of the merits of the Audak, Mr. Weil stated that aside from the fact that the Audak carries a series of exclusive patented features, it would be possible, nevertheless, to manufacture the product in quantities at a much lower figure than that at which it is at present marketed. However, the company has borne in mind the extraordinary hard usage that such a demonstrating device must undergo over a long period, and for this reason only the highest quality of materials is used by the company. The Audak also is turned out by skilled mechanics; it is manufactured of brass, steel and aluminum. The tables are of the highest quality cabinet work, made to withstand long wear.

GRIFFIN'S RECORDS FOR LINERS

Records by Okeh Artist Placed on White Star Liners as Result of Ship Concerts—Enthusiastically Received by Ocean Travelers

Gerald Griffin, the well-known Irish tenor and exclusive Okeh artist, who sailed recently on the White Star liner "Cedric" for an extended visit to Ireland, appeared at several of the ship's concerts and his singing was enjoyed to such an extent that, as soon as the "Cedric" landed on the other side, the International Mercantile Marine cabled to the New York offices of the company to purchase a complete set of Gerald Griffin's Okeh records for each one of the liners operated by that organization. This is certainly a great tribute to this artist, as well as to the excellence and accuracy of the reproduction of his voice on the records.

C. E. SIMMONDS WITH OKEH JOBBER

Experienced Record Executive Joins Staff of Prominent New York Okeh Jobber—E. B. Shiddell Back From Vacation in Maine

The New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, Okeh jobber, recently announced the appointment of C. E. Simmonds as manager of the record department. Mr. Simmonds was formerly assistant superintendent of the stock department of the Columbia Graphophone Co. at Bridgeport, Conn. His experience in the talking machine industry extends over a period of seventeen years and he brings with him a valuable knowledge of dealer service.

E. E. Shiddell, manager of the New York distributing division, recently returned from Maine, where he had been spending his vacation. C. A. Clebart, assistant to Mr. Shiddell, who spent his vacation on his farm at Webster, Mass., has also returned to his desk much refreshed after his rest.

F. J. BERUBE IN LARGER QUARTERS

LEWISTON, ME., August 7.—Frank J. Berube, talking machine and piano dealer, who has enjoyed an exceptional record of growth during the three years he has been in business here, has moved from 16 Spruce street to a larger and more attractive store at 367 Lisbon street. Mr. Berube handles the Starr phonographs and Gennett records, Starr, Hallet & Davis, McPhail pianos and players and a complete line of musical merchandise.

A. S. BRAZIL BUYS MASON CO.

BELLOWS FALLS, VT., August 7.—A. S. Brazil, well-known musician of this section, has purchased the business of the Mason Music Co., which has conducted a general music store here for the last thirty-five years. Mr. Brazil has rearranged and redecorated his store in accordance with his own ideas, making a fitting setting for the Victor talking machines and records and several widely known lines of pianos, musical instruments and sheet music which he handles.

MARIO CHAMLEE SCORES IN LONDON

Mario Chamlee, tenor of the Metropolitan Opera Co., New York, and Brunswick artist, who recently made his first concert appearance in Albert Hall, London, Eng., received an ovation from music lovers in that city. The music critics of the Daily Mail and other London newspapers were enthusiastic in their praise of this popular American artist, describing his appearance as a "sensational success."

If you want to draw a crowd to your store, put in

COLUMBIA RECORDS 14½c. Each (In 1000 Lots)

Records all "firsts." All double-face regular 75c discs, from factory surplus, 1922 catalog.
Single shipments of 5000 at 14c., 10,000 at 13c., 20,000 at 12½c.

All quotations subject to change

TERMS—F. O. B. Factory Bridgeport, Conn.—Net CASH against B. L.

Buy Grafonolas Now and Save Money!
1922 Models.

Styles F, G, H, L & K at less than cost to make.
For quotations write stating quantities you can use.

HAVE YOU SEEN

THE "CHUM" PORTABLE PHONOGRAPH

The best \$25 portable on the market. Big profits. Write for quotations.



THE "CHUM"
Weight 13 lbs.

LOUIS JAY GERSON

HIGH GRADE RADIO AND PHONOGRAPH SPECIALTIES

63 Reade Street

Telephone Worth 0146

New York City

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

*A Lovely Adaptation from the
Work of Sheraton and Shearer*

Top Measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

Another Beautiful New Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 550 Howard Street, San Francisco, Cal.

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

SALES TOTALS SHOW INCREASE

Greater City Phonograph Co. Closing Excellent Sonora Business—Maurice Landay Suggests That Dealers Anticipate Requirements

In a recent chat with *The World*, Maurice Landay, president of the Greater City Phonograph Co., New York, Sonora jobber, commented upon the fact that his company's sales totals for the first seven months of 1923 showed a substantial increase over the corresponding period of 1922. Mr. Landay is suggesting to his dealers that they anticipate their requirements for the 1923 Fall season as much as possible, so that their sales totals for the balance of the year will equal all expectations.

Mr. Landay referred to the fact that at the recent Sonora jobbers' convention, held in Saginaw, Mich., all of the distributors placed orders for their requirements for the entire year in an effort to secure sufficient merchandise for the needs of their dealers. It will, therefore, be to the advantage of each Sonora dealer to anticipate his business for the remainder of the year and place his orders accordingly.

BUYS BUILDING HOUSING STORE

Albert P. Parenteau, Biddeford, Me., Dealer, Enjoys Unusual Success

BIDDEFORD, ME., August 7.—Albert P. Parenteau, who has achieved outstanding success in the music business here in the short period of two years, recently concluded negotiations for the purchase of the large building at 140 Elm street, in which his fine business is housed. This establishment is without question one of the finest in this vicinity and the aggressive methods of the live proprietor have resulted in a large and growing clientele. Starr phonographs, Okeh and Gennett records and Sohmer, Baldwin and Emerson pianos are handled.

DEATH OF F. M. PRESCOTT

Pioneer in Recording Art Dies at General Hospital in Paterson, N. J.—Had Achieved Worldwide Success as Recording Expert

F. M. Prescott, identified with the talking machine industry for the past twenty years and recognized the world over as one of the foremost authorities on every phase of recording, died Monday, July 30, at the General Hospital, Paterson, N. J. During recent years Mr. Prescott had established headquarters at Riverdale, N. J., and his services as a consulting engineer had been utilized by many well-known concerns and individuals who consulted him in the installation of record-making plants and the construction of recording machines. Mr. Prescott had traveled the world over in the interests of the recording art and his loss will be keenly felt by the record industry as a whole.

The funeral services were held Thursday, August 2, at Mr. Prescott's late home at Riverdale, N. J. He is survived by his widow and three children and three brothers, one of whom is J. O. Prescott, also a widely known pioneer in the record industry.

MUSIC APPRECIATION IN SCHOOLS

Salt Lake City Schools Make Subject Regular School Study Course as Result of the Excellent Work of Victor Co. Educator

SALT LAKE CITY, UTAH, August 6.—Music appreciation has been made a regular study course in the schools of this city as a result of the work of Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co. One-fifth of the music period in the future will be devoted to music appreciation. While here Miss Streeter made addresses on music appreciation before many local clubs and civic organizations. In the past she has made several trips to this State, and plans are under way to have her return next year to continue the work and extend it to the rural communities, fertile fields for this work.

BENNY DAVIS RECORDS FOR EMERSON

Benny Davis, the well-known songwriter and vocal artist, who recently signed an exclusive contract with the Emerson Phonograph Co., Inc., has made his first record for that firm. It is a vocal rendition of his newest song, "Stella." The Emerson Phonograph Co., Inc., in releasing the number, has forwarded to the trade much publicity material, including an attractively illustrated window strip carrying a reproduction of Davis in one of his characteristic poses while singing.

BRUNSWICK "LEVIATHAN" PUBLICITY


The dealer service department of the phonograph division of the Brunswick-Balke-Collender Co., New York, prepared recently for the use of its dealers an attractive window streamer featuring the "Leviathan," the giant ocean greyhound, together with a reproduction of the Brunswick "Georgian" console. The color scheme of the window streamer is red, white and blue, and the text emphasizes the fact that the "Leviathan" is equipped with Brunswick phonographs exclusively. H. D. Leopold, manager of the Brunswick recording division in New York, is responsible for the preparation of this timely publicity.

TAKES ON TALKING MACHINE LINE


NASHUA, N. H., August 7.—The Rudolph Cormier Furniture Co., 37 Factory street, this city, has recently installed a spacious phonograph department in which the Brunswick phonographs and records are featured. Demonstration booths and other modern equipment have been installed and the new department makes a fine setting for the Brunswick.



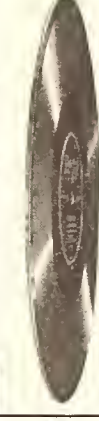
REGAL
50c
RECORDS




In New York as in Chicago, Boston, St. Louis, Detroit and other cities throuout the country, dealers are featuring the good 50c record heavily.



Experience has taught these dealers that the public is becoming more and more buying wise.



That public now knows beyond all doubt that the good 50c record (one that retails at 50c) gives full 75c worth of record value. Therefore it insists on the good 50c record.



And always the good 50c record brings the dealer a greater turnover and a larger total profit than he ever believed possible.

REGAL RECORD CO.
20 W. 20th ST. NEW YORK



Good Night
THE WALTZ SENSATION OF 1923

WATCH THIS BABY GROW!
"You can't go wrong with any FEIST songs"

WOULD CUT DISTRIBUTION WASTE

Government to Formulate Clear Definitions of Various Steps in Distribution Process

WASHINGTON, D. C., August 6.—A clear definition of the functions of the retailer, wholesaler and manufacturer in every industry will be sought by the division of domestic commerce of the Department of Commerce, with a view to eliminating the overlapping and duplication of activities, as one of the first steps to be taken as a result of the recent retail conference held in Washington.

The retailer performs the final function in the distribution of commodities and gives fulfillment to all preceding efforts by making merchandise available to consumers at the time and place and in the form required by them, it was determined by the conference. The retailer's true function is that of serving as a purchasing agent for his community.

As a result of the conference the music and other trades will be asked to define the functions of the various branches—manufacturer, wholesaler and retailer—so that the information may be studied in the division of domestic commerce and plans made for the elimination of waste in distribution.

EDISON DEALER'S ATTRACTIVE FLOAT

RICE LAKE, WIS., August 5.—At a recent celebration held in this town Oscar Overby, Edison



How the Edison Was Exhibited

dealer, prepared the attractive float that is shown in the illustration. This float won the enthusiastic approval of spectators along the route of the parade and furnished splendid publicity for Mr. Overby and the New Edison Diamond Disc phonograph.

PAUL CARLSON IN MAINE

Paul Carlson, manager of the wholesale Victor department of Chas. H. Ditson & Co., New York City, is at present enjoying a vacation with his family in Maine, while Joseph C. May is looking after the development of business at headquarters.

WURLITZER LOS ANGELES BUILDING

Company to Erect a Thirteen-story Building in That City at an Estimated Cost of \$1,500,000

LOS ANGELES, CAL., Aug. 4.—Negotiations have just been made public by the Rudolph Wurlitzer Co., of Cincinnati, O., concerning the erection of a new thirteen-story and basement edifice at 816 South Broadway, starting September 1, at an expenditure of \$1,500,000. The site on which the improvement will rise has a frontage of fifty-one feet on Broadway with a depth of 150 feet to a twenty-foot alley, and is said to have brought a price in excess of \$400,000. Tentative plans outlined by the Rudolph Wurlitzer Co. show that the first six floors, mezzanine and basement of the building will be utilized by them with the upper seven stories subdivided into office space. The office portion of the building will be so designed that it can be taken over by the music house whenever needed.

The ground floor of the structure will be used by the company as a general display room for phonographs and records. The executive offices will be located on the mezzanine and the remaining five floors will be used for the displaying of pianos and other musical instruments of all kinds.

A feature of the new building will be the recital hall in the basement to be used as a civic hall, theatre, concert room and organ display salon. The hall will have a seating capacity of about 250 people and will be similar to the recital room in the Wurlitzer Building in New York.

Not only is the Rudolph Wurlitzer Co. planning a great expansion program for Los Angeles, but it is also formulating plans for the establishment of twenty or twenty-five branch stores in Southern California, it is generally reported throughout the trade.

LARGER QUARTERS FOR GUILLETTE

MANCHESTER, N. H., August 6.—Ernest W. Guillette, who for some time has conducted a retail talking machine and general music business at 801 Elm street, has moved into larger quarters at 782 Elm street. Mr. Guillette conducts a very fine business in Columbia machines and records, pianos, sheet music, etc., and the move was made necessary because the business had outgrown the former quarters.

NEW PLAZA REPAIR PART CATALOG

The Plaza Music Co. has published a forty-page repair part catalog which is being forwarded gratis to the trade throughout the country. A comprehensive list of talking machine repair parts for all makes of machines, with complete description and illustrations of parts and supplies, is included in this publication. The book is of convenient size and should be a valuable aid to the repair man.

**Our A A A Quality
India Ruby Mica
DIAPHRAGMS**

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

HOW LIVE DEALER SECURES TRADE

Henry Vigneault, of Keene, N. H., Has Built Up Large Business by Progressive Advertising and Sales Methods

KEENE, N. H., August 7.—What can be accomplished by the live talking machine dealer in a small town is exemplified by the record of Henry Vigneault, Brunswick dealer of this city, who opened a small basement store about five years ago and now occupies warerooms triple the size of the original store at 68 Main street. Mr. Vigneault has built up a large clientele here and in surrounding communities as well entirely through his aggressive methods of publicity, which include regular advertising in the newspapers and billboard advertising on thoroughfares leading into Keene. Another publicity stunt which has been very successful in attracting attention to his store and his line consisted in placing a Brunswick instrument in one of the leading local Summer dance halls and playing the latest records during the periods when the orchestra rested. In addition to phonographs and records this live dealer handles sheet music and musical merchandise and he is now planning to install a line of pianos.

NEW FOREIGN LANGUAGE CATALOGS

General Phonograph Corp. Issues New Polish and Bohemian Catalogs—Important Lists of Records Now Ready for Trade

The foreign language record division of the General Phonograph Corp. has just issued two very attractive catalogs featuring Polish and Bohemian records made by this department. A. H. Thallmayer, manager of the company's foreign language record division, personally supervised the preparation of these catalogs, which contain comprehensive repertoires in their respective languages. The cover design of each catalog is particularly worthy of note, as a four-color process was used to bring out the details of the illustrations. The General Phonograph Corp. is now issuing records in practically every foreign language and the company's jobbers and dealers report a steadily increasing demand for this type of record.

A FEW JOBBING TERRITORIES STILL OPEN**WALL-KANE NEEDLES**

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

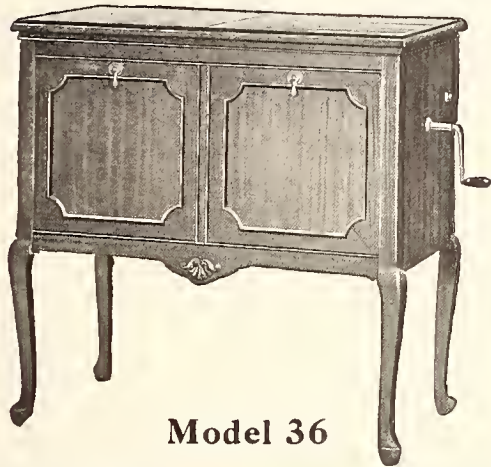
JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

Announcing the New Pathé Models



Model 36

The Queen Anne Model illustrated above is furnished in brown mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor \$125.00
 " with electric motor \$140.00



The New Pathé Portable

A complete phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; or covered with DuPont fabrikoid leather; interior in natural wood finish; nickel plated hardware; universal tone-arm; Pathé reproducer; double spring motor; size 14 x 15½ x 8; weight 20 pounds.

Mahogany Finish }
 Golden Oak } \$40.00
 Fumed Oak }
 Fabrikoid Leather \$50.00



Model 15

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany; all exposed parts nickel plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

PRICE
 With spring motor.... \$100.00
 With electric motor.. \$115.00



Model 31

This handsome model is furnished in brown mahogany and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

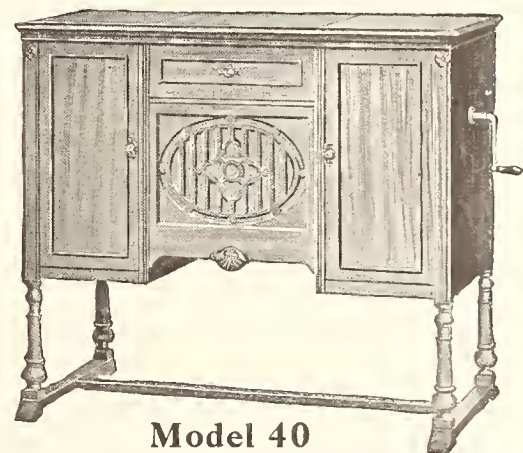
PRICE, with spring motor..... \$110.00
 " with electric motor..... \$125.00



PATHE—A name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and of course equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

All the new models (except the Portable) have the new oval PATHE horn.



Model 40

This Italian Renaissance Model is furnished in mahogany and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36½ inches high; 41 inches wide; 21½ inches deep.

PRICE, with spring motor..... \$185.00
 " with electric motor..... \$200.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.

BUSY FALL PREDICTED BY BROOKLYN DEALERS

Increased Buying Trend Taken as Indication of Prosperous Fall Season—Dealers Planning Campaigns—Urge Early Ordering—Temporary Stores in Summer Resorts Bring Business—Other Important Activities

A distinct upward movement has marked the trend of the talking machine business in the Brooklyn and Long Island territory during the last several weeks, according to a prominent jobber. In fact, the opinion seems to be quite general among the better informed members of the trade that this condition is a barometer of an exceptionally busy Fall, and as a result the more aggressive merchants are already making tentative plans for their Autumn sales and advertising drives.

Requirements for Fall Now in Order

While comparatively little ordering of Fall stock has been done at this early date, indications are that dealers are beginning to consider their requirements for the next five months. Jobbers have placed large orders with the manufacturers to avert as much as possible a repetition of the conditions which existed last year when dealers were caught short of instruments just prior to the holidays and, as a result, lost many sales, and they have been urging the retailers to place early orders for sufficient stock to meet all demands or to let the wholesalers know what their estimated requirements will be, so that provision can be made to meet demands.

Planning for the Fall Campaign

Now that the Summer vacation season is drawing to a close and the public is again settling down to the ordinary routine, outside sales activities are being gradually resumed and while sales from this source are not coming easy, sufficient business is being done by dealers who are utilizing this method of making sales to make the effort worth while.

Opens Temporary Stores at Summer Resorts

A method of offsetting the possibilities of a slackening business during the Summer months has been used effectively by J. J. Jones, Sonora dealer, Brooklyn, N. Y. During the Summer months he opened several small shops at nearby seaside resorts. These stores are run by his two brothers, who attend college and are at liberty during the Summer. Portable instruments, records and sheet music form the greater part of the business, but the opportunity is

SERVICE

IS A WORD MUCH USED.

THOSE WHO USE
AMERICAN SERVICE FIND IT
DEPENDABLE AND SURE

AND SOME DEALERS HAVE BEEN USING
IT TWENTY YEARS.

**HOW LONG HAVE YOU
BEEN USING IT?**

AMERICAN TALKING MACHINE CO.

BROOKLYN, N. Y.
VICTOR WHOLESALE



presented to follow up certain customers when they return to their homes in the Fall.

Check Up Source of Prospects

That effective window displays play no small part as a source in securing prospects is the opinion of C. G. Davis, manager of the Aeolian Co., of Brooklyn. He states that a window display is used just as long as it is judged to be effective. Mr. Davis employs a system among his salesmen whereby they are able to ascertain the source from which the prospect comes. The method employed consists simply of the salesman requesting the customer to relate how he or she first became interested. The question is accompanied by the explanation that the company has spent considerable money in advertising and in other ways to secure business, and it wishes to check up on the results as closely as possible in order to be sure that a proper return is secured from its investment. This

serves a twofold purpose; first, the prospect is impressed by the good business methods employed by the concern the salesman represents; secondly, it gives the salesman a re-entry where the conversation has already been closed.

The local branch of the Aeolian Co. also employs a system of securing good prospects in the different branches of trade and industry. For example, if bricklayers are unusually busy and prosperous the members of this trade are intensively canvassed with the object of making sales. Lists of the members of the various trades and professions are first carefully compiled and when the proper time comes salesmen are put on the job. This system has been found very effective in producing business.

Sales Drive Among Farmers Successful

The Cavenaro Music Store, Riverhead, L. I., is meeting with considerable success in selling talking machines among the Long Island farmers. A number of machines are loaded on a truck, which is driven around the locality, and the farmers in this way have a means of securing a demonstration which they would not otherwise be able to enjoy.

New Sonora Accounts

The Long Island Phonograph Co., Sonora distributor for Long Island territory, has secured several new accounts, among these being the Lerch Music Shop, Port Jefferson, L. I., and the Colbrink Furniture Co., 529 Fifth avenue, Brooklyn.

J. J. Schratweiser, of the Long Island Phonograph Co., has just returned from a two weeks' vacation. He spent the time with his family at their Summer cottage in Lynbrook, L. I.

R. H. Keith, president of the company, accompanied by his family and C. W. Keith, vice-president, and his family, are planning to motor to South Fairlee, Vt., where they will visit Miss Janeth Keith, R. H. Keith's daughter, at Camp Aloaha.

Building Good Will Among Bus Users

A unique method of getting people to come into the store is being used by the Woodhaven Music Shop, 9303 Jamaica avenue, Woodhaven, L. I. This company distributes slips among persons using the various bus routes into town. The slips provide a place to list the names and addresses of the persons using the buses as a means of transportation. After paying the bus fare the passenger obtains the signature of the bus driver and upon reaching town, by presenting the slip at the Woodhaven Music Shop,

Timeliness

—is just as essential and we consider equally as much a part of our service to dealers as efficiency in deliveries or the various avenues of sales co-operation.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



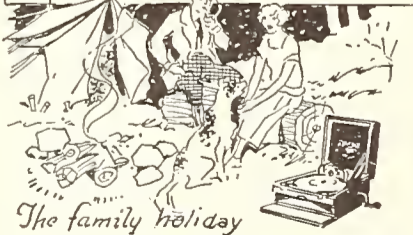
In short, we strive to make ours the highest class service in the talking machine field just as *Sonora* is the Highest-Class Talking Machine in the World.

All communications will receive prompt and careful attention.



AUGUST 1923

SUN.	MDN.	TUE.	WED.	THU.	FRI.	SAT.
..	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	..



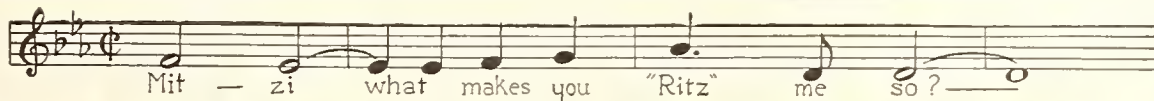
There's a best selling style of Sonora for each month. Ask us about it for August

Long Island Phonograph Co., Inc.

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

Sonora Distributors for Brooklyn and Long Island



RITZI MITZI

A Happy Snappy
Fox Trot Song

"You can't go wrong
With any FEIST song"

© LEO. FEIST INC. N.Y.C.

the fare is rebated. This system has been successful in getting the prospective customer into the store; it also provides the dealer with accurate information as to new names and addresses to be added to its prospect list and in addition it builds good will.

H. L. Terry & Son Open New Store

H. L. Terry & Son, prominent Victor dealers of Sayville, L. I., are now occupying their new store in the business center of Sayville. They have also made extensive improvements to their establishment at Islip, L. I., including the installation of new demonstration booths.

Victor Demand Grows Steadily

Victor business in the Brooklyn and Long Island territory has improved to a considerable extent during the last two months, if the orders for instruments being received by the American Talking Machine Co., Victor wholesaler, are a criterion, according to Richard H. Morris, secretary-treasurer and general manager of the company, who stated that the sales volume of this period exceeds that of the same months last year. Mr. Morris also declared that in his opinion a good Fall business is in store for the trade.

Most of the details connected with the consolidation of the G. T. Williams Co., Inc., with the American Talking Machine Co. have been completed and the combined organization is prepared to render more efficient service to dealers than ever.

Remodeling Store to Handle Growing Trade

Alterations are under way at the establishment of E. Shapiro, 676 Broadway, Brooklyn, Sonora dealer, whose business has increased to such an extent that he has found it necessary to remodel his establishment so that more efficient use will be made of the space he occupies. The type of service and the unique and effective method of securing prospects used by this progressive merchant have been largely responsible for his success. Many live prospects are secured through insurance and furniture salesmen and collectors, who, when a sale is made to a prospect turned in by them, are paid a fair commission. These men supply Mr. Shapiro with names, addresses and other necessary information of prospects. This is immediately followed up by a letter calling attention to the excellence of the line handled and if no action results within a period of a few days a salesman is put on the job. Many good prospects are secured through recommendations of old customers who have become firm friends of the store through the service rendered by the company. This service consists of free minor repairs to the instrument and periodical inspection.

B. L. HARLESS FORMS NEW FIRM

COVINGTON, VA., July 21.—B. L. Harless has just purchased E. R. Layne's interest in the Reynolds & Layne Music & News Store, on Maple avenue. The name of the firm has been changed to the City News & Music Store, and the new concern will assume responsibility for all outstanding accounts of the Reynolds & Layne business.

EMERSON ARTISTS ON TOUR

The Harry Stoddard Orchestra, which has made a series of records for the Emerson Phonograph Co., Inc., recently signed a contract with the Keith and Western vaudeville circuits involving a fifty-week tour. The orchestra is now on the way to the Pacific Coast. Emerson dealers throughout the country are to co-operate in a publicity campaign in connection with the appearance of the orchestra in their cities. The sales organization of the Emerson Co. expects, through this national publicity, to enlarge the following of the Stoddard Orchestra.

OPENS "TALKER" DEPARTMENT

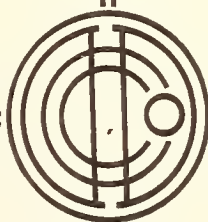
NASHUA, N. H., August 7.—An attractive talking machine department was recently opened by the Levesque Furniture Co., 40 Factory street, this city. The Aeolian-Vocalion line of instruments and records has been installed.

ACKERLEY'S TIMELY ADVERTISING

Progressive Victor Dealer Uses Effective Sousa Publicity—Advertising Produces Results

Lieutenant Commander John Philip Sousa, the world's greatest band master, accompanied by his famous band, is now making his thirty-first annual tour and fourteenth transcontinental tour. Sousa's band makes Victor records exclusively and Victor dealers throughout the country are taking advantage of this concert tour to use timely and effective publicity.

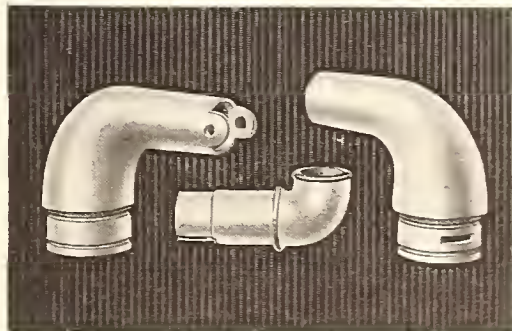
At a recent concert given by Sousa and his band at Patchogue, L. I., Jerome Ackerley, prominent Victor dealer, used the back page of the program for his advertising. On this page Mr. Ackerley presented publicity that featured Sousa's Victor records, Victor supremacy and the Ackerley store. This timely advertising produced splendid results and stimulated materially the demand for Sousa's Victor records and other recordings as well.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Doehler Die-Cast Tone Arm Elbows

You have a right to expect, for the price you pay, the very best die-castings for your purpose that can be produced.

That you may be assured of this, Doehler engineers seek an opportunity to work with you even before your design may be finally decided upon.

Thus your finished product will represent not only your own mastery of your specialty, but also the best judgment and skill of the world's largest producer of die-castings.

This adds value to your product which costs you nothing. The Doehler Company sells die-castings. It gives service.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.



"Bleeding Hearted Blues" and "Midnight Blues" are the very latest experiences in the lachrymose life of Bessie Smith, champion "blues" singer of all time.

In this record—A-3936—gloom comes so thick and fast to Bessie that there won't be a dry eye—nor a closed pocketbook—in the house when her sad story is sobbed to its end.

COLUMBIA GRAPHOPHONE CO.
New York

COLUMBIA CO. MEN ARE GUESTS OF GEORGE W. HOPKINS

Twenty Members of Sales and Executive Staffs Entertained at Long Island Yacht Club by Vice-president and General Sales Manager—Look Forward to Heavy Sales Totals This Year

Twenty members of the executive and sales staffs of the Columbia Graphophone Co. were the guests recently of George W. Hopkins, vice-president and general sales manager of the company, at the Long Island Yacht Club, Bayside, L. I. These twenty Columbia enthusiasts included the company's executive sales cabinet, K. Mills, manager of the New York branch, and the visiting managers of the West Coast branches, in whose honor the meeting was called.

When they arrived at Bayside the visitors immediately made their way to a table overlooking the Long Island Sound, where an old-fashioned duck dinner was served. After doing ample justice to the dinner the guests settled down to business, and P. S. Kantner, San Francisco manager, gave an interesting talk describing how he handles the same distribution and service problems that are met with by Columbia branch managers throughout the entire country.

W. F. Stidham, manager of the Los Angeles branch, entertained the guests by a detailed description of some of the many successful accounts in his territory. He described two types—dealers who are enjoying a big volume of business through consistent, intelligent newspaper advertising and practically no outside

work, and dealers who put their efforts in outside work with less emphasis on the advertising. "There are two things these dealers have in common," said Mr. Stidham, "one, the ambition and knowledge to go after business, and, two, the success that always rewards intelligent sales effort." Mr. Stidham then described the third dealer, probably the most successful of all, who combines advertising with outside selling. W. H. Lawton, of Seattle, told the meeting of some of the outstanding features in his territory, and Mr. Mills spoke enthusiastically of the bright outlook for a big volume of business in the Empire State. Robert Porter, field sales manager of the company, who recently returned from an extensive visit to the West Coast branches, discussed some of the more recent developments in the problems of the phonograph industry as a whole. "The music industry," Mr. Porter said, "particularly as affecting the phonograph field, is undergoing a silent, invisible but progressive change. Consumers are becoming the dictators of the situation. It is their wishes which are dominating the trend of the manufacturers and dealers' policies. As manufacturers get closer to the consumer and shape their policies to meet the consumers' preferences and requirements, the industry will

become less affected by industrial and trade influences. This applies to styles, finishes, mechanical performances, terms, advertising plans and retail store sales practice. Spectacular sales, long-winded terms, high-pressure methods, concessions in price or gifts to stimulate buying are passing like the old men of yesterday. Why? Because the consumer is intelligent enough to recognize legitimate value from clap-trap. The consumer is forcing the industry to revise practices which unrestrained aggression is blind to, but will fall a victim to, eventually."

Up to this point the meeting had been an enthusiastic one, but the members had been personally conservative. However, when Mr. Hopkins arose to discuss the new phonographs and Columbia New Process records he was greeted with tremendous applause. The manager in attendance stated that every dealer who had seen the new phonographs had been unqualifiedly enthusiastic in voicing his approval, and they are looking forward to the receipt of good-sized shipments of this merchandise in order to attain record-breaking sales totals. After discussing the new product from every angle, Mr. Hopkins invited questions or additional remarks from his guests, and at the close of an interesting round-table discussion the meeting adjourned and the party returned to New York.

RETAIL CHANGES IN BURBANK, CAL.

BURBANK, CAL., August 4.—The Burbank Music Store has just been taken over by M. Rossman, an experienced music dealer from Los Angeles. He will carry the Victor line of phonographs and records in addition to the large stock of pianos, musical instruments and sheet music formerly handled by this concern.

C. William Pfisterer, who had been operating the Burbank Music Store, is preparing to open another music concern at 147 West San Fernando boulevard, and will continue the Brunswick line of talking machines and records at his new location. He will endeavor to make his new store one of the most complete music houses in this locality, handling a full stock of phonographs, pianos, etc.

NEW STORE IN McPHERSON, KAN.

McPHERSON, KAN., August 6.—The new music store on North Main street, of which Helmer Ek is proprietor, will be formally opened in a few days, according to announcement made by Mr. Ek, who is awaiting the arrival of his fixtures. He has already done considerable business and has installed a complete line of stock.

SELLS INTEREST IN COMPANY

OWENSBORO, KY., July 30.—The Samuels-Bittel Music Co. will in the future be carried on by W. S. Samuels and Lee Atherton, the third partner, Joseph Bittel, having recently sold his interest in the firm.

We Serve New York!



The territory we supply comprises the entire metropolitan district—a vast Okeh field that offers almost unlimited opportunities to Okeh dealers.

If you are a live, enterprising dealer and would know, in detail, the full possibilities that this great market holds for

Okeh Records

The Records of Quality

we suggest that you get in touch with us at once. We carry at all times a thoroughly complete stock of all Okeh Records and, in addition, we have the essential facilities for handling all orders promptly and efficiently.

GENERAL PHONOGRAPH CORPORATION

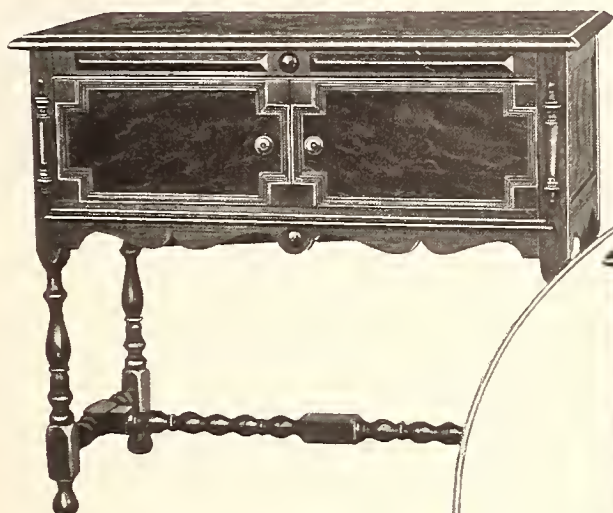
New York Distributing Division

15 West 18th Street

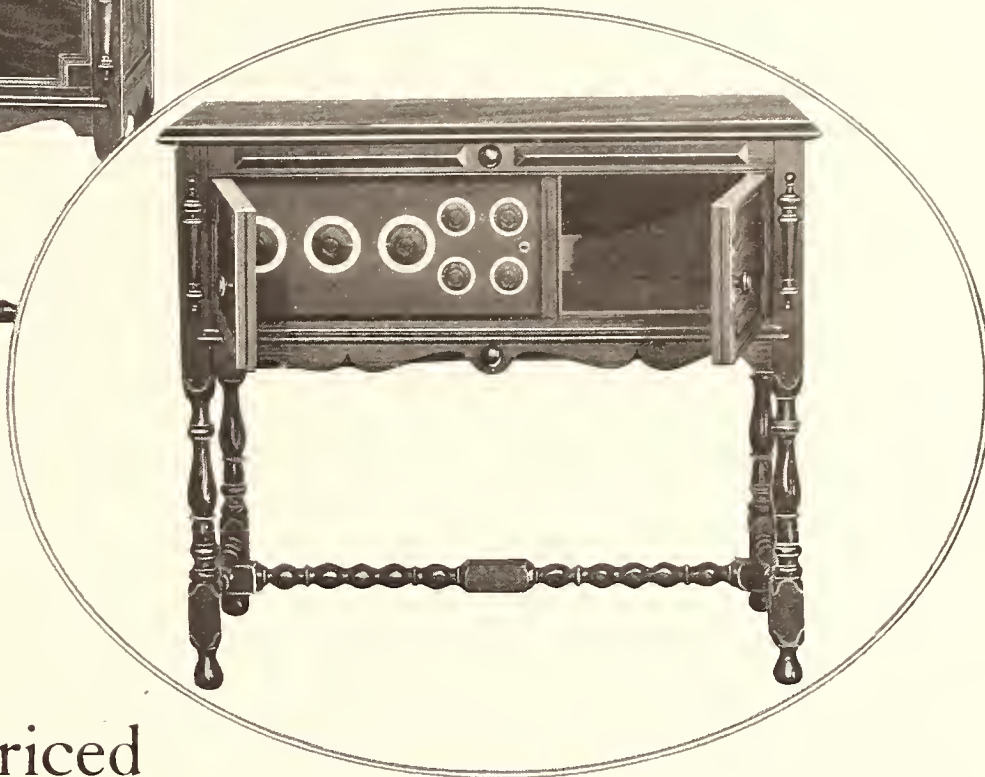
New York City

Distributors
for
OUTING
and
ODEONETTE
Portable
Machines

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader of

the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

**TALKING MACHINE
DEALERS & DISTRIBUTORS**

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio

C I N C I N N A T I

Business Holds Up Well—Dealers Discuss Merits of Various Record Release Methods—Remodeling for Fall—The Month's News.

CINCINNATI, O., August 6.—Both the talking machine and record business in this city are holding up remarkably well during the warm weather and there are indications that Cincinnati dealers will not have sufficient stock on hand to supply the rush when the Fall season opens. The first six months of this year were as prosperous as any known in the history of the talking machine and record business in this city, but dealers had anticipated a marked decrease in demand when Summer arrived and the open-air amusements offered their attractions to the public. But, even though there has been a decrease in the volume of business to some extent, it has not been as noticeable as was expected. Business during July, in most cases, ran approximately from 25 to 100 per cent ahead of July, 1922, thus maintaining the pace which was set in the previous months of this year. The outlook for August is very bright and it is thought that the volume of sales this month will equal that of July and possibly surpass it.

Discuss Record Release Problems

There has been some discussion locally about the method of releasing records. Some dealers favor a bi-monthly release, contending that the dealer will have fifteen days in which to push and dispose of records and that daily release of records tends to slow up the sales of all records except those which are just being released. On the other hand, those who employ the daily release believe that, when the public is educated to the fact that it can secure the latest records each day, it will buy records at the store where they can be purchased right up to date. There will be enough demand for back numbers to dispose of the shipments of records received, according to the contention of those favoring the daily release. Both those advocating daily release and those favoring the release of records less frequently agree, however, that the method of release is not so important as the attitude and activity of the local dealers. When the dealers are alive to the merits of both systems and to the possibilities of increasing their own business a much larger

volume of sales is almost certain to eventuate.

Say Radio Aids Trade

The question of the effect of the radio upon music is another much-talked-of subject. Everyone knows that the radio made a phenomenal, whirlwind kind of entrance into the musical life of America. Under those conditions it is not much wonder that people bought radio equipment and supplies in preference to talking machines and records. But, now that the first rush is past and the novelty of the radio is beginning to wear off, some say that the radio is actually aiding the sale of both talking machines and records, instead of directly competing with them. One point which is emphasized is that people soon get tired of local music, but do not care to sit up at night until ten or twelve o'clock to hear music from other cities by radio, whereas the talking machine can be used at any time that the hearer wishes. In fact, it is said that through the radio farmers are hearing good music and the farm trade on talking machines and records is increasing.

Another point in favor of talking machines is that the great artists will not broadcast their music by radio and, if people care to hear them, they must buy records. A prominent Cincinnati dealer maintains that the radio introduces new dance music and that people then come into his store to buy the record. This dealer suggests that the only trouble is that new pieces are not introduced by radio soon enough.

Look Forward to Victor School

A great deal of interest is being manifested by various dealers in Cincinnati territory in the classes to be held by the Victor Co., in which dealers will be taught more about Red Seal records. Dealers here are alive to the fact that they cannot know too much about their product and are behind every effort in their behalf.

Children's Records Popular

Children's records and educational records are becoming more and more popular. A novel arrangement of ten duets for children has been arranged by Miss Kinsella, who plays the teacher's part on the talking machine record, while the child in the home plays its part on the



piano. This arrangement is to be used in the public schools and the outlook is excellent for its success.

Public Favors Consoles

A majority of the machines being sold in Cincinnati stores are of the console type. The Ohio Talking Machine Co., Victor jobber, in view of the preference for the console models, is getting in two new types of consoles, Nos. 400 and 405.

Dealers Increasing Facilities

With the bright outlook for Fall just ahead several concerns are equipping themselves to handle a large volume of business, larger than they have ever taken care of before. The Chubb-Steinberg Music Shop, East Sixth street, has purchased the fixtures of the phonograph department of the John Shillito Co., which is closing out its line of phonographs. These fixtures will be used by the former to help equip the thirteen new display rooms which are being constructed in the store. The addition means that about four hundred square feet of display space will be available in the early Fall, as well as an enlarged and better-equipped repair room in the basement. Widener's Victrola Shop, West Fourth street, is also adding eight to ten record selling rooms.

Edison Dealers Cashing In

The Phonograph Co., Edison wholesaler, of this city and Cleveland, O., is receiving its full share of the wave of prosperity which is sweeping over this section of the country. The Edison is one of the most popular instruments sold in this State and the live dealers handling this line are doing an eminently satisfactory business, and the outlook for a record Fall trade is excellent.

Miss Mae K. Brigel With Brunswick


Miss Mae K. Brigel, who has had a wide experience selling records during the past six or seven years and also is an accomplished composer, is now with the Brunswick Co. Her work will be to assist the dealer in finding the best commercial value of his records and give him or his salesmen help in opening stores or in conducting special sales. Miss Brigel has started on her first trip through the South. There is a rapidly growing demand for Brunswick machines, according to the local district office.

A. F. Hubbard in New Post

A. F. Hubbard has been appointed to the traveling staff of the New Edison Co. Mr. Hubbard was formerly in charge of the Edison agency in Athens, O., and later had his own store at Huntington, W. Va.

Orchestra Boosts Record Sales

Reports have reached Cincinnati of the phenomenal success of a dance given in Richmond, Ind., late in July by a Brunswick dealer, the Romey Furniture Co., through a college fraternity of that city. The Phi Delta Kappa fraternity sponsored the dance, which had as its chief attraction the famous Brunswick artists, Isham Jones and His Chicago Orchestra. Over 350 people were among the dancers and spectators, people attending from practically every one of the cities and towns of eastern Indiana and western Ohio. Mr. Henderson, of the Cincinnati district office of the Brunswick Co., also was present. Needless to say that the appearance of Isham Jones and his orchestra stimulated the sales of not only the records made by



The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

this orchestra, but also, in a measure, all of the Brunswick dance records.

Compose Successful Song

The sale of music rolls for player-pianos has been exceptionally good among the Cincinnati dealers. Karl Bamberger, a clerk in the Victrola department of the Baldwin Piano Co., and Miss Stevens, manager of the department, are responsible for the song "Daddy's Lullaby," which has been recorded on Q R S Melody, U. S. and Standard rolls. The former composed the music and the latter wrote the words. The song is reported to be selling very well.

Fine Starr Window Display

The Starr Piano Co., West Fourth street, has a window display showing the various stages of operation necessary in making Gennett records. This display has attracted much interest and there is already a large number of music dealers seeking to obtain this outlay for display purposes.

Lose Instruments in Fire

Justin Huber's Orchestra, which has been recording lately for Gennett records, suffered the loss of its instruments and much valuable music, some of which cannot be replaced, when Chester Park, Cincinnati amusement resort, had a disastrous fire several weeks ago. Huber's Orchestra had been playing for dancing at the Park clubhouse, which was one of the buildings destroyed by fire.

News Gleanings

Mr. Bates, of the Ohio Talking Machine Co., has just returned from an Eastern trip which consumed five weeks. He spent considerable of the time with his family at Ocean City, N. J., where he has an attractive cottage.

Business is reported to be very good with the Sterling Roll & Record Co. Ben L. Brown, manager, had a very successful trip through Ohio territory the past week. Larry Naber, of this company, had a good week traveling through Hamilton, Middletown, Dayton and Columbus. According to the road salesmen the demand for records is heavy in all parts of western Ohio and from present indications a prosperous Fall season seems to be assured.

The Chubb-Steinberg Music Shop, East Sixth street, has gotten much business through its motto, "Harmonize the instrument with the home." This company has a man who follows up deliveries and adjusts the instrument to the best-looking position in the room. This service has been instrumental in creating much satisfaction among customers and it also has resulted in considerable new business.

The Cheviot Phono Music Shop, at Cheviot, O., has recently changed its name to Grismer's Music Shop.

W. C. Fuhri, representative of the General Phonograph Corp., New York, was a recent visitor to Cincinnati.

FAVORITE CO.'S LARGE BUSINESS

Demand for Parts and Accessories Grows Steadily—Announces Springs in Individual Boxes—Bright Outlook for Fall

Carl Kronenberger, head of the Favorite Mfg. Co., in a recent statement to a representative of The World, said that the sales for the month of July of tone arms, sound boxes, mica and other talking machine parts were larger this year than any Summer month of the post-war period. This, he feels, indicates a most active Fall season. Of particular importance, he also stated, is the fact that the demand has seemingly been for quality products.

In addition to its large business with talking machine manufacturers the Favorite Co. also distributes a large volume of steel springs to talking machine dealers for repair purposes. In conjunction with its spring business the company now announces the delivery of springs in all sizes in individual boxes, each carrying on its cover a description of its dimensions, thus saving the time of the repair man in selecting a needed spring and aiding considerably in keeping such stock up to date.

MARGARET YOUNG SAILS FOR EUROPE

Exclusive Brunswick Artist Will Spend Vacation in Europe—Brunswick Executives and Staff Bid Her Bon Voyage

Miss Margaret Young, exclusive Brunswick artist, sailed for Europe recently on the "Orduna," of the Royal Mail Line. Among the members of the Brunswick staff who were present to bid Miss Young bon voyage were H. Don Leopold, manager of the record department of the Eastern phonograph division; James O'Keefe, of the recording laboratories, and C. R. Salmon, of the New York sales force.

Miss Young is well known to theatregoers and talking machine owners throughout the country, as for a number of years she has been a headliner on the Keith Circuit, in addition to making records that have met with a popular sale. She has made a large number of records for the Brunswick catalog and is generally recognized as one of the leading exponents of modern-day syncopation.

CLUETT TAKES ON VICTOR LINE

Troy and Schenectady Stores of Famous Concern Add Victor Machines and Records

Cluett & Sons Co., operating stores in some of the leading cities in New York State, have concluded arrangements whereby the Victor line will be handled in their Troy and Schenectady stores. This house is one of the oldest music retail organizations in the country, and Victrolas and Victor records will be given splendid representation in the two stores where they will be carried.

SOPHIE TUCKER IN MOVIES

It is rumored that Sophie Tucker, well-known vaudeville star and exclusive Okeh artist, will shortly be featured in moving pictures. Miss Tucker has been engaged in making a picture at Hollywood during the past few months, and in all probability it will be released in the very near future.



SPENCERIAN
-sold the year 'round

A Fact!

On Wabash Avenue, Chicago, the following merchants are among our many customers:

- Baldwin Piano Co.
- Brunswick Phonograph Shop
- Jacobek Music Co.
- Julius Bauer Piano Co.
- W. W. Kimball Piano Company
- Sonora Retail Shop
- Wade-Twitchell Co.

NATURALLY, you don't want a phonograph with an imitation leather case and gaudy metal trimmings in your living room.

Customers now demand a portable that sells the year around—the Spencerian, a practical portable that is essentially a table phonograph.

The Spencerian can be wound any place on a table—no need to move it to the edge. Rubber feet prevent the case from marring a table top. Designed with Grecian simplicity, the handsome all wood Spencerian graces any room. Your choice of finishes; brown mahogany, burr walnut, fumed oak. Write us today!

LIST PRICE (East of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St. St. Paul, Minn.



*Brunswick Phonographs Play All Records
Brunswick Records Play On Any Phonograph*



Elly Ney



Leopold Godowsky



Sigrid Onegin



Josef Hofmann



Claire Dux



Florence Easton



Max Rosen

Brunswick

PHONOGRAPHS AND RECORDS

THE NEW HALL OF FAME



Michael Bohnen



Giuseppe Danise



Bronislaw Huberman



Mario Chamlee



Theo Karle



Marie Tiffany



Giacomo Lauri-Volpi



Maria Ivogun

Making Imperishable the Art of the Greatest Artists of This Generation

Formerly the art of the great musicians died with them, or lived only in the memory of contemporaries.

The art of Adelina Patti, of Jenny Lind, of Pauline Lucca, died with them. The playing of great masters of violin, or 'cello, or piano, who flourished a generation ago, is forgotten.

But every generation has its great artists with wonderful voices, or marvelous ability to wrest music from man-made instruments. And today Brunswick is making the art of these new artists imperishable.

Most of the great modern artists make records exclusively for Brunswick. Famous musicians have learned the supremacy of Brunswick recording. Its clearness, absolute fidelity to tone and mood and inflection. So the great lights of the New Hall of Fame are Brunswick artists, that their art may live beyond them in all its infinite beauty.

Brunswick's double-faced gold

seal artist records have gained world recognition. Every one of these should have a place in every record album, for they represent the highest achievement in modern music.

Coupled with this recording of classical music Brunswick offers the best modern, popular music. No dance music equals that of Brunswick. And for this too there is an insistent and incessant demand.

Dealers who handle Brunswick phonographs and records enjoy the prestige of a line which has gained a position of unquestioned eminence in the musical world. They gain the large profits of a fast-moving line with a moderate investment. And they are assured the protection of a line handled only through factory branch offices and distributors who are in harmony with Brunswick's liberal and fair policies. Brunswick dealers are never at the mercy of jobbers with conflicting interests.

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

THE BRUNSWICK-BALKE-COLLENDER CO. Manufacturers—Established 1845 General Offices: Chicago Branches in All Principal Cities

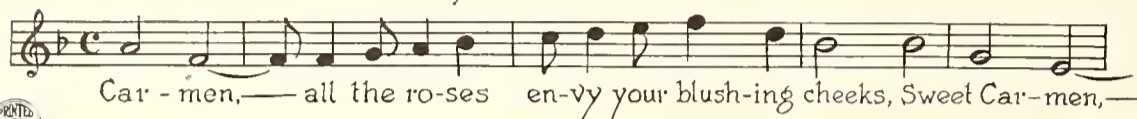
Canadian Distributors: Musical Merchandise Sales Co., 79 Wellington St., West, Toronto, Ont.

Brunswick PHONOGRAPHS AND RECORDS

SWEET CARMEN

A Rhythmic Fox-Trot Tango -

"You can't go wrong
With any FEIST song"



IN DES MOINES

Sales Show Increase Over Same Period Last Year Despite Slackening of Business—No More Records on Approval—Month's News

DES MOINES, IA., August 6.—Retail sales in Iowa have slowed up somewhat according to the usual seasonal trend, although the volume is much better than during the corresponding period last year. Harger & Blish, jobbers of Edison products, report that the retail sales of their dealers are fully 50 per cent greater than during the same period last year. Little of the present volume, however, is being taken from jobbers' stocks. Most dealers seem to be cleaning out their stocks before placing orders for Fall and Winter business.

Portable machines are in fair demand, although many dealers claim that this phase of the business is not living up to expectations. One jobber remarked on the increasing popularity of console models. According to this authority even the people in the smaller communities are demanding this type machine. Retail dealers in Des Moines have noticed an unaccountable spurt in the record business during the past few weeks. Business, on the whole, is better than usual for this time of the year.

Leading local music dealers have all posted notices at prominent places in their music departments informing the public of the discontinuance of the "records on approval" policy after August 1. At their next meeting, to be held during the latter part of August, the music dealers of the city will discuss "trade-in" policies. Most dealers feel that some standard policy can be reached that will be fair to both customer and retailer.

During Des Moines Merchants Market Week, August 6 to 11, Des Moines jobbers kept open

house to their visiting dealers. Local retailers co-operated very successfully by prominently displaying their talking machine lines.

J. A. Keyes, who has been doing special sales work for Harger & Blish, will join the music department of Davidson Bros. on September 1.

The new six-story building of Chapman Bros., Sixth and Walnut streets, is rapidly nearing completion. The company expects to move in about August 20. The entire balcony of the store will be fitted up for and devoted to the talking machine and record business.

Ed. Hadoval has purchased the drug and talking machine business of E. H. Tadage at Wyoming, Ia. Edison products will be handled as in the past by the new proprietor.

L. L. Sherman has purchased the Gilmore drug and jewelry business at Gilmore, Ia. Mr. Sherman will continue to handle Edison phonographs and records.

Evelyn Ashby, formerly of Cedar Rapids, Ia., took over the management of the talking machine department of Chase & West on August 1.

Ruth Uhl, of the record department of Davidson Bros., and Helen Lindquist, in charge of record sales for L. Ginsberg & Sons, have just returned from a two weeks' outing at Northern Lakes.

Jno. Garwood, of the Mickel Music Co., Marshalltown, Ia., has found a new market for Victor products. Just recently he sold machines and assortments of records to three different musically inclined baseball teams.

F. Van Vogart has been appointed manager of the talking machine department of Davidson

Co., Waterloo, Ia. Mr. Van Vogart was formerly manager of the Victrola department of the A. E. Gardner Co. at Iowa Falls.

THOS. A. EDISON ON VACATION TOUR

Mr. and Mrs. Edison, in Company With Friends, Are Motoring Through the Middle West—Will Spend Some Time in Camp

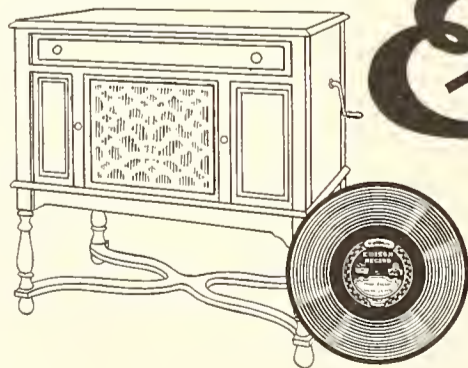
Thomas A. Edison left on a three weeks' vacation with Mrs. Edison on August 2, starting from their West Orange, N. J., home in an automobile—not a Ford—presented them by Henry Ford.

Their journey will be westward, through New York and Pennsylvania, Ohio, Indiana, Michigan and Wisconsin and on the way West they will pick up Mr. and Mrs. Ford and Mr. and Mrs. Henry Firestone, with whom they will spend some time in a camp.

The trip will be made entirely by motor and the party will make a tour of the northern peninsula of Michigan, as well as along the southern shores of the Great Lakes. The inventor expects to be back in his laboratories by the first of September.

V. W. MOODY MAKES AUTO TRIP

V. W. Moody, of the sales staff of the Silas E. Pearsall Co., Victor wholesaler, New York, spent a few days recently on a combined pleasure and business trip, which included a visit to the cities in the Hudson River territory, Vermont, New Hampshire, Massachusetts and Connecticut. Mr. Moody, who made the trip by automobile, was accompanied by his family, and during the course of the journey visited many Victor dealers throughout that section of the country. He found the general business outlook very satisfactory, with all the dealers preparing for a banner Fall and holiday season.



Edison



COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE TWIN CITIES

*Retailers and Wholesalers Optimistic Over the Fall Prospects—
Brisk Demand Continues—The Month's Trade News and Activities*

MINNEAPOLIS and ST. PAUL, MINN., August 7.—Business in the talking machine field is good and getting better in the Twin Cities and its environs. A distinct note of optimism pervades the jobbing houses. A gratifying volume of orders is coming in both for immediate and Fall delivery, many of these from dealers who have done very little buying in the past two or three years.

George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., Victor distributors, says: "We are doing a big business, away ahead of last year. All models are selling well and we are not able to get enough of the new art console, No. 405, to supply the demand."

Mr. Mairs feels it is too early to forecast

much about Autumn business, but adds that dealers are optimistic. Business in North Dakota, he says, is better in spots, although conditions are so dissimilar in the various parts of the State as to make a general statement about the State inapplicable. Indications that prosperity in North Dakota is looking up are evidenced by the fact that several dealers who visited the Dyer firm within the last month bought more records than they have for two years. The indications are that South Dakota also will buy, according to Mr. Mairs, and sales conditions are pretty fair in Iowa.

"Future delivery orders are reaching us in a gratifying manner," said H. S. Sharer, manager of G. Sommers & Co., Pathé distributors

located in St. Paul, who says that Minnesota business is fair. The firm's receipt in his department will be about the same as last year.

"Business in Edisons is better than last year and better than last month, according to J. Unger and A. L. Topel, of the Lawrence H. Lucker Co., Edison jobber. Conditions, they say, are especially good in the big towns in its territory. The iron range towns are doing a splendid business, Mr. Unger states, and Lucker's is doing a very nice record business.

William A. Lucker, who conducts the big Edison store in St. Paul, has just sold his fifth Edison phonograph to the same family, clearly indicating that the buyer was more than pleased with his previous purchases.

Gust Ardin, of Cook & Rose & Beland, of Two Harbors, has been added to the list of Edison dealers by Lawrence H. Lucker, Northwest Edison distributor.

Visitors to the offices in July included O. V. Karlberg, Albert Lea; A. C. Mason, Chippewa Falls; H. M. Hershey, Litchfield, and R. W. Hyneman, Eden Valley.

Edward G. Hoch, Cheney distributor, says: "Business with us is 20 per cent ahead of last July, the last ten days, following the extreme heat, having been particularly good. The increase is due to orders from people who have been dormant for some time. This revival means that we are getting back to stable demand. The business that is coming will be getting us back to normal."

Mr. Hoch has opened a new account in Great Falls, Mont., a direct result of the Dempsey-Gibbons prize fight in Shelby, Mont. Among the many visitors to the State who made Great Falls their headquarters at that time were a group of New York business men, familiar with the Cheney, who endorsed the line so highly that the Great Falls man was impressed to the extent of putting in the Cheney products.

Business is much better than a year ago at the George C. Beckwith Co., Victor jobber, according to Charles K. Bennett, general manager, and Fred Strum, and July results are ahead of last year's figures. "The encouraging thing is that practically all obsolete models are off the Twin City markets and dealers are placing new orders," said Mr. Strum, who visited the Minneapolis and St. Paul dealers. "Dealers are going to do a tremendous business because we have just the models which the public wants, particularly a good line of flat-top consoles, which are popular now."

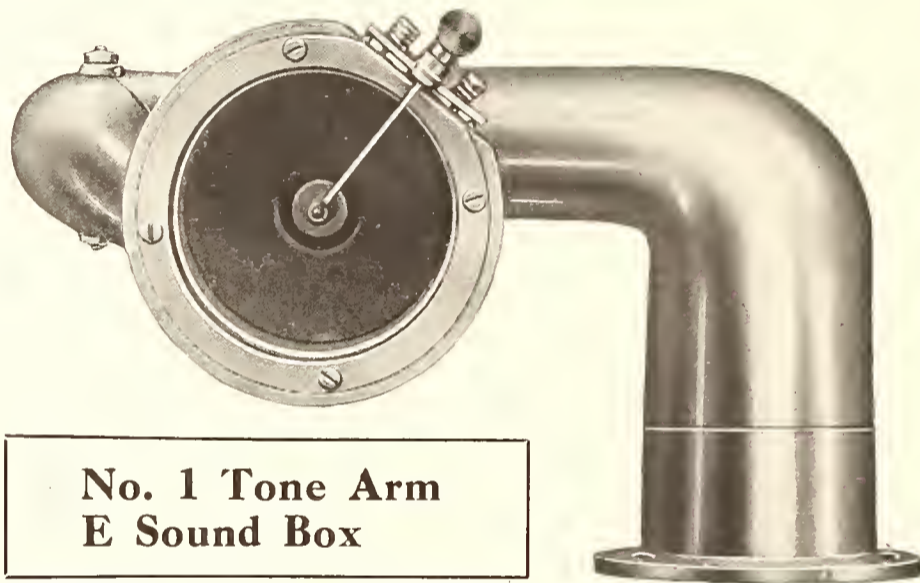
The Gregg Music Co., Menomonie, which has been employing a special sales expert from Beckwith's for a week, has succeeded in disposing of eighteen machines during his stay and asked for his return in the Fall for another campaign of a similar nature.

At the time of publication C. K. Bennett will be visiting Camden and New York. At that time he will arrange for a meeting in September, when the Northwest dealers will come to Minneapolis for a general meeting to consider salesmanship, financing, advertising, intensive campaigning and machine demonstrations. The plans also include an exhibition by representatives of the various music publishers, explaining how songs are written, published and "plugged."

Joe Nylin, of the Nelsou-Nylin Music Co., St. Paul East Side Victrola dealer, has enjoyed a steady business this Summer due to his cooperation with the Parents and Teachers' Association, the Canoe Club, school and church organizations, clubs and lodges at whose meetings and social affairs he furnished Victrolas and records. He has attracted the children by children's records and accompanying lectures.

Cliff Hunt, of Davis & Ruben, 313-321 Hennepin avenue, East, Minneapolis, reports a good business in machines. His attractive window display of portables brought him good results. He distributed 1,000 Victor trade-marked balloons, obtained through Beckwith's service department, at a recent picnic of the Central avenue merchants at Columbia Heights.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM

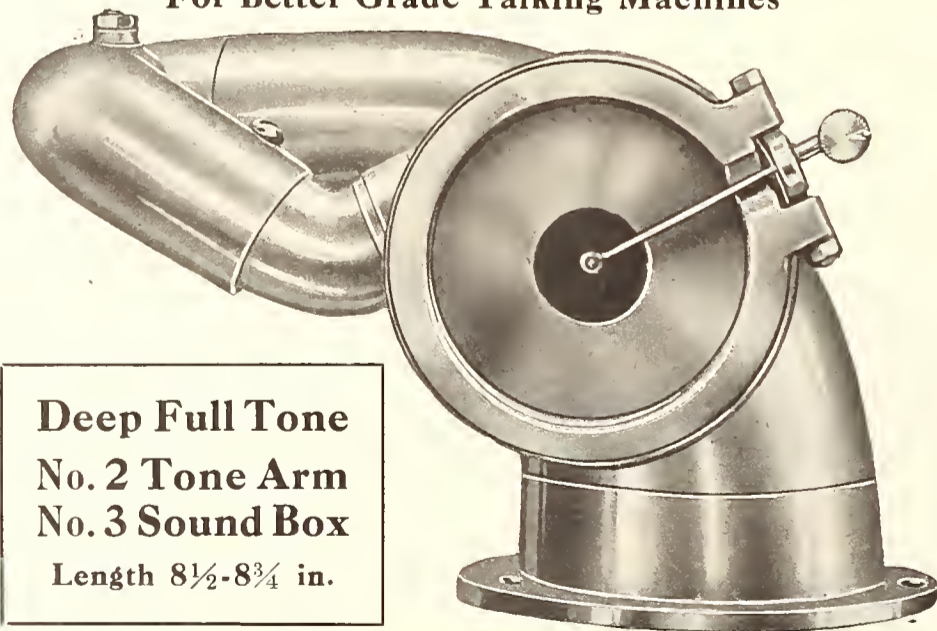


**No. 1 Tone Arm
E Sound Box**

Highly Nickel Plated. Length 8 - 8½ inches

New improved throw back arm at an interesting quantity price. Remarkable tone. Suitable for small consoles and medium priced machines.

For Better Grade Talking Machines



**Deep Full Tone
No. 2 Tone Arm
No. 3 Sound Box**
Length 8½-8¾ in.

Our No. 2 Arm is being used by some of the largest manufacturers in the country and is universally known. Samples sent to manufacturers of talking machines only.

Sound boxes shown above are interchangeable with either arm.

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City



Quality

The ever-increasing demand for the New Edison is a public expression of appreciation for the foremost phonograph of all time.

It is the only phonograph that can sustain a test of direct comparison with the living artist.

Design and make of cabinets are consistent with the musical quality of the instrument.

Prestige

Build prestige with the Edison. Make your store the musical center of your community.

The only permanent point instrument in the phonograph field.

Profits

New low-priced Upright and Console models offer quick turnover and steady profits.

New improved records and immediate release of latest hits offer increased record sales.

Increased discounts on phonographs and records.

Opportunity

We have a liberal proposition and open territory for live merchants.

Write for information NOW. Cash in on the Fall and holiday business.

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South 6th St., Minneapolis, Minnesota

Dave Rosen, of the Powers Mercantile Co., Victrola department, has rearranged his department and reports a satisfactory record business.

M. B. Hagen has added a Magnavox at his Hopkins store, where he has made extensive alterations.

Miss Esther Nelson, formerly saleswoman in the Victrola and Brunswick department at Howard, Farwell & Co.'s St. Paul store, has been made assistant manager of the talking machine department.

M. Golden, of the Minnesota Phonograph Co., has returned from a family reunion in Toledo.

Charles C. Hicks, Victor representative for this district, has gone to Philadelphia and other points in the East for his vacation.

Frank Gunyo, of the New England Furniture Co. phonograph department, has returned from his vacation at Park Rapids among the North-ern pines.

Rad Sabra and C. H. Jensen, George C. Beckwith Co. salesmen, are on their vacations, Mr. Sabra in northern Minnesota and Mr. Jensen in Canada.

TURNOVER IS THE SECRET OF SUCCESS IN MERCHANDISING

Declared Homer J. Buckley at Convention of Retail Advertisers' Association in Instructive and Interesting Address on "Putting the Retailer on the Profit Side of the Ledger"

Every village and town in this country offers opportunity for a merchant to get rich if he will chart his purchases, his sales and his advertising, Homer J. Buckley, head of Buckley, Dement & Co., Chicago, told the Retail Advertisers' Association in an address on "Putting the Retailer on the Profit Side of the Ledger" during the recent convention of the Associated Advertising Clubs in Atlantic City, N. J.

Referring to the fact that the average life of a retail store is seven years, the speaker said that many misguided persons shout excessive overhead as the cause of numerous failures, when overhead cuts no figure if sales turnover is large enough.

More Sales Essential

"Instead of spending our time in finding out ways and means of reducing overhead, which in time means lower wages and less buying power," he said, "let's spend our time figuring out ways and means of selling more merchandise, getting a bigger turnover out of our stocks through the means of the higher wages.

"You never see a big salesman cutting down expenses. He is always thinking of how he can spend more to sell more and all big sales and big salesmen have as their background liberal expenditures in some form or other.

"When we begin to look around for ways and means of increasing sales or turnover what do we find? We find gross inefficiency—we find no analysis of the market—we find no budget of finance and purchases. We find no preconceived plan of action. We find no sales strategy. We find no advertising ability.

"With these fundamental principles all stores, all businesses can and will succeed, even though they may be in the most limited locations. In other words, there is little science in the retail business and too much guesswork and trust to luck. Next to poor salesmanship the greatest leak of profits in the retail store is the waste of time. This leak is more often caused by not having a plan and working it out.

Advertised Lines Best

"Advertising and sales events should be laid out weeks, and in many cases months, in advance and buying should be regulated on such a plan. This will enable goods to be ordered, displays arranged and the clerks posted, thus everything will be thoroughly co-ordinated.

"The salvation of the dealers, in many instances, is advertised lines. The retail merchant who tries to sell goods under his own private brand is years behind the times, while, on the other hand, the merchants who push goods which have behind them the power of advertising are the merchants who are on the profit side of the ledger these days.

"Most dealers do not spend enough money in advertising and have no regular advertising policy.

"Lay out with the dealer and the local daily, weekly or semi-weekly paper and with other papers in his trading radius a regular campaign of advertising.

"Direct mail work will make a lot of sales if there are enough real live prospects on the list."

MELODY SHOP ADDS NEW LINES

MEMPHIS, TENN., August 7.—The Melody Music Shop, 111 Madison street, Saul Bluestein, manager, has added Buescher saxophones and other small musical instruments to its stock of Brunswick and Sonora instruments and records. A booking agency for orchestra concerts in this city has been established in the Melody Shop. The agency is under the management of Joe Bennett, well-known local musician.

EARLY BANNER RELEASES OF HITS

The Banner record division of the Plaza Music Co. made an advance release of the new Leo Feist, Inc., number, "Cut Yourself a Piece of Cake and Make Yourself at Home." The sales department of the company is making a specialty of early releases of acknowledged hits. The initial orders for this new comedy song have been heavier than for any recent record release, which would indicate that the late Summer and early Fall sales of popular records are to show a substantial increase.

MUSIC SERVICE CO. INCORPORATES

The Music Service Co., of Wilmington, Del., has incorporated under the Delaware laws with a capital of \$10,000. The new firm will deal in talking machines.

**SAVE 100 PER CENT
On Main Spring Repairs**

The Ruffo Spring Saving Machine

(Patented in United States and Canada)

Reverses and rewinds flat coil springs of talking machine motors so that broken rivet holes and ends may be eliminated and the spring repunched and used again.

When only ten main springs are used weekly the Ruffo Spring Saving Machine pays for itself in six weeks. After that the profit is 100 per cent on each spring rewound.

The value of the machine has been proven in actual service in a busy repair shop.

- Price of Ruffo Spring Saving Machine..... \$18.00
- Bench punches for either pear shaped or oblong square cornered holes..... \$18.00
- Combination of machine and either style of punch \$35.00

ANDREW H. DODIN

Exclusive Selling Agent United States and Canada

28 Sixth Avenue, New York



IMPORTANT "SONORA BELL" ISSUE

July-August Issue of Sonora House Organ Noteworthy for Practical Sales Value—Frank J. Coupe and L. C. Lincoln Contribute Interesting Articles—Many Valuable Sales Helps Listed Make This a Live Booklet

The July-August issue of the "Sonora Bell," the house organ issued monthly by the Sonora Phonograph Co., is one of the most interesting and important issues that have ever been prepared for the use of Sonora dealers. This number may be called a Sonora organization number, for it gives details regarding Sonora product, personnel and the sales organization as a whole that cannot fail to prove invaluable to Sonora retailers. The first page features a practical sales talk by Frank J. Coupe, vice-president and sales manager of the company, entitled "Why Sonora Can Be a Profit Maker for You."

On the succeeding pages there are shown illustrations of some of the various departments in the immense Sonora factory at Saginaw, Mich. This plant is considered one of the finest and best-equipped phonograph manufactories in the world and the illustrations give some idea of the completeness of the plant. There are also presented photographs showing the plant at St. Croix, Switzerland, where Sonora motors are manufactured, and on succeeding pages there are shown some of the distinctive mechanical features of Sonora product, such as

the brass tone arm, wood tone arm, all-wood amplifier, etc. Two pages are devoted to a description of the Sonora motor, together with a phantom view of a complete instrument, which emphasizes the most important constructive features of this product. Under the heading of "Where Sonoras Are Sold in Quantities" there are listed some of the most prominent merchandising institutions that retail Sonora product. Some of these establishments are shown in two-page illustration form and there are also reproduced some of the advertisements used by these retail stores.

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., contributes a helpful article, entitled "How Sonora Helps Its Dealers Sell the Line," and in this article Mr. Lincoln comments upon the mammoth Sonora electric sign on Broadway, the painted sign along the New York Central Railroad, which is credited with being the largest sign in the world, and mentions briefly some of the many sales helps issued by his department the past year. J. W. Boothe, general manager of the music department of Barker Bros., Los Angeles, Cal., tells an interesting story in an article entitled "How I Sell One Million Dollars' Worth of Sonoras Yearly," and on six or eight pages there are featured letters from prominent Sonora dealers throughout the country, referring to the splendid business they are closing with this line, and illustrations are used to reproduce some of the window displays and store interiors sponsored by the retailers.

A personal touch is given to this issue of the Sonora Bell by the use of photographs of the members of the sales and advertising staffs, together with brief biographies. Among those featured in this way are L. C. Lincoln, advertising manager; R. H. Meade, assistant advertising manager and editor of the Sonora Bell; F. V. Goodman, assistant manager, sales department; E. D. Coats, assistant sales manager; H. J. O'Connor, J. M. Ervin, J. E. Hornberger and J. A. Read, special representatives of sales department, and F. Roediger, mechanical supervisor.

WILL OPEN NEW STORE IN HARTFORD

HARTFORD, CONN., August 6.—Joseph Feinblum, the enterprising talking machine dealer here, plans to open a new shop in a few days. The entire equipment and installation work has been done by Van Veen & Co. and the place promises to be one of the finest shops in this city. Mr. Feinblum will carry a complete line of Columbia goods, including the latest models of instruments, and he promises to offer the best service possible to his customers.

THE SONG SHOP OPENS

GLOUCESTER, MASS., August 7.—The Song Shop is the name of a new music store recently opened at 97 Main street, this city, by H. B. Fears, who is a well-known local music teacher. The Brunswick line of phonographs and records and sheet music are featured.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison

NOT
Just Another Equipment
BUT

a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.

Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."

**WRITE YOUR EDISON JOB-
BER. HE HAS IT.**

**Price the same. Liberal dis-
count to dealers.**

**GUARANTEED IN EVERY
WAY.**

**MONEY BACK IF NOT
SATISFIED.**

**We handle highest grade
Jewel Point Needles.**



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**TRADE LOOKING FORWARD TO PROSPEROUS FALL
 AS SATISFACTORY SUMMER DRAWS TO A CLOSE**

Vacation Season on in Full Sway—Cheney Sales Staff Stages Dinner Meeting and Theatre Party—
 New Home for Gillis & Co.—Annual Machine Shortage in Sight—The Month's News

BOSTON, MASS., August 6.—July and early August, which have shown a fair degree of activity in New England, have seen and still see many of the staffs of the stores away on vacations, and this state of things will continue through the current month and up to Labor Day, which automatically brings the Summer to a close and sees the end of vacations. The stores are therefore depleted in their personnel, but that has not made much difference, in a way, for those still on the job are competent to handle the Summer business, which, as already stated, has been good; much better in some cases than it was last year. It is of interest that each Summer since the war there has been an improvement in conditions. This is by no means confined to the Summer months, as each of the twelve months is showing an improvement.

Dinner Party of the Cheney Sales Staff

In the latter part of July the Cheney Sales Corp.'s New England representation met at the Boston offices, 376 Boylston street, for a dinner and theatre party. Those present included G. Dunbar Shewell, president; Stephen A. Colahan, general sales manager for New England; John Elliot, of the Cheney department in the Shepard Co.'s store, Providence, R. I.; Ford Sperry, of the R. H. White Co., Boston; Louis Scott, of the F. C. Henderson Co., 156 Boylston street, Boston; S. J. Horgan, of Barnard, Sumner & Putnam, of Worcester; Frank A. Colahan, of Forbes & Wallace, Springfield; Alexander Baillargeon, of the Woonsocket Phonograph Co., of Woonsocket, R. I.; William Hallet, of Burrows & Sanborn, Lynn; Oscar Freed, of John Z. Kelley, Lynn; William Milton, of the A. M. Hume Music Co., Boston. Following a session at the Boylston street executive offices, where the future of the Cheney was intimately discussed and some of the new models were exhibited and commented on, the company adjourned to the Copley-Plaza, where they visited with President Shewell for a time, and later went to a Boylston street restaurant for dinner. At 8 o'clock the company found

itself in the Tremont Theatre, where all the men enjoyed "The Rise of Rosie O'Reilly," George Cohan's latest musical comedy.

Gillis & Co. Lease New Home

Walter Gillis, who for several years has been a Victor dealer in one of the piano stores of Boylston street, has taken a lease of the premises at 429 that same thoroughfare, where he has a beautiful place, under the name of Walter Gillis & Co., which promises to become a popular rendezvous for his many patrons. Mr. Gillis is carrying the Strand, Cheney and the Victor lines, and the warerooms are filled with the latest models of all these machines. The front of the store is attractively done in ebony and gold and both inside and out are singularly attractive. Mr. Gillis is a popular member of the New England Music Trade Association and has many friends in the talking machine business in this territory.

Shortage of Victor Models

The Eastern Talking Machine Co., Victor jobber, is complaining of a shortage of several models, especially Model 80, for which there is a persistent demand because of its popularity. The first of the new art models, already mentioned in earlier letters, began to come through the latter part of July. General Manager Herbert Shoemaker, of the New England department, accompanied by E. P. Johnston, of the sales force, took a trip through Maine the middle of July, visiting such important centers as Portland, Bangor, Brunswick, Boothbay and other cities along the route.

New Sonora Model in Demand

Joe Burke, manager of the Sonora Co. of New England, has been making his first trip through Maine, combining business with pleasure. He was accompanied by Mrs. Burke, and the places that were visited included Portland, Bangor, Auburn, Augusta, Hallowell, Lewiston, Waterville and others. The new Barcarole model of Sonora has just arrived at the Boston headquarters and shipments of it are expected very shortly, enough for the present, at least,

For
 New England
 Dealers

Exclusively



Wholesale

The Eastern Talking
 Machine Co.

85 ESSEX STREET
 BOSTON MASS.

to supply the demand, for dealers have been anxious to procure as many of this model as possible. Business at the Boston headquarters is making a very good showing, and indications for a brisk Fall trade are very encouraging. The "requirement schedules" which the management has sent out to the trade—a very ex-

(Continued on page 80)



**Are You Prepared to Reap
 the Fall Victor Harvest?**

**Ditson
 Victor
 Service**

Beginning next month will come the cream of the talking machine business of 1923 with new machine models and new record offerings to stimulate increased public interest.

To realize the maximum volume of sales during the period means that Victrola and record stocks must be in proper shape backed by wholesale service that will keep the gaps filled and also help in the selling.

This is the sort of service offered by Ditson.

OLIVER DITSON CO.
 BOSTON

VICTOR
 Exclusively

CHARLES H. DITSON & CO.
 NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

*Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.*

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

*Edison
is
FIRST
with
HITS*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

cellent system devised by Manager Burke—is being widely recognized by dealers, and the filled-in blanks enable the local headquarters to keep well posted pretty well in advance of what the trade will require month by month.

New Brunswick Accounts

The Brunswick business in New England has been forging ahead in commendable fashion, and it is stated at the local headquarters of Kraft, Bates & Spencer, Brunswick distributors, that thus far this year there has been a 40 per cent increase over the same period last year. A new concern to take on the Brunswick line is the United Music Co., which will carry these instruments at its stores in Plymouth and Brockton. Corier's furniture store at Nashua, N. H., is another concern to sign up for Brunswick representation.

Pleased Over New Victor Release Plan

Your correspondent was in the Arch street office of M. Steinert & Sons a few days ago when Manager Kenneth Reed, of the Victor department, received the first official information regarding the new Victor plan of a weekly supplement of records beginning September 21, and there was much enthusiasm when it was discovered also that in addition to the weekly releases the Red Seal records were to be double-faced. This does not mean the elimination of the single-faced Red Seals, which will be continued for some time yet. Manager Reed,

through this new plan of releases, sees a quick increase in the Victor record output. Speaking of the general wholesale business, he said that the Steinert output for the month of July showed more than 100 per cent increase over the distribution volume of July of 1922.

Inaugurates Hallet & Davis Drive

Lester G. Jones, who is in charge of the talking machine activities of the Hallet & Davis Co., is planning no vacation this Summer and is concentrating all his attention right on the work in hand. He says that several new accounts have lately been signed up which look very promising. Beginning right away he is entering upon an intensive sales campaign throughout New England that should bring big results.

N. B. Smith Starts Intensive Drive

Manager N. B. Smith, of the New England department of the General Phonograph Corp., started from Boston the latter days of July for some intensive work in the southern New England field, planning to make his headquarters and special destination at Hartford, Conn. He went first to Springfield, stopping at several places en route to Hartford, and his program called for a week or more in that territory.

Attend Cheney Dealers' Conclave

Stephen A. Colahan, New England representative of the Cheney, was in Philadelphia in July attending a dealers' convention. Those pres-

ent were: A. C. Harper, president of the Cheney Talking Machine Co., who came East from Chicago; G. Dunbar Shewell, president of the Cheney Sales Corp.; Charles Wilkinson, the Philadelphia representative of the company; Sam Saunders, the New York manager of the company. The principal topic discussed was the Fall business, and it was the consensus of opinion that the Cheney is to be well represented in the East this Fall and the indications are good for some splendid sales.

Isham Jones' Concerts a Success

It is pleasant news to learn that the concerts given by Isham Jones' Orchestra around Massachusetts were so well managed by Kenneth T. Finney that record audiences were the rule everywhere. Mr. Finney attended all of them in person and in some places the halls were not large enough to accommodate the crowds of people desirous of hearing this famous organization. So successful were these musicians who play for the Brunswick that it is not unlikely that they may be heard in a wider New England field next Winter. As might be expected, the concerts were the means of kindling a new interest in the Isham Jones Orchestra's records and the demand made upon Kraft, Bates & Spencer severely taxed the stock on hand as dealers called for these recordings. This concern has found its new location at 80 Kingston street admirably adapted to keeping in close touch with the trade.

C. C. Harvey Co. Improving Quarters

Several of the departments of the C. C. Harvey Co., notably the floor where are located the executive offices, are being improved and rearranged in order to better facilitate business. Manager Francis T. White, of the talking machine department of this Boylston street concern, who has thus far had a very good Summer business, left home the latter part of July for his vacation, which he is spending with his family at Falmouth Heights, to which place he motored in his new Buick. Two particular trips which he had planned for while away were to Provincetown, at the tip of Cape Cod, and in the opposite direction to Newport, R. I.

Okeh Artists Score in Concert

"Handy's Famous Original Band," which plays for the Okeh and whose playing is recorded on the Okeh records, gave a concert in Symphony Hall on Sunday evening, August 5, and with the band appeared Sarah Martin, "sensational phonograph star and world's greatest 'blue' singer," as the bills put it. The management of this concert was largely in the hands of New England Manager Smith, of the General Phonograph Corp.

Combines Vacation With Business

Manager Fred E. Mann, of the Boston branch of the Columbia Co., was able to combine business with pleasure on his recent motor trip through southern New England, and he visited dealers as he proceeded into New York, where he was in conference with the executive officers.

We Serve New England!

THOROUGHLY complete stocks of all Okeh and Odeon Records, modern methods of distribution and an invaluable knowledge of the needs of the New England market from all angles enable us to give our dealers a distinctive service that is dependably prompt and certain at all times.

Due to the unusual demand that now exists for Odeon Records and Okeh foreign language records, we are now carrying extra large stocks of records in Italian, Polish, German and other foreign languages.

We still continue our maintenance of a special list of all Irish records.

**General Phonograph Corporation
of New England**

142 Berkeley Street

Boston, Mass.

Okeh Records



He returned from this trip via Connecticut and Rhode Island. Manager Mann's real vacation consisted of only four days, which he took the latter part of July in a trip to Buffalo, N. Y.

Fred C. Collins on Vacation

Fred C. Collins, who covers Vermont and Connecticut for the Columbia Co., traveling out of Boston, is spending a well-earned vacation with Mrs. Collins at Atlantic City. On his way thither Mr. Collins stopped at the Columbia executive offices in New York, where he visited General Record Sales Manager Benz, Field Sales Manager Porter, Advertising Manager Leverich, Vice-president Yerkes and General Sales Manager Hopkins. While in New York Mr. Collins also called upon some of the larger talking machine departments, picking up a number of new and practical ideas.

Salesman E. W. Hanna, who travels the Boston territory for the Columbia Co., will soon start on his vacation and while he is away his territory will be taken care of by Mrs. A. W. Graves, of the Columbia record sales promotion department. Mrs. Graves is widely known among Columbia dealers.

Picnic of General Phono. Forces

The picnic held on the Fourth of July by the New England department of the General Phonograph Corp. was a great success and reflected much credit on Messrs. Smith, Connolly and Donovan, who were the committee of arrangements. Mention of the picnic was made in the July issue, but it was not stated that at Lake Boone, where it was held, there was a spirited baseball game between the Okeh boys and a team from Ace High Cottage, in which the former won three to one. Smith was the pitcher and Connolly was the catcher for the Okeh boys and there was some real sport all around before the day was over.

Columbia Educator Teaching in School

Mrs. Grace M. Drysdale, formerly associated with the Columbia educational department in the New England territory, and now head of the Drysdale School Service in Harvard square, Cambridge, is one of the teachers at the Summer school at Castine, Me. Music supervisors and teachers are finding the Drysdale School Service of invaluable assistance to them.

Vacationists Home Again

Assistant Manager J. W. Connolly, of the General Sales Corp., and P. J. Donovan, one of the salesmen of the organization, both at the Boston office, spent their vacation in Maine,



Fore-Warned is Fore-Armed

Profit by the experiences of former years and lay in a reserve supply of Victrolas—now.

We, as wholesalers, are endeavoring to do so, thereby protecting the interests of our Retailers.

You, as Retailers, should not wait until the eleventh hour to secure your necessary quota.

"We can help those who help themselves"

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Exclusive Territory for DeForest Radio Dealers Still Exists

ANYWHERE IN NEW ENGLAND

going up as far as Bangor. They were away a fortnight, returning much rested.

R. V. Keyes, the Connecticut representative for the Sonora, is about finishing his vacation, which has been spent in the White Mountains, whither he motored in his car.

Frank Coupe to Visit Here

Frank Coupe, vice-president and general sales manager of the Sonora Co., is expected in Boston toward the latter part of August. He has a young son who is at a Summer camp in Maine and he is coming up to New England by motor to take him home. Mr. Coupe plans to remain in Boston for several days, the guest of Manager Joe Burke and his brother, Tom Burke, of the New England department of the Sonora.

Jack Wittstein a Visitor

Jack Wittstein, of Wittstein's Music Shop,

110 Church street, New Haven, Conn., was a visitor in Boston for several days late in July. While here he was the guest of Joe Burke and "Brother Tom," of the Sonora headquarters.

Kenneth E. Reed Discusses Conditions

In a chat with The World, Kenneth E. Reed, of M. Steinert & Sons, Victor wholesaler, stated that business in Boston and New England was generally good and, in fact, considerably better than last year. May, June and July all show a substantial increase over the same months of 1922, including both Victrolas and Victor records. Every indication points to an exceptionally fine business for the Steinert wholesale Victor department during the coming Fall and Winter. Mr. Reed commented upon the fact that industrial conditions are somewhat unsettled in several cities, such as the shoe towns, which are comparatively quiet, and the textile cities, which are quiet at the present time, owing to the closing of some of the mills. However, on the whole, conditions are generally satisfactory and the outlook is bright.

"There is every indication of a greater supply of Victor merchandise this year than in any previous year," said Mr. Reed, "and still we can see a shortage of instruments, particularly of one or two of the most popular-priced styles. It is, therefore, advisable for every Victor retailer to start laying in a reserve supply of instruments now while he can secure them, and the retailer who uses a little foresight will undoubtedly do a far larger volume of business this year than in any previous year. This is what we expect to do ourselves as wholesalers and feel sure that the great majority of other Victor wholesalers and retailers will do the same. In fact, 1923 should prove a banner year for all merchandisers of Victor products."

Interesting News Gleanings

G. F. Baldelli, of the M. Steinert & Sons staff, 35 Arch street, Boston, is soon to start on his vacation with his family and they will go to Cataumet, down on the Cape, where they have been several Summers.

Columbia Dealer Fred D. Jones, of Belfast, Me., is now convalescing after being confined to his home for several weeks by illness. His friends are glad to see him again on the job.

Ernest A. Cressey, of the C. C. Harvey Co., is spending his vacation at Belgrade Lakes, Me. C. D. Rodman, energetic manager of the talk-

(Continued on page 82)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY**. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 81)

ing machine department of the Household Furniture Co., Providence, R. I., has returned from his vacation, which was spent partly at the Summer resorts near Boston.

John T. Maguire, of the Eastern Talking Machine Co. staff, is home from a several weeks' vacation. He has lately become the proud father of a bouncing youngster.

E. W. Kilgore, sales manager of the Eastern Co., is planning his vacation for the last two weeks in August, when he will go to New York and Washington.

"Archie" Hume, head of the A. M. Hume Music Co., spent the last week of July at Boothbay, Me., where he had a needed rest.

William G. Adams, of the staff of the Pardee, Ellenberger Co., left early in July for his vacation, which he was to spend in the Moosehead Lake section of Maine, a section with which he is very familiar through frequent association before he came to Boston.

Arthur C. Erisman, who handles the Strand instruments and the Vocalion records for the New England territory, has as his guests here for a few days his father, J. D. Erisman, and his brother, Albert Erisman, who motored to Boston from Wilmington, Del. When they leave for home they will go by way of western Massachusetts and the Berkshires.

W. S. Stackhouse, of the sales staff of the A. M. Hume Music Co., which handles the Victor and Cheney lines, has started on his vacation, which he usually takes in Maryland. W. M. Milton, of the same house, has gone to Boothbay, Me.

Charles Foote, of Vocalion Hall, has gone over to New York for his annual holiday.

Leslie K. Scott, who is in charge of the talking machine department of Henderson's, spent his holiday with Mrs. Scott at Narragansett Bay, R. I. J. H. Maynard, also of Henderson's, starts in a few days for New Brunswick.

New Strand Models Admired

Seven new types of Strand instruments have arrived at the quarters of the A. C. Erisman

Co., in this city, and they are being enthusiastically taken by dealers throughout New England. In fact, the demand has been so great that Mr. Erisman's place has been a perfect hive of industry all Summer and not till this month have the employes been able to consider vacations. These new types of instruments include the Hepplewhite, Queen Anne, Louis XV and Italian Renaissance as especially beautiful ones. Mr. Erisman is planning a special opening during the first week in September when these models will be exhibited under the most favorable conditions. It is of interest that Mr. Erisman delivered more than 3,000 portable instruments, these including the Camp-fone and Outing, during June and July.

New Strand Representatives

Speaking of the Strand, Manager Erisman has lately signed up for still further representation in New England, the latest ones being William H. Avery, of Concord, N. H., who has lately opened up new stores in Laconia and Newport, N. H.; Barney's Music Store at Newport, R. I.; James Bloomberg, in Chelsea; Eastern Furniture Co., at Bangor, Me.; the Edwards Furniture Co., at Fitchburgh, Mass.; the Hirschen Furniture Co., at Springfield, Mass.; Prime Furniture Co., in Boston; George H. Richmond, in Roxbury, Mass., and the Wallace Co., at Pittsfield, Mass.

Popularity of Vocalion Records

Vocalion records in the New England territory are practically selling themselves, says Arthur C. Erisman, and no new dealers have been taken on for many months. The Vocalion was early in the field with the two numbers from George Cohan's latest musical comedy, "The Rise of Rosie O'Reilly," and these cannot be secured fast enough to supply the demand. Business Vocalionwise is accordingly very big.

Ditson Outing a Success

The outing of the Oliver Ditson Co., held early in July at Thompson's Island, in Boston Harbor, was a highly successful affair, and with the guests whom the house invited there were

Edison Dealers:—

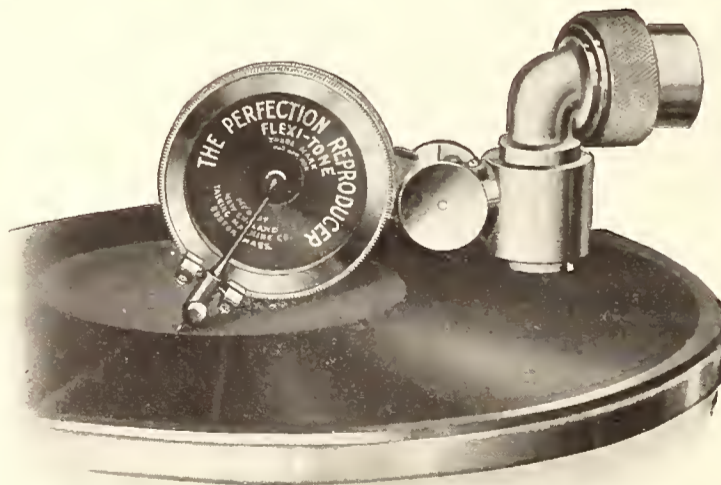
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.



in all 175 men and women to enjoy the day. Henry A. Winkelman, head of the Victor department of the Ditson Co., was one of the committee to arrange for the outing, and throughout the day he was busy seeing that everyone had a good time.

New Manager at Vocalion Hall

There is a new manager at Vocalion Hall. He is Kirk Coffrin, who comes here from Springfield, where he has been connected with the large house of Forbes & Wallace. W. E. Birdsall, of Vocalion Hall, and who is giving special attention to the talking machine end of the business, has just returned from a long automobile trip through the White Mountains into Canada, where he visited both Montreal and Quebec, St. Anne de Beaupre and adjacent places and back through the Green Mountains and down to New York City.

Kraft, Bates & Spencer Vacations

Kenneth T. Finney, of Kraft, Bates & Spencer, Brunswick distributors, has gone with Mrs. Finney to Maine on a vacation.

Elmer C. Nelson, in charge of the record department of Kraft, Bates & Spencer, is home from his vacation, which he spent "down East."

Platt R. Spencer, of Kraft, Bates & Spencer, and a brother of Harry Spencer, who is a devotee of tennis, has entered for the tournament at the Tedesco Club to be played at that North Shore shortly. Mr. Spencer lately returned from a yachting cruise along the Maine coast.

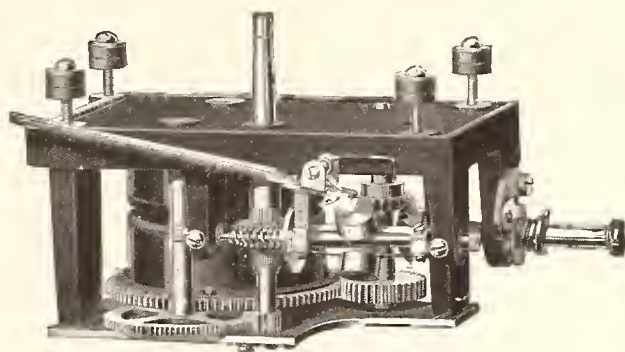
P. J. MANN CO. CHARTERED

WORCESTER, MASS., July 23.—Papers of incorporation have just been filed for the P. J. Mann Co., 310 Main street, with an assigned capital of \$25,000. The concern will deal in musical instruments. Philip J. Mann is the chief stockholder.

The talking machine man who knows so much that no one can tell him anything new does not get very far. Old stuff, but how timely!

HEINEMAN 77

The Outstanding Motor of the Industry



NATIONALLY famous for the dependability, noiseless operation, steady and continuous power that have made Heineman Quality Motors synonymous with reliability throughout the length and breadth of the phonograph world.

HEINEMAN QUALITY MOTORS

Manufactured by the

General Phonograph Corporation

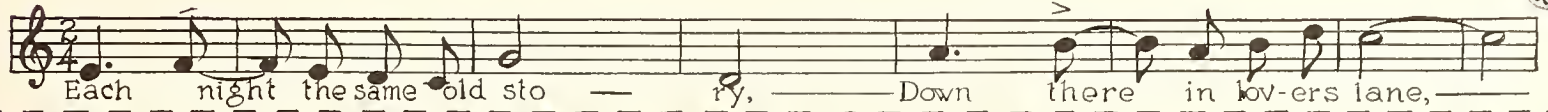
OTTO HEINEMAN, Pres.

25 West 45th Street

New York

Another "McCarthy-Tierney" Masterpiece!—
SAWMILL RIVER ROAD
 That Irresistible Fox Trot

"You can't go wrong
 With any 'FEIST' song"



DOWNEY HOWARD TO ENTER FIELD

Secures Lease on Attractive Quarters—Will Handle Talking Machines and Records

WORCESTER, MASS., August 6.—W. H. Downey, who has been connected with the music business for a number of years, recently secured a lease on attractive quarters in a new business district here at 29 Portland street. The firm, which will be opened for business by Labor Day, is to be known as Jay Downey Howard, and a complete line of talking machines, records and supplies will be carried. Mr. Downey has had wide experience in the music business; he was formerly connected with Eilers Music House, San Francisco, later becoming part owner of the Chapman Music House, Lynn, Mass. He also operated a music business in Lynn with his brother and was the founder of the Talking Machine Supply House, Lowell, Mass., which he sold out some time ago.

SALEM FIRM ENJOYS STEADY GROWTH

Progressive Policies of Bowden & LeBlanc Building Excellent Business

SALEM, MASS., August 3.—One of the most progressive and rapidly growing concerns in this city is Bowden & LeBlanc, which was opened about six months ago at 258 Washington street, this city, with a complete line of talking machines, pianos and accessories. The store is unusually attractive, the most modern equipment obtainable having been installed to meet

the needs of the business. Thomas R. Bowden and Adrian LeBlanc, proprietors, are well known in this section of the State. Mr. Bowden formerly was connected with a noted music concern in Boston and prior to the opening of the present store he operated an establishment in Marblehead and Mr. LeBlanc has been connected in business here for some time. Vitrola and other phonographs are handled.

PLAN TO OCCUPY LARGER QUARTERS

NEWBURYPORT, MASS., August 7.—One of the most progressive talking machine dealers in this city is Norman W. Doyle, who handles the Starr phonographs and Gennett records on State street. The business has grown to such an extent that larger quarters are necessary and the concern will occupy larger warehouses in September, according to present plans.

R. B. WHEELAN ENJOYING EUROPE

Reports received from R. B. Wheelan, president of Health Builders, Inc., New York, state that Mr. Wheelan is having a splendid rest and that both he and Mrs. Wheelan are enjoying the beauties and entertainment of the European countries which they are visiting.

BAGSHAW CO. WINS SUIT

The W. H. Bagshaw Co., of Lowell, Mass., producer of Bagshaw needles, has been awarded the right to the use of the word "Petmecky." This matter was in litigation for some time.

WILL REPRESENT CHELSEA RADIO CO.

National Chelsea Radio Corp. Chartered—Will Act as Distributor for Chelsea Radio Products—Planning Extensive Ad Drive

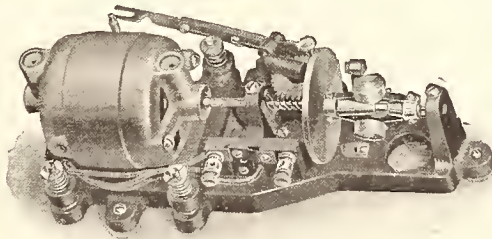
BOSTON, MASS., August 2.—The plans recently announced for the formation of a new company by F. Clifford Estey, formerly of the Clapp-Eastham Co., Cambridge, Mass., have materialized in the incorporation of the National Chelsea Radio Corp., with Mr. Estey as president. The National Chelsea Radio Corp. will act as national sales agent for the entire output of the Chelsea Radio Co., of this city. This will permit the Chelsea Radio Co. to devote its entire time to an increased manufacturing program and the new company will have charge of all the merchandising details, distributors' sales helps and an extensive national advertising campaign. The Chelsea Radio Co.'s line at the present time consists of a very attractive selection of moulded parts. In addition there will shortly be brought out three licensed regenerative receiver and amplifying sets.

ORGANIZED WITH \$250,000 CAPITAL

The Connecticut Blower Corp., Hartford, Conn., has been incorporated under the laws of Delaware with a capital of \$250,000, with M. E. Keeney, president; C. H. Keeney, treasurer, and C. E. Keeney, secretary. The product to be manufactured consists of blower and exhaust systems of all types for installation in stores and other types of buildings.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers



EASILY INSTALLED

WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

PLYMOUTH PHONO PARTS CO.

PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.



Another Cohan cyclone is gathering applause preparatory to sweeping the musical show field. 'Tis called "The Rise of Rosie O'Reilly," and in it occur the fox-trot hit and the waltz success of the season.

These two outstanding numbers, "When June Comes Along With A Song" and "Born And Bred In Brooklyn," the Columbians give you this month on Record A-3931.

COLUMBIA GRAPHOPHONE CO.
New York

M I L W A U K E E

Trade Interest Centers on Fall and Holiday Prospects—Predict Machine Shortage—Sales Maintain Excellent Volume—The News

MILWAUKEE, WIS., August 9.—Interest of talking machine men at present is centered largely on Fall and holiday business and it is significant that the mental attitude as the big season approaches is very favorable, due to the good business which has come to dealers all through the year thus far. The past month was a relatively excellent one for Summer volume and the first week of August has witnessed a further demand for instruments and records. It is to be noted particularly that the console style is steadily becoming the biggest factor and, while the standard upright style is still selling well, dealers and public lean toward the console.

Accumulation of stocks for Fall and holiday business is now going on and as early as this time dealers are of the belief that there is not going to be a surplus of merchandise available. Many stores are placing orders for stocks up to the limit of their financial resources, being confident that even then they may have to requisition emergency stocks in early Winter.

Predicts Victor Shortage

"We look for a big Fall business and our only worry now is to get enough instruments to fill our orders," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber for Wisconsin and Upper Michigan. The Victor Co. is rushed, but the way production is being absorbed throughout the United States makes it look as if there is going to be a considerable shortage of merchandise later on.

"One of the things that is striking is the manner in which the rural districts in Wisconsin are buying Victor instruments. We have been hearing and reading—mostly the latter—about the dire results of 'dollar wheat,' but so far as Wisconsin is concerned, this is not a pressing problem. We all realize, of course, that the prosperity of wheat farmers is something to be much desired, yet I cannot help thinking that Wisconsin, with her great dairy industry, is out of the pale of the direct effect of the low price of wheat. This is the foremost dairying State in the Union and the products are bringing fine prices, which gives our farmers a strong buying power and enables them to gratify their desire for music as expressed in the talking machine.

"A year ago the rural districts of Wisconsin were in rather sore straits, but business in dairy-

ing has picked up wonderfully well and to-day there is little left to be desired. Southern Wisconsin is especially active in respect to our line of business. In the northern sections, where iron mining is a big factor, conditions likewise are more favorable. In Upper Michigan, where copper mining is the main pursuit, business is not quite so good, but it is bound to improve."

Mr. Goldsmith commented upon the good demand for the console types of the Victrola and said that Nos. 400, 405 and 410 are selling in large volume. Victor record trade, which was rather slow during the early Spring months, has taken a strong upward bound.

Yahr & Lange Co. Busy

Fred E. Yahr, president of the Yahr & Lange Drug Co. and supervisor of its large musical instrument and merchandise department, featuring the Sonora, is an enthusiast over present and prospective business. Mr. Yahr said that Summer sales to dealers in the Wisconsin and northern Michigan territory have been far and away above anything ever experienced in a past July, and advance orders on the books are very gratifying as well. Yahr & Lange are one of the biggest outlets of the Sonora factory and the condition of its trade is usually regarded as a hall-mark of national trade.

Expect Record Brunswick Business

P. H. McCulloch, manager of the talking machine department of the Brunswick-Balke-Collender Co., reports a very healthy state of trade.

"Our dealers are making arrangements for large shipments of Brunswicks in anticipation of a big Fall trade," said Mr. McCulloch. "I feel that we will have the best Fall and holiday business in our history if the supply can be kept adequate. Dealers are asking for immediate shipments of their Fall orders and we are behind on deliveries right now."

A big demand for portable styles of the Brunswick was experienced this Summer and every one of these instruments that it was possible to get from the factory and from other distributors was required to fill orders.

Adolph Orth a Benedict

Adolph Orth, son of Fred William Orth, vice-president of Chas. J. Orth, Inc., was married recently to Miss Mildred Fox, who has been in charge of the talking machine record department at Orth's for several years. Mr. and Mrs.

Orth spent their honeymoon in the famous northern Wisconsin lake and forest region.

Brunswick Shop, Inc., Chartered

The Brunswick Shop, Inc., is the name of a new corporation organized with \$15,000 capital at Sheboygan, Wis., by Herman G. Bendler, Paul F. Schmidt and G. W. Buchen. It succeeds to an established partnership business at 807 North Eighth street, which is now doubling its floor space and installing four new booths. The Edison and Brunswick lines will be handled.

Victor Dealer Gets Free Publicity

The firm of Chas. H. Schefft & Son, 849 Third street, was the subject of an interesting illustrated article in a local daily newspaper, which stressed the fact that this is one of the few music concerns in Wisconsin which devotes its entire attention to the sale of Victrolas and Victor records exclusively. No other lines of instruments or goods are stocked. The store was established less than fourteen years ago and is one of the largest Victor dealers in the Milwaukee territory.

Meeting Success With Okeh

The Lyric Music Co. is meeting gratifying success in marketing the Okeh record, which is distributed in this territory by the Yahr & Lange Drug Co. The Okeh has gained in popularity to such a degree that it is now as well known as the other principal lines and its sale is running into a very large volume each month.

News Gleanings

The new Columbia styles are selling well in Milwaukee and the call for Columbia records continues to increase to the point where new selling marks are established each month.

Edison business is reported active, both at wholesale and retail, and the leading dealers in Milwaukee look forward to the best holiday trade in their experience.

The Polzin Music Co., well-known west side Aeolian-Vocalion dealer, will move shortly to its new building at 4409 North avenue, which is designed as a model music shop.

J. W. White, manager of the talking machine department at Gimbel Bros., Milwaukee, is back from his vacation.

The Hayden-Gummer Music Co., Brunswick dealer, at Oshkosh, Wis., is now located in its new quarters at 20-22 Waugoo street. The floor space has been increased 100 per cent.

The Kunzelmann-Esser Co., a large furniture and talking machine concern of the South side in Milwaukee, will invest \$100,000 in remodeling its big store and adding a three-story wing.

Edward Seidel, of Seidel Bros., Brunswick dealers, 1115 Third street, Milwaukee, is away for a six weeks' vacation trip which is taking him far into Canada.



Good Night

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

"You can't go wrong with any FEIST son."



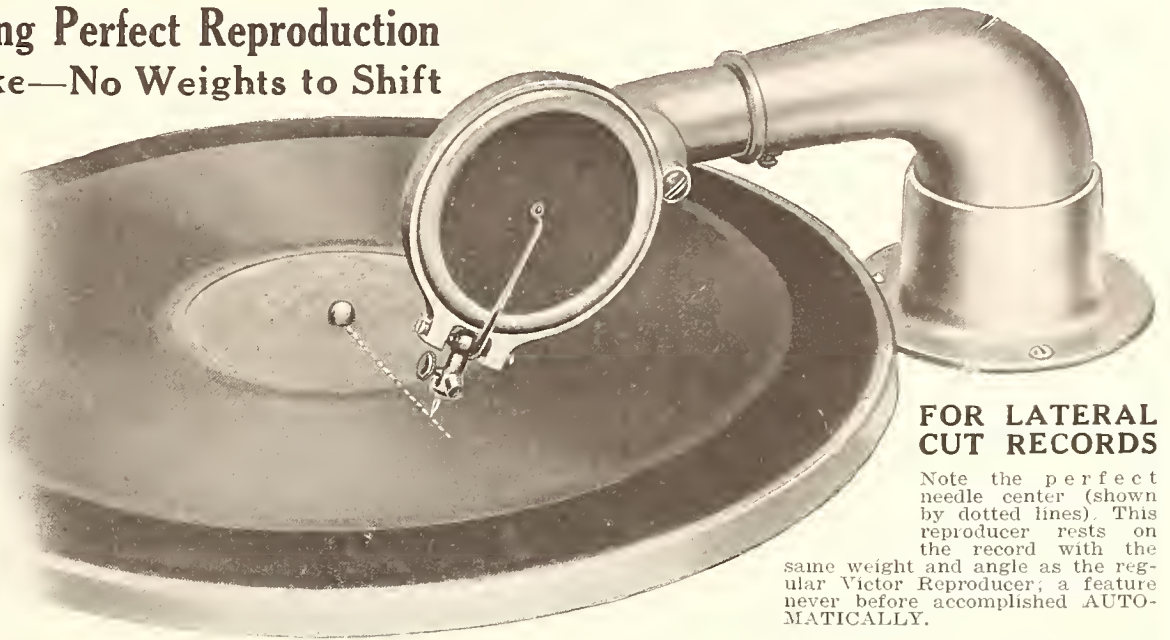
THE ORO-TONE AUTOMATIC No. 16 TONE ARM AND REPRODUCER

**Plays All Records, Giving Perfect Reproduction
No Adjustments to Make—No Weights to Shift**

Special Advantages

Here is a tone arm and reproducer that is the "last word" in solving the problem of weight adjustment — AUTOMATICALLY. By simply turning the reproducer to play either lateral or vertical cut records, the *weight is automatically adjusted, the needle is centered and the correct angle is secured* for playing the record.

A simple turn of the hand and the Oro-Tone No. 16 will play any record you wish. Besides, because of the correct weight adjustment and the perfect centering feature, Edison records can be played with the ordinary fibre needles.

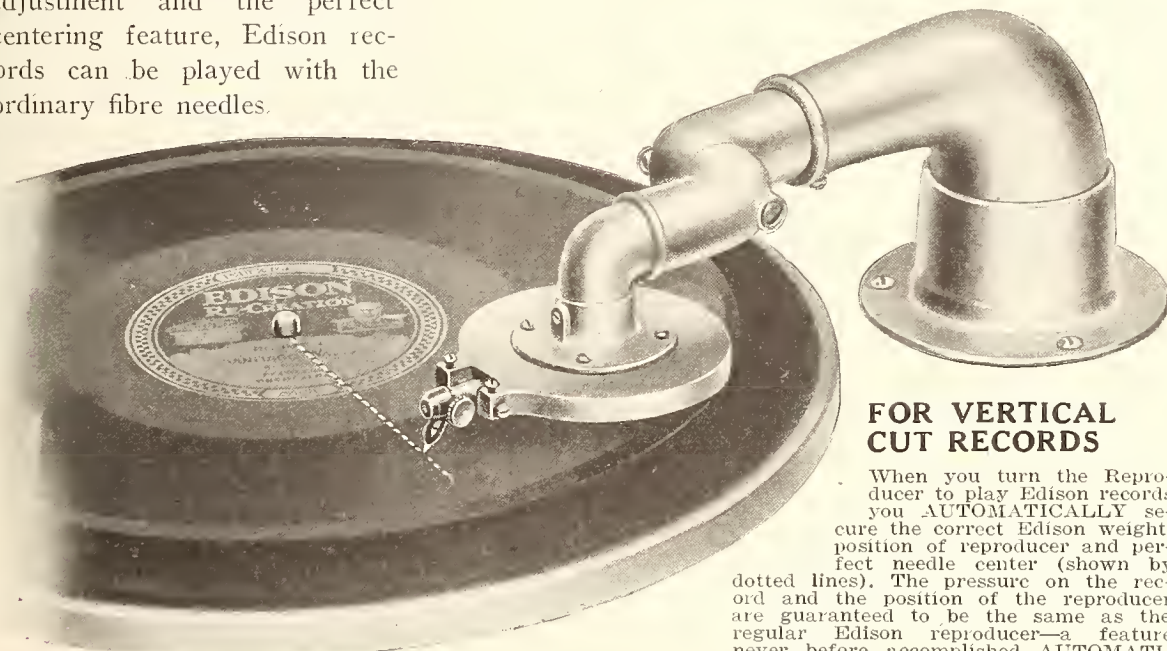


FOR LATERAL CUT RECORDS

Note the perfect needle center (shown by dotted lines). This reproducer rests on the record with the same weight and angle as the regular Victor Reproducer; a feature never before accomplished AUTOMATICALLY.

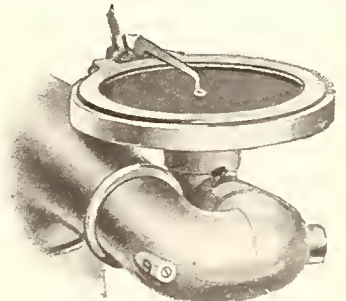
OUR GUARANTEE

We guarantee every tone arm and reproducer to be free from all mechanical defects, perfect in operation and reproduction. Any item proving defective or unsatisfactory will be replaced without charge.



FOR VERTICAL CUT RECORDS

When you turn the Reproducer to play Edison records you AUTOMATICALLY secure the correct Edison weight, position of reproducer and perfect needle center (shown by dotted lines). The pressure on the record and the position of the reproducer are guaranteed to be the same as the regular Edison reproducer—a feature never before accomplished AUTOMATICALLY.



Reproducer Thrown Back in Edison Position
The above illustration shows the Reproducer thrown back in the Edison position. Note the fibre needle. All reproducers are fitted with clear mica, or our special indestructible Oro-Tone diaphragm.

Preferred by Public Under Strict Tests

We invite you to make this test. Play our No. 16 Automatic Tone Arm and Reproducer and any other tone arms and reproducers before a group of your office and factory employees as before any public group. Without knowing which tone arm and repro-

ducer is being used, have them choose which one they prefer. This is the method by which this No. 16 has been developed. You will find the tone superior—deep, rich, mellow—and that is what makes for increased sales.

Send for Sample on Approval

You do not have to take our word for a single assertion made on this page. We want you to find out for yourself, and, by a direct comparison with any other tone arms and reproducers, find that the Oro-Tone No. 16 Tone Arm and Reproducer is the "last word" in the development of the AUTOMATIC adjustment features.

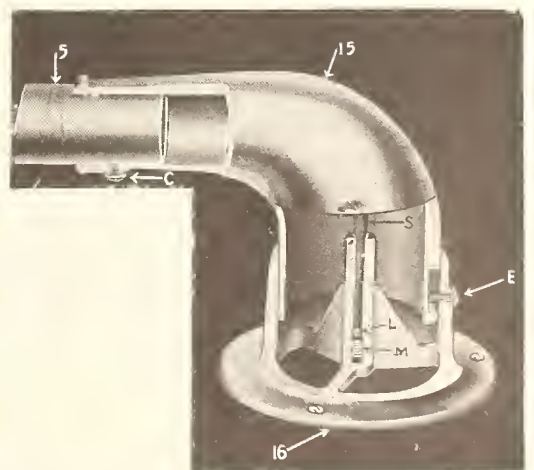
The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street

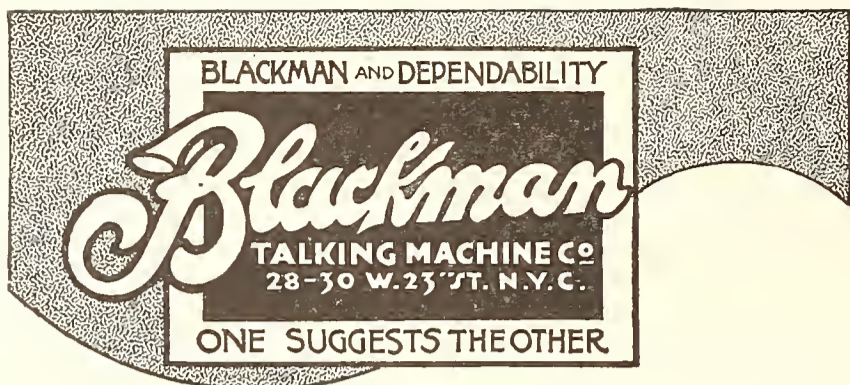
Chicago, Illinois

Manufactured in Canada under the trade name "Oro-Tone-Banfield" by W. H. Banfield & Sons, Ltd. Distributed in Australia by United Distributors Co., Melbourne and Sydney.

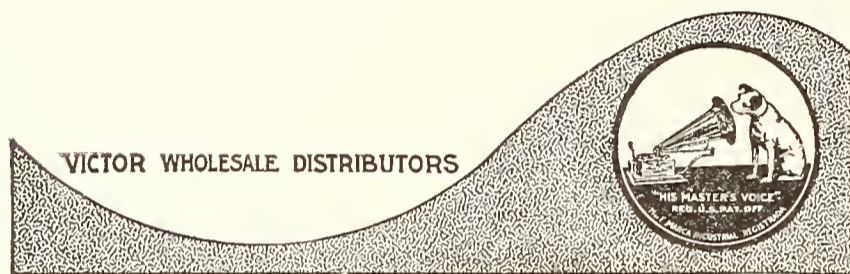
Sectional Oro-Tone Construction



No. 16—Base. No. 15—Large Elbow. No. 5—Adjustable Length Extension. M—Screw for adjusting height of Tone Arms. L—Ball-bearing, insuring extremely sensitive swing to Tone Arm. S—Fixed stud in Large Elbow. E—Stop screw for swing or arc of Arm. This screw also holds Base to Large Elbow.



Let
Your Purchases,
Mr. Victor Dealer, Reflect
Your Approval Of
Your Distributor's
Dependability



SALES CONTEST BOOMS BUSINESS

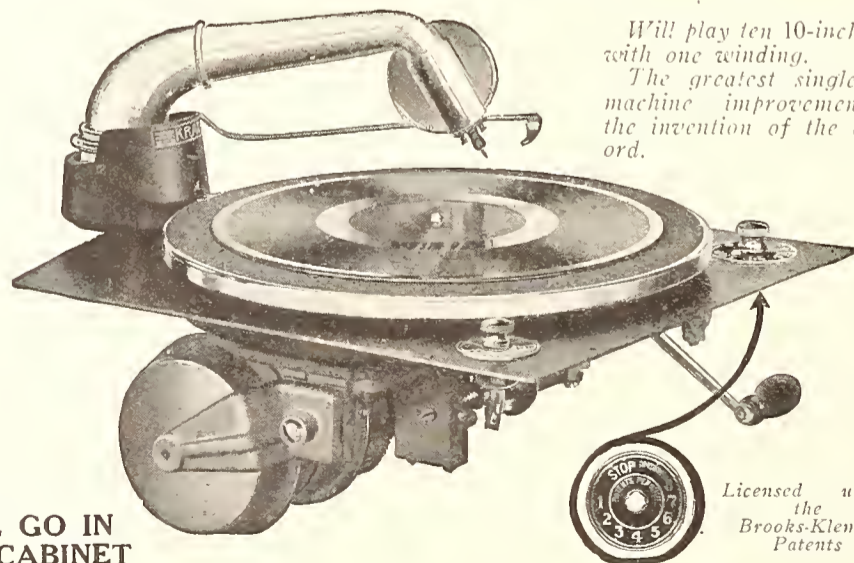
United Music Co., Operating Chain of Stores in New England, Spurs Salesmen to Best Efforts Through Medium of Contest

BROCKTON, MASS., August 7.—The United Music Co., with stores in this city, Plymouth, Webster, Mass., and New London, Willimantic and Stamford, Conn., enjoyed an exceptional business

during July as the result of a sales contest between the various stores operated by the company. The competition was keen and sales jumped accordingly. A cash prize, large enough to make the fight worth while, was offered to the salesman digging up the most business on the outside, sales made in the store not counting. The status of the salesmen was determined by points, five points being credited for every dollar of business resulting from the ef-

INTRODUCTORY OFFER
 OF
THE KRASCO ASSEMBLED UNIT

\$24.³⁰ For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.



*Will play ten 10-inch records with one winding.
 The greatest single talking machine improvement since the invention of the disc record.*

Licensed under the Brooks-Klemm Patents

WILL GO IN ANY CABINET

MANUFACTURERS, JOBBERS and DEALERS using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.

forts of the salesman and ten points being credited for every dollar of cash received as a result of the sale. This made the men strive for larger initial payments. Auto trucks were used to cart the instruments around for demonstration purposes.

The contest was won by Norman Campbell, of the local store. Walter Veo, who is new to selling talking machines, was second at the close of the drive and he received a special bonus for his good work. The contest just closed was so successful that another is planned for the near future by this live concern.

NEW EDISON DISPLAY FIXTURE

Streamer Display Fixture for Use of Dealers Designed by Thomas A. Edison, Inc., to Promote Sales of Records Through Publicity

What is to be known as the "Edison Streamer Display Fixture," a special type of display stand for use with the streamers furnished dealers



Edison Streamer Display Rack

with each record, has been designed by Thomas A. Edison, Inc., for the use of Edison dealers. The object of the fixture is to promote the sales of records by providing a suitable interior display of streamers. The fixture has a capacity of eight flash streamers or sixteen black and white streamers, and a dealer needs at least two stands, so that both types of streamers can be used adequately. Thumb tacks are used to affix the streamers to the stands. The purpose of the book design is to suggest the Edison record catalog.

PLANNING FALL DRIVE ON "PAL"

The sales organization of the Plaza Music Co. is developing extensive plans for a Fall campaign on its "Pal" portable talking machine. This is the result of the success which attended the first Fall offering a year ago. A complete series of new advertising helps is being prepared by the company and this will include display signs, dealer and consumer circulars, featuring the "Pal" portable in its all-year-around uses.

Among the new distributors of the "Pal" portable is the Munson-Rayner Corp., of Los Angeles and San Francisco, which states that it finds an unusually heavy demand for this machine throughout the States of California, Washington and Oregon.

FIRE DESTROYS RECORD STOCK

BAYONNE, N. J., August 8.—Serious damage was suffered by the Louis I. Brown Music Co., 601 Avenue C, this city, recently when a fire occurred in the store occupied by the firm. Approximately 1,500 records were destroyed.

The Trade in PHILADELPHIA and LOCALITY

IRREGULAR BUYING MARKS CLOSE OF SUMMER SEASON HERE AND IN SURROUNDING TERRITORY

Sales Greater Than in Same Period Last Year, Sales Particularly Brisk—Indications Point Despite Certain Unfavorable Conditions—Record to Record Fall Trade—News of the Month

PHILADELPHIA, PA., August 6.—The business among the retailers of talking machines and of records for the past month almost was as diversified as the weather and the tendency was toward fair conditions for the new month. July never is a period of bustling activity save for the limited amount given by intending vacationists. This year the number of the wealthy who are remaining in their town houses is believed to be considerably larger than ordinarily. That fact tended to restrict sales of machines, but particularly of records for the seashore and mountain homes of the elect. But despite this fact there was a gain of considerable proportion attained this year in comparison with last year. The stay-at-homes were not large buyers of machines, but they were of records. Active machine buying was done by the industrial classes and by the anthracite mine workers throughout the State. Anticipating strike possibilities, they apparently have made some provision financially for it and then decided to invest at least a part in music for entertainment.

Jobbers Beat Last Year's Sales

Many of the wholesalers took account of stock as of the end of July and their figures showed that business had been decidedly ahead of July of last year, thus confirming by the exactness of statistics the opinion of competitors whose fiscal year does not end at this time. The number of inquiries received was pronouncedly in excess of those of a year ago and the trade is confident that these presage Fall activity. The first of the orders for September and afterward deliveries are coming in, but while there are many of these, all are still small.

Interest in New Victor Red Seals

The outstanding development of interest among the Victor distributors was receipt of the announcement on August 1 by the Victor Co. that beginning September 21 it would distribute double-face Red Seal records. The big Victor plant in Camden closed down at the beginning of the week to remain so until August 13 that all its employes might enjoy a two weeks' vacation with pay. Advantage is being taken of the close-down to give the plant a thorough mechanical overhauling.

Records by Colored Artists Popular

Columbia dealers report large sales among the colored population of the records made by Bessie Smith, colored artist. They have had a

steady run for the whole month past. Not only are they popular in the city, but also throughout the State. The Victor records are by colored artists, Edna Smith, Lizzie Mile, Lena Wilson, Rosa Henderson, many of them well known to Philadelphians because of their association with the "Shuffle Along" show, which had a long run in this city last season.

New Weymann Victor Dealer Publicity

H. A. Weymann & Son, Inc., Victor distributors of this city, are providing their dealers with a new vehicle for Victor publicity in the form of envelope-stuffers. These pieces of literature, three in number, deal with the subject of "Artists and the Fidelity of the Reproduction of These Artists on Victor Records and the Victrola," "Mirrored Tone" and "The Selection of a Victrola." An effective tie-up with these messages and the warerooms of the dealer is provided through an attractive frame with button back, also furnished by Weymann's, and which is planned to accommodate an enlargement of the literature which has been sent through the mail. This is suitable either for the demonstration room or show window.

General Radio Corp. Planning Fall Drive

Walter L. Eckhardt, president of the General Radio Corp., reports that the dealers it serves are very optimistic over the outlook for Fall. "In fact," stated Mr. Eckhardt, "our dealers are not only looking forward to Fall business, but they are doing a fine business at the present time. We will shortly inaugurate our Fall campaign not only in the present lines, but expect to present to the trade many new articles which we are developing and which give every promise of being exceptionally good profit builders."

J. R. Wilson Co. Guest of W. L. Marshall

A motor boat outing to Tuckerton was enjoyed by the employes of the J. R. Wilson Co., well-known local Victor dealer, which operates four stores, with headquarters at 929 North Broad street, on a recent Sunday, when they were the guests of W. L. Marshall, of the advertising department of the Victor Co. In addition to the boat trip fishing was indulged in with considerable success.

Victor Executives on Vacation

Ernest John, advertising manager of the Victor Talking Machine Co., is spending his vacation at Chester Lake, Pa., where he is visiting his elder son, who is a student in the Summer

school and art colony there. Frank K. Dolbeer, sales manager of the Victor Co., and his family are spending their vacation in the Adirondacks. Edward J. Dingley, assistant sales manager, will leave on his vacation following the return of Mr. Dolbeer. He is planning a trip through New England with his family.

Believes in Publicity and Benefits Thereby

I. Grabuski, president, and Samuel Fingrut, secretary and general manager of Everybody's Talking Machine Co., Inc., have both returned from their vacations greatly benefited and have already enthusiastically taken up plans for a Fall campaign. Business is reported to have continued good straight through the Summer months and every indication points toward a good Fall season. Everybody's Talking Machine Co., Inc., is a strong believer in publicity and a campaign covering the Fall season will present the entire line in a forceful manner to the trade.

Guarantee Co. Enlarges Line

The Guarantee Talking Machine Supply Co. is now placing on the market a variety of talking machine supplies, the quality of which it is approving through placing upon these products the label of the company, which is the word "Guarantee" within a diamond. The latest product to bear this label is graphite produced in various-sized cans. Messrs. Keen and Posner, who compose this firm, report that the volume of business being received is growing steadily and both look for big business during the Fall season.


T. W. Barnhill Enjoyed Maine

T. W. Barnhill, president of the Penn Phonograph Co., Victor distributor, of this city, returned to his desk on Monday, July 30, after several weeks spent in the invigorating climate of Maine. Mr. Barnhill stayed at the Troutdale Cabins, situated on the shore of the lake of the town of that name. Mr. Barnhill entered enthusiastically into all the recreation afforded by the camp and returned to his desk well equipped for the arduous duties which will, doubtlessly, be attendant upon the big Fall business expected.

Remodeling New Home

Extensive improvements designed to develop attractive service and demonstration rooms and offices and to expedite shipments necessitated by doubled business are being completed by the Emerson Phonograph & Record Co., recently removed from 810 Arch street to the 8,000 square feet of space on the second floor of 420 Market street, with Harry Fox in charge. Improvements consist in the equipment in mahogany of display booths and executive offices

(Continued on page 88)



\$135
LIST
PRICE

YOU can't make a mistake! selling the NEW EDISON!

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively

PLAYS ALL RECORDS

1819-1859 NORTH 10th STREET

PHILADELPHIA, PA.

A FEW DEALERSHIPS OPEN WRITE US



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and Ferdie Grofé

Lyrics by
Dorothy Terriss
author of
'Three O'clock in the Morning'

BIG WALTZ HIT

"You can't go wrong
With any FEIST song"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

and construction of a partition dividing these from the shipping department. Since the reduction of the Emerson line of records from 75 to 50 cents, sales have been reported by Mr. Fox to have increased 100 per cent. Mr. Fox is also proprietor of the Fox Philadelphia Co., 723 North Twenty-sixth street, which wholesales and retails the Kiddie Record made by the Kiddie Record Corp.; Walter Camp's "Daily Dozen," the Pal portable, the Brilliantone needles and a line of accessories.

General Radio Corp. in New Quarters

New quarters, double the size of the old, were occupied during the month at 128 North Tenth street by the General Radio Corp., distributor of Okeh and Odeon records and Strand phonographs. The new quarters have a large frontage and are most attractively appointed. There is provided on the main floor of the building a display room whereon a large assortment of the talking machines and the record stock will be carried. The General Radio Corp. is conducted by its organizer, Walter Eckhart, widely known in the trade.

Receive New Columbia Consoles

There are now on display by the Columbia Graphophone Co. all models of the new consoles and by the middle of September a stock of these fifteen models, retailing at from \$50 to \$225, will be available. There was enjoyed

during the month a visit from O. F. Benjamin, of New York, general manager of record sales. E. D. Woodward, of the sales force covering Scranton and Wilkesbarre, is spending his vacation as a lieutenant in the National Guard in Camp Meade. J. J. Doherty, head of the credit division, is spending his vacation in Atlantic City. Miss Rose Klein, head of stock department, is vacationing at the seashore.

Solotone Co. Elects Officers

A new executive personnel was elected during the month by the Solotone Phonograph Co., 1715 Walnut street, these being: President, Jerome Macdonald; vice-president, Vergne Sweet; secretary, S. M. Campbell; treasurer, L. Bertrand Sweet.

Mrs. Morell Wagner Seriously Ill

Mrs. Morell Wagner, wife of Morell Wagner, of the firm of Luedeke & Wagner, 5108 Baltimore avenue, distributors of Edison and Brunswick records and machines, is seriously ill at her home.

Enlarge Stock and Department

Mrs. Theresa Quimby, of the talking machine department of the Estey Piano Co., is spending a month's vacation in Detroit, accompanied by her son Gerald, head of the radio department. Before returning to Philadelphia they will make a tour of the Great Lakes. Upon the return of the heads of these departments there will be

stocked in the enlarged quarters on the second floor of the building a greatly increased stock of Sonora, Cheney and Victor machines. The second floor recently was added to the department for the display of machines, while the records will be confined to the lower floor rear.

Sell Many Discontinued Columbia Models

When the inventory of the talking machine department of Gimbel Bros. was completed, August 1, by Manager G. F. Wurtele, he was able to report to R. S. McCarthy, manager of the music department, a virtual clean-up of the proportionate share of the 53,000 Columbias recently purchased by Gimbel Bros., New York and Philadelphia, in conjunction with other branches and buyers.

Who Won the Game?

Who won the game—that's the mystery of the scoring in the golf match held on the course of the Philadelphia Golf Club during the month between the phonograph department of Wanamaker's and the players of the Brunswick-Balke-Collender Co., 1002 Arch street. From unofficial sources it has been disclosed that a decided victory was scored by one of the departments, but owing to the secrecy maintained by both companies it remains a mystery. We would like to know what's the idea?

To Enlarge Sales Organization

Announcement has been made by the Gennett record division of the Witlin Musical Instrument Co., distributor of Gennett records, of the acquisition of the Howard Lanin Arcadia Orchestra, which is broadcasting through Lit Bros. WDAR radio station. The Lanin Orchestra made this month the first of a series of records of popular numbers. The Witlin Co. is planning to place during August additional salesmen and special record salesmen in the eastern Pennsylvania, New Jersey, Delaware and Maryland territories. Ben Witlin, head of the firm, has just returned from a trip to Atlantic City with his family.

Increased Demand for the "Banco"

The Philadelphia Badge Co., of this city, well known throughout the trade as a manufacturer of record cleaners, reports that the approach of the Fall season has greatly stimulated the demands for its newest product, the "Banco."

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

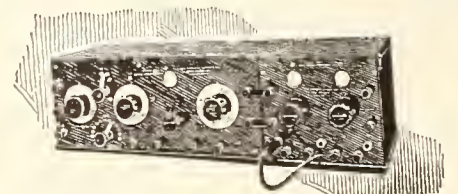
Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise
UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

This device, as previously explained, enables the customer to save odd change and return the bank to the dealer to open and use for the purchase of records. From the orders being received dealers evidently plan to use this device to a great degree for the stimulation of record sales.

The Artistic Starr & Moss Home Trade representatives visiting the city have

Charles O. Leudeke, manager of the talking machine department of the Ludwig Piano Co., leaves on August 18 for a vacation at Atlantic City. It is the plan of Manager Leudeke upon his return to expand the Brunswick and Edison lines.

Assistant Manager Mrs. A. Clark, of the Victrola department of the Wanamaker store, has just returned from a trip to North Carolina.

Thomas Cummings, of the talking machine department of Strawbridge & Clothier, is on a two weeks' trip in Maine.

Louis Buehn, president of the Louis Buehn Co., Inc., Victor distributor, of this city, accompanied by Mrs. Buehn, will spend his vacation motoring through New England. While in Vermont Mr. and Mrs. Buehn will visit their son, who is vacationing there.

The Playon Continuous Phonograph Player, Inc., of this city, made a public demonstration of its

Our service is built upon an understanding of VICTOR retail problems.

CAN WE HELP YOU?

The Talking Machine Co.
Victor Wholesalers
1025 Arch Street
Philadelphia, Pa.

CALL TO-NIGHT
To See Philadelphia's Handsomest Phonograph Shop

The Beauty of Our Store is only exceeded by our Service and Courtesy.

Just below Erie Ave. **Starr & Moss Co.** Salesrooms for the
NEW EDISON—CHENEY—SONORA—COLUMBIA
PHONOGRAPHS
3635-37-39 Germantown Ave. Open Every Evening

How Starr & Moss Co. Advertised Its New Store informed the Starr & Moss Co. that its new phonograph store at 3639 Germantown avenue, conducted in conjunction with its jewelry store at 3635-3637 Germantown avenue, stands in the forefront in artistic attractiveness and in facility for doing business. The store has the new idea windows, four feet wide, on the street front, but converging to the doorway in their ten feet of depth, so that spectators may view the display out of the sun's glare and free from traffic annoyance and be led by the eye into the store itself, a full view of which is possible through the rear of the window. The store is finished in hardwood with solid oak wainscoting, walls above and ceiling being in blue and cream effect. On the store level there are five booths, all elegantly appointed and with capacity for the display of thirty machines, the lines carried being the Edison, Sonora and Brunswick. The basement has capacity for 150 machines and for a large stock of records and a repair shop. The three stores have a frontage on Germantown avenue of sixty feet and a depth of seventy-five feet. The proprietors are Christian Starr, Harry T. Moss and Harry S. Sommers, the latter giving his entire attention to the phonograph business founded eight years ago.

Relinquish Vacations for Work

At the weekly sales meeting of the field staff of the Girard Phonograph Co., Edison distributor, last week, the members voted unanimously to voluntarily relinquish their vacations this Summer and to continue their missionary work throughout the territory. This action was the result of a suggestion made by W. C. Stiver, a member of the staff, that their sales quota could be better reached by consistent and continuous effort and that a fitting celebration upon having reaching their goal would be preferable to a vacation at this time.

New Radio Departments Opened

A radio department has been opened by the Star & Moss Co. The firm will carry a complete line of radio sets and attachments with a repair department in its talking machine store adjoining its jewelry establishment. Both the stores are most attractive in construction and fixtures and considered among the finest in the Germantown avenue section.

Complete sets of the Crosley and Kennedy radio equipment and accessories are now being carried in the newly opened radio department of the United Music Stores Corp., 619 Cherry street. The new department is under the management of Oscar Kern.

winding and continuous-playing device at No. 6 Gordon Pier, Atlantic City, on August 1, under the supervision of President A. C. Balson, assisted by G. P. Freeman.

Substantial Reasons for Optimism

"It may seem odd to say repeatedly that we are optimistic, but we cannot help it," remarked A. W. Rhinow, speaking for the Girard Phonograph Co., Edison distributor. "This is especially true right now. Despite the fact that many people are away on vacations and are spending money for outdoor pleasures, our business has taken a decided upward turn even earlier than we had expected.

"To our minds this condition implies an extraordinarily healthy Fall business. Because we are jobbers of Edison phonographs only and sell only to the dealer, when we do business it means that the dealer likewise is doing business. There is good reason, therefore, for us to be optimistic all along the line.

"Our field staff has already signed up quite a number of dealers for Fall tone-tests and it is likely that all of the larger towns and quite a few of the smaller towns will have at least, one. Last year we thought that we had reason to be proud of having two different tone-test groups on the road at the same time. This year we hope to have three.

"Within the next week or two Mr. Edison will make an announcement to our dealers direct from Orange concerning a new feature in the distribution of Edison re-creations. While we do not wish to anticipate his announcement by making the plan known as yet, we are gratified that Mr. Edison has chosen our dealers with whom to take this forward step and we look forward to an ultimate increase in re-creation business from this source."

To Increase Stock of Sonoras

Manager E. S. White, of the Philadelphia headquarters of the Sonora Phonograph Co., announces that orders for the Fall trade have been coming in plentifully from Maryland, District of Columbia, Pennsylvania and Delaware.

On Guard

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street Philadelphia, Pa.
Victor Wholesale Only

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-ninth 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.]

REALIGNING TO NEW CONDITIONS

Last month I argued for a system of cataloging and classifying records which should relate them to their origins, rather than to the personality of the recording artist. It was, of course, not intended to suggest in the course of this argument that the personality of a great singer or instrumentalist is not of the utmost value to the sale of all high-class records, whether or not directly originated by him or her. That is to say, the fact that Caruso sang, that Heifetz plays the violin and Casals the 'cello, that Rosa Raisa sings, and so on, in itself helps the sale of all high-class records by all high-class artists. It is, of course, primarily to the interest of every record manufacturer to secure as many great artistic names as possible; but at the same time it is not good business to deny that this competitive game has its grave disadvantages.

Name or Music?

There are only just so many very great names in the world of music. Singers, who are in no sense musicians, are the least dependable and the most ephemeral of all the well-advertised figures in this world. They come and they go. The tenor or the soprano who was greatly acclaimed last year may have so badly fallen off during the following season that the public is no longer interested, but instead, under the direction of the music critics, is acclaiming another star. For this reason, out of the many voices recorded only the very few immortal ones are likely to be in great demand for more than a season or two.

Instrumentalists are in better positions. For one thing, they are trained musicians, in the sense that they must have something more than a mere natural gift. They must possess some intellectual power; whereas a singer may be a throat and no more. The instrumentalists,

moreover, are more lost in their art than are the singers, and a fine instrumental record is likely to hold its place year after year despite competition, where a singer would soon be displaced by the shifting of the public thought in a new direction at the bidding of the tireless publicity man.

From these considerations there emerge, naturally, two important points. On the one hand, it is plain that the vocal records, despite their vast popularity, have not the same individual permanency that pertains to instrumental records of equal caliber; while, on the other hand, it seems equally clear that the argument for relating records (especially those which come as extracts from operas) to their origins is much strengthened.

Relate Singer to Opera

In other words, it seems the part of wisdom to relate the product of the singers henceforth to the operas of which the arias are parts. Most of the popular high-class vocal records come from Italian opera, and because so much of Italian opera is uninteresting little attempt is made to record any parts of them save these favorite arias. On the other hand, there are certain Italian operas which are universally liked, and for information about which there is always a good public demand. "Aida," "Trovatore," "Traviata," "Otello," "Barber of Seville," "Pagliacci," "Cavalleria Rusticana," "La Boheme" and "Madama Butterfly" are examples of operas which could be sold in their entirety with good success, because thousands have heard parts of them and more thousands have heard them all. What with radio now coming to broadcast the operas this Winter, it is plain that the opportunity of the record people is at hand to take advantage of the broadening of interest in operatic music sure to result, by not only classifying and relating to their origins all the vocal operatic records already in existence, but also by rounding out the collections of records relating to each of the favorite operas which will be performed again and again this Winter, thus putting dealers in a position to make capital of the competition of radio.

In a word, if the people can occasionally hear

through radio just enough opera to stimulate their interest, there will be a great opportunity to capitalize this interest for the benefit of the talking machine. The radio gives what the broadcasters choose to have it give; but the record and the talking machine preserve permanently. Here is something to think about.

How to Help Dealer Tie-up

But to enable the dealer to tie up his merchandising with all these considerations it is necessary that the manufacturer should help by reclassifying his records and by beginning to advertise them in their proper and true relations. I have already discussed what I mean by this in the article of July, to which reference may be made. In precisely the same way, and for the same reasons, instrumental records of pieces which belong in larger works, such as concertos, symphonies and sonatas, ought to be so classified and so advertised consistently. In this connection, however, it should be said that more progress has been made with such a wise classification in the instrumental than in the vocal division. Even so, it is silly to catalog the slow movement from the Tschaikowsky string quartet as "Adagio Cantabile, Tschaikowsky." It should rather be "Slow movement, from Quartet, Op. 11, Tschaikowsky, played by the Elman Quartet." I can testify that, having reclassified all my own records, both instrumental and vocal, by this system in a card index I find the convenience very great and the simplicity of arrangement still greater.

Permanent and Always Available

But the argument is even stronger from the commercial point of view. At the present time there are talking machine dealers feeling, or at least allowing it to be supposed that they feel, a good deal of uneasiness as to the future of the business in which they are engaged. They believe, or profess to believe, that radio threatens their prosperity. Well, if they believe this they are wrong. But it will be of great use to such weak minds (and to the strong ones as well) to change the general view about the position of the talking machine record. This record must henceforth be regarded, advertised and sold as the permanent and always available preserver of the floods of music which move across the consciousness of the people daily and nightly from concert room, opera house, theatre and dance hall. "All that you can hear is more than you wish to preserve; but what you wish to preserve only the talking machine can preserve for you." That is the contemporary argument for the "talker."

Is my argument clear? If I am right, it is for us all to recognize the facts which confront us and to take steps to meet them in a masterful fashion. To maintain itself against the shifting currents of public favor the talking machine has to emphasize its irresistible strengths. It is the perfect preserver and the ever-available fountain of all music. It never stops, never goes to sleep, never asks wages. Its records, then, which are its blood and bone, must henceforth be sold as what they are. They must be adequately classified and adequately merchandised. The merchant and the manufacturer alike in their advertising propaganda must be able to show that they can give the people all that radio can give them, and more. They must show that everyone can have what I, as one individual, am fortunate in having, whole symphonies and concertos, whole operas. It is only necessary to let the music-loving world know what we have for them. At present they do not know, and many a fine collection of record music, existing at present only in its would-be owner's imagination, is waiting to be translated into fact by the intelligent service work of intelligent merchants and manufacturers.

FELT



SATISFACTION

PERMANENT patronage is invariably the result of satisfaction.

Leading manufacturers of talking machines continue to favor us with their orders for turntable felt, year

after year, for one reason only—satisfaction.

Other manufacturers may be interested in knowing about this source of felt supply. An inquiry will receive careful attention.

American Felt Company

TRADE MARK



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

SELLS BRUNSWICK TO SCHOOL

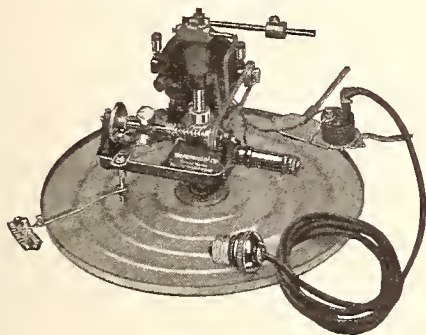
John Duncan, of New Haven, Closes Interesting Sale—Class of Two Hundred Selects Brunswick Following Quick Action by Mr. Duncan

NEW HAVEN, CONN., August 7.—John Duncan, Brunswick dealer in this city, recently closed an interesting sale of a Brunswick phonograph to the members of a graduating class of a local school. With his usual progressiveness Mr. Duncan learned some time ago that the members of this class had some money to spend with which they wanted to buy a fitting present for the school. He immediately interviewed the principal of the school and was invited to demonstrate the Brunswick phonograph to the entire class, numbering over 200. After the demonstration Mr. Duncan withdrew while the class held a vote and a few minutes later he was delighted to learn that it had been unanimously decided to purchase the Brunswick phonograph, together with a good-sized library of Brunswick records.

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 ready to run.

Sample, mounted on motor board, 12x12 3/4, \$25.00 C.O.D. Money back if not satisfactory.

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

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE
Trade Prices upon application

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

RECORD SERVICE SHOP IN NEW HOME

Sonora Line Featured in New Warerooms of Sheboygan, Wis., Concern

SHEBOYGAN, WIS., August 6.—The Record Service Shop formally opened in its new headquarters at 827 North Eighth street recently, having moved from its former location at 728 North Eighth street. The shop has been redecorated and equipped with seven demonstration rooms and the stock of records has been doubled and a complete line of Sonora phonographs has been installed. The shop is owned by Ed. Mahnke and besides Sonora phonographs, Okeh and Odeon records are handled.

NEW BRILLIANTONE ORDER BLANK

Brilliantone Steel Needle Business So Far This Year Passes Last Year's Total

The Brilliantone Steel Needle Co., New York City, has just had printed a new order blank covering the entire Brilliantone line. This new blank, in addition to being efficiently arranged to a marked degree, is attractive in its arrangement as well, and in conjunction with the dotted line in each case are shown illustrations of the packages in paper envelopes, tins, imprinted tins and the combination record cleaner and needle container.

B. R. Forster, president of the company, reports that business has been very good so far this year. A compilation of the figures of the first seven months shows that business already has passed the mark of the entire year of 1922.

B. R. Forster and H. W. Acton, secretary of the company, are enthusiastic over the prospects for Fall and are making energetic plans for this season.

With the recent arrival of Mr. Forster's mother and grandmother from Mississippi the Forster residence in Queens, L. I., now houses four generations under its roof.

D. BEDRICK SELLS HARTFORD STORE

Returns to Portland, Me., and Assumes Management of United Music Stores

PORTLAND, ME., August 6.—David Bedrick, of Hartford, Conn., who recently sold the business of the Hartford Music Co. to Messrs. Webber and Henneburger, has returned to his old field in this city and has succeeded J. T. Shaughnessey as president of the United Music Stores of this city, Saco and Biddeford. Mr. Bedrick has for twenty years been one of the big factors in the retail distribution of talking machines and records and his many friends will be glad to learn that he has returned to this city.

WARNER'S SEVEN ACES WITH OKEH

One of the recent additions to the fast-growing list of Okeh artists is an orchestra from Atlanta, Ga., known as "Warner's Seven Aces." This organization is very well known throughout the South, having appeared recently at two prominent theatres in Atlanta and, in addition, it has for several months been broadcasting from Station WGM, controlled by the Atlanta Constitution. The orchestra is known to radio fans as the Constitution Orchestra. Byron Warner, pianist and director of Warner's Seven Aces, is popular throughout the South as one of the leading exponents of modern dance music.

FALL RIVER DEALER EXPANDS

FALL RIVER, MASS., August 6.—Kaplan Bros., Columbia dealers of this city, have recently been forced to acquire the second floor of the building at 300 South Main street, which they have remodeled into a display room. Mr. Kaplan is planning to run community dances on certain nights of the week for the various foreign elements in the city, of which there are many, especially the French and the Portuguese.

Little Things Play Huge Parts

Loss of sleep caused Napoleon's defeat at Waterloo. To a restless cow is attributed the great Chicago fire. Broken rails have hurled De Luxe flyers to destruction. Throughout history you find little things playing large parts in the drama of life.

So it is with your smaller articles of merchandise—phonograph needles, for instance—which unfailingly indicate your policies and tell the customer what to expect from your store in service and satisfaction.

Why not send for a sample Sonora Semi-Permanent Needle and see for yourself that there is a better needle to offer your customers?

Sonora Phonograph Company, Inc.
279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



Sonora's Dealer Service is KNOWN

Sonora dealers are preparing for the most profitable period in their histories, confident that the cooperation received from Sonora will help make them even more sales than would ordinarily be the case. For aggressive Sonora dealers know, from past experience, that Sonora is consistently dedicated to the broad policy of mutual, helpful cooperation right through the entire merchandising channel, into the consumer's home.

Sonora Phonograph Company, Inc.
279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



IN PITTSBURGH

*Sales Gain in Satisfactory Manner—Warn of Machine Shortage—
Passing of David S. Hartley—Dealers Preparing for Fall Trade*

PITTSBURGH, PA., August 9.—Volume of talking machine business handled in July showed a marked increase over the same month a year ago. Jobbers and retail dealers alike are agreed that from now on there is bound to be an upward trend in the talking machine business that will reflect in a marked degree the general prosperity that prevails in the Pittsburgh district. Busy mills, factories and mines are factors that cannot be disregarded in the business calculations of the trade.

While there are a number of persons away on their Summer outings and vacations there are enterprising dealers in talking machines and records who are not allowing the usual "Summer lull" to interfere with their business plans. The mails are being utilized to reach patrons who are at the seaside, at the lake shore or at the mountain resort.

Warns of Victor Machine Shortage

A note of warning concerning a shortage of Victor merchandise has been sounded by Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co. He said: "As I have intimated several times recently relative to a shortage of certain lines of the Victor talking machines, the situation to-day emphasizes the correctness of predictions. A year ago at this time we had ample stocks of Victor merchandise in our warehouse and were in a position to care for the requirements of our clients in a satisfactory manner. To-day the situation is reversed and we are, or rather will be, short of Victor talking machines. This is not an unusual situation, but it is a condition brought about by the tremendous demand for the Victor line. Dealers who heeded warnings about a possible shortage and placed orders for their requirements ahead will be in a very pleasant position when the Fall trade opens up in real earnest. As I view it the Fall trade in Victor products, both in talking machines and records, will be unprecedented."

C. C. Mellor Co. Busy

H. H. Fleer, manager of the retail Victor department of the C. C. Mellor Co., before leaving for Lake Chautauqua, N. Y., to spend the month of August on his annual vacation, stated

that business in the Victor department for the month of July had been uniformly brisk.

Attractive G. R. C. Quarters

The new quarters of the General Radio Corp. in the large office building at 1005 Liberty avenue, where Manager Frank Dorian is in charge of two large floors, have been attractively fitted up. The seventh floor of the building is utilized for the private office of Mr. Dorian and the general business offices, with space set aside for the office and sales forces. In the rear is a display section, where the line of talking machines and records handled in the Pittsburgh offices are on exhibition. A general line of the "Geraco" products is also shown. The eighth floor is used for stockroom purposes. In speaking of business conditions, Mr. Dorian said: "It is very gratifying for me to state that our business has gone forward. At this season of the year when everyone naturally talks of Summer dullness and off seasons we cannot find any excuse for such statements. Our June business was the best for any month since we located in Pittsburgh, while July has also shown a very satisfactory volume of business handled. A feature that is rather pleasing is the manner in which the retail dealers are preparing for their Fall trade in stocking up in a sane manner. It is my candid opinion that we are on the eve of a very brisk era of business and general prosperity."

The Strand phonograph, as well as three styles of portables and Okeh records, are distributed by the Pittsburgh office.

Advertising Brings Business

Thomas A. Coyne, new manager of the talking machine department of the Kaufmann & Baer Co., stated that business has been showing a better tone for the past few weeks. He said that record sales have been satisfactory, due to judicious advertising methods. In his department the Victor, the Strand and the Nightingale instruments are handled, as well as Victor and Vocalion records.

Preparing for Big Fall Trade

A. A. Buehn, treasurer of the Buehn Phonograph Co., stated that the outlook for Fall business is very satisfactory and that the com-

pany is taking time by the forelock in preparing to meet the demand of increased business. Harry M. Swartz, manager, spent his vacation at the seashore.

New Edison Dealers

New Edison retail dealers appointed by the Buehn Phonograph Co. are D. W. Cummings, of Cadiz, O.; R. E. Caplan, of McKeesport, Pa., who took over the Edison dealership of the Keefer Phonograph Co.; H. W. Piper, of Saltsburg, Pa., and J. C. Jones, of Wellsburg, W. Va.

C. N. Shorts Buys Out Partner

C. N. Shorts, of the firm of Shorts & Lutz, Edison dealers at Emlenton, Pa., has purchased the interest of Mr. Lutz in the firm and will hereafter conduct the business personally.

Death of David S. Hartley

David S. Hartley, for the past thirty-five years connected with the music trade in this State and for many years sales representative of the Buehn Phonograph Co. in this city, passed away late last month following an operation. The deceased was a pioneer in the music business in Pennsylvania and during his many years in the trade he had made a host of friends who are mourning his passing. He is survived by two sisters and three brothers.

Dealers Add Sonora

H. Milton Miller, manager of the Sonora Distributing Co., stated on his return the past week from a vacation trip to Virginia that indications point to brisk Fall business in the Sonora phonograph and Vocalion record lines. Sonora dealers are placing Fall orders now in anticipation of a good season. New Vocalion record dealers are the Avalon Pharmacy, Avalon, Pa., and A. G. Gabosch, Brighton road, Northside.

F. Roediger, of the Sonora Phonograph Co.'s general offices in New York, was a recent visitor to the Pittsburgh offices.

Big Demand for Victor

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Co., in reviewing the business situation, declared: "There is every indication of a very brisk Fall demand for the Victor line. In fact, the demand appears to be so great, in the shape of advance orders, that it will be rather difficult to fill the orders of the trade."

Excellent Columbia Demand

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., in discussing trade conditions, stated: "We are disposing of all the Columbia machines and records that we can secure, and it is my firm belief that the Columbia sales in the Pittsburgh district this Fall will be larger than ever. Even our mid-Summer sales are showing a decided increase over the same period a year back. Our new process Columbia record is meeting with wonderful success. As I view it, our main concern will be to secure ample merchandise to meet the requirements of our dealers for Fall delivery."

News Brieflets

R. W. Longfellow, of the service department of the Aeolian Co.'s Vocalion record department, spent several weeks here conferring with Vocalion dealers.

George J. Meyer, manager of the Pittsburgh offices of the Brunswick-Balke-Collender Co., stated that trade conditions were showing unmistakable signs of improvement here.

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., stated that sales for July were away ahead of the same time in 1922, record sales being especially good.

John Henk, of the Columbia Music Co., Edison and Columbia dealer, also reports a satisfactory volume of business for July.

C. B. Hewitt, manager of the sales department, was a visitor to New York recently.

A. O. Lechner, secretary of Lechner & Schoenberger, Edison, Columbia and Victor dealers, is back at his desk after a vacation.

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., was a visitor to New York recently.

Henry Wood, manager of the Boggs & Buhl talking machine department, was a visitor to the Cheney exhibit at Grand Rapids, Mich.



Being authentic in design, our reasonably priced period models appeal to lovers of artistic furniture.

And, the realism of tone makes the New Edison of even greater appeal to those who appreciate REAL music.

BUEHN PHONOGRAPH Co.

EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

This month Al Jolson displays his versatility—and other things—in "Waitin' For The Evenin' Mail." This is an entirely new type of song for Jolson, but the same old punch that marks all his work is there in every round.

Frank Crumit, in the companion number, sings "When You Walked Out Someone Else Walked Right In." A-3933.

COLUMBIA GRAPHOPHONE CO.
New York



RICHMOND

Colored People Big Purchasers of "Blues" Records—New Dealers Appointed—News of the Month

RICHMOND, VA., August 8.—By circularizing 4,000 homes of the better class of Richmond colored people recently the Corley Co., Victor jobber and retailer, succeeded in increasing greatly its sales of "blues" records. Results from this method of reaching the colored trade were almost immediate, according to J. H. Steinbrecher, manager of the retail department of the company. With the circulars were enclosed illustrated folders featuring in particular four 75-cent double-faced new "blues" records. With few exceptions this business is cash and it is appreciated all the more on that account. Many of them in making purchases after being circularized have brought the folders with them to make sure that they are getting just what they want. Failure of newspaper ads to pull with them is attributed to the fact that but few of them read the papers closely, if at all. On the other hand, they rarely fail to read a circular letter, even though it comes to them with one-cent postage, for there is no race that likes to get mail as they do.

New Edison Dealers

The C. B. Haynes Co., Edison jobber, announces the appointment of the following new dealers: R. E. Knight & Son, Alexandria; Chipley's Pharmacy, Moorefield, W. Va.; Community Shop, Marion, Va.; Gulley Furniture Co., Nashville, N. C.

W. W. Bowman, vice-president of the C. B. Haynes Co., is planning to spend his vacation fishing in the waters of eastern Virginia.

The Haynes Co. is looking ahead to a particularly big Fall business, as are other Richmond jobbers and dealers. Indications point to excellent crops in Virginia, as well as other contiguous States, heavy rains of recent date having counteracted the effects of the drought experienced in this territory earlier in the Summer. Industrial conditions are also reported good throughout the territory.

The Haynes Co. reports that business is running considerably ahead of last year. Illustrating the upward trend, business for June was 28 per cent greater than that in June of 1922, which was the poorest month last year.

Mrs. C. H. Dietz, office manager of the Colonial Piano Co., Columbia dealer, is spending her vacation at Atlantic City.

A. L. Steinbrecher a Benedict

A. L. Steinbrecher, city salesman of the phonograph department of the Corley Co., and Miss Nellie Woodson, a popular Richmond girl, were married recently. Wedding bells also rang recently for Major A. Vivian, road salesman of this company. His bride was a pretty, young nurse of Richmond.

Rowlett's, 418 West Broad street, is closing

out its phonograph department, with a view of concentrating entirely on bicycles and sporting goods. It has been handling the Brunswick machine and records for the last three years.

Health Record Display Boosts Sales

Good results were achieved from a recent window exhibit of health records made by the Corley Co., with the assistance of the athletic director of the Young Men's Christian Association, who went through physical exercises in the window for four hours one Saturday afternoon. A number of sets priced at \$3 each were sold as a result of the exhibit. These records are especially popular with stout women, who exercise to reduce. Several of these women bought machines as well as records after viewing the exhibit and many prospects were secured.

Predicts Gain in Sale of Better Music

Frederick W. Schwoebel, manager of the wholesale department of the Corley Co., is expecting the sale of Red Seal records to be stimulated greatly, now that it has been decided to put double-faced records of that make on the market. He believes that the trade throughout the territory covered by his firm will respond liberally. He is also enthusiastic over the prospects for sales of the new Art model. Mr. Schwoebel is just back from a trip to Norfolk, where he found conditions picking up somewhat, and Charleston, W. Va. He reports that the C. I. Coffey Book Store, of the latter city, Victor dealer, has transferred its Victrola department to the Gulperin Music Co. Reynolds & Smith, Victor dealers, Clifton Forge,

Va., recently underwent a reorganization, the present name of the firm being Reynolds & Co.

Friends of Frank W. Corley, vice-president of the Corley Co., will doubtless be pleased to learn that he has fully recovered from the effects of a fractured collar bone which he sustained when thrown from a horse several weeks ago. Mr. Corley spent several days early this month in Chicago on a business trip.

Walter D. Moses & Co. Remodeling

Walter D. Moses & Co., Victor dealers, are giving their store a thorough overhauling. They have installed a new elevator and are painting the store inside and out. New fixtures are also being installed. The firm claims to be the oldest music house in Virginia.

WEILER STORE INCORPORATED

QUINCY, ILL., August 6.—The music business started at 121 North Fifth street by Joseph Weiler, who died recently, will be continued as a corporation in the future. The capital stock is \$120,000, which has been subscribed and paid in as follows: Charles Weiler, \$56,000; Alice Weiler, \$49,900; Lenore Weiler, \$10,000, and W. P. Martindale, \$100. The business will be conducted as heretofore, the corporation dealing in pianos, musical instruments, talking machines and jewelry.

Some one has wisely said that the only ship that comes to a man who sits down and waits for business is a receivership.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments	DISTRIBUTORS	Recreations and Amberol Records
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BUILD A GREATER BUSINESS

WITH

THE NEW EDISON LINE AND ENJOY

MORE PROFITS FROM INCREASED TRADE

BUILT BY

PUBLIC APPRECIATION

OF

EDISON QUALITY

"IT'S AN ASSET WITH YOUR BANKER"

WRITE FOR DEALERSHIP

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES

CLEVELAND

Activities of Jobber and Dealer Organizations Result in Much Publicity and Business—New Agencies Opened—Month's News

CLEVELAND, O., August 7.—Taking advantage of mid-Summer and its attendant outdoor attraction the Brunswick interests here, headed by Leslie I. King, district manager, have been preparing the way for next Winter's business. Most conspicuous effort in this direction has been achieved, since daily newspapers, hitherto somewhat averse to recognizing music and musical instruments as news of interest to their readers, have been induced to co-operate with dealers, with the result that the latter have been getting attention in the news columns and the newspapers, in turn, getting paid advertising that they might otherwise not get. This accomplishment has been made in and near Buffalo, a part of the Cleveland Brunswick district that during August will have a campaign in which some ten Brunswick artists will make personal appearances sponsored by local dealers. So well has this thought been received by newspapers that many have run material, supplied by Mr. King, ahead of the campaign and dealers, in turn, have been advertising as well. About twenty-one newspapers will co-operate in this work, according to Mr. King. Already about a third of this number have run news material about the artists particularly and the talking machine and music generally, and some eight dealers in Buffalo have taken, individually, close to 200 inches of paid advertising space ahead of the campaign.

Edison Sales Drive Nearing Close

The sales contest being conducted by the Phonograph Co., Edison distributor, is nearing its close. Nearly 100 dealers and salespeople are participating in this event, looking to the winning of cash prizes totaling \$250 and a special prize as well, and at the same time adding to their selling ability. Leaders to date, and the divisions they are leading in, have been compiled by E. S. Hershberger, secretary, who is conducting the contest. These leaders are:

Division 1, towns up to 5,000 population: C. S. Stilson, Gibsonberg; C. J. Benedict, Utica; E. F. Ulmer, New Washington. Division 2, 5,000 to 15,000 population: O. D. Zoll, Norwalk; Miss Olive Lawes, Tiffin; H. E. Olin, Kent. Division 3, more than 15,000 population: A. E. Sauer, Lorain; Don O. Thomas, Barberton; Russel Jastatt, Warren. The contest is being conducted in the Cleveland zone. Leaders will assemble at the Phonograph Co.'s headquarters after the contest to receive prizes.

Sonora Campaign Under Way

The way is being paved by the Sonora Phonograph-Ohio Co. not only for more business for present dealers, but for dealers, in Sonora, in

prospect. Many new prospects are being lined up in Ohio by J. L. Du Breuil, sales manager, and Karl E. Kraner, southern Ohio and Kentucky representative. These are being sent much literature, catalogs, advertising material and novelties by General Manager J. T. Pringle and many indicate they will be ringing the Sonora "bell" with the turn of Fall. Meanwhile dealers in the smaller towns and smaller dealers in the bigger cities are not idle, but are pushing for business, many making personal calls in their respective territories and getting new customers right along, they advise Mr. Pringle. One of the newer Sonora dealers to be added lately is Leo A. Gerhardtstein, who has been in the music business for fifteen years in Sandusky.

Cleveland T. M. Co. Starts Poster Drive

Supplementing its post-card service, which features certain individual records and which dealers have been using to great advantage in their record business, the Cleveland Talking Machine Co., Victor jobber, has started a poster distribution that is unique in talking machine trade annals. These posters, each featuring some one record and listing a group of similar records, have been issued in the last few weeks to some 400 dealers and everyone who has used them reports an immediate boost in all record business, according to Howard J. Shurtle, general manager, and originator of the poster idea. The posters are three feet by two feet, in bright colors and characteristic of the record featured, the first, on "The Cat's Whiskers," naturally containing a picture of cats licking their whiskers. The second features Hawaiian songs and has a picture of a Hawaiian girl.

Artists' Concerts Boost Brunswick Sales

In line with its timely work for dealers the local Brunswick organization is continuing its effort with the personal-appearance Brunswick orchestra or band. At present the Bennie Krueger Band is appearing in western New York under auspices of dealers in that vicinity, following an unusually successful tour of the Isham Jones Orchestra. The work of the latter aggregation is especially noteworthy, since Mr. Jones himself took part in the dances or concerts that dealers arranged. In one tour, which was conducted by the Yahrling-Raynor Co., Youngstown; E. E. Smith, Clearfield, Pa.; Melody Music Shoppe, Punxsutawney, Pa.; Halshoff's Brunswick Shoppe, Lockport, N. Y., and Dale's, of Akron, some 5,000 fans were given away, these being patterned after a record, with the words of the chorus of "Swinging Down the Lane" on the other side. Mr. Jones made every attendant join in singing this song. One in-

stance indicates the results of this effort, one dealer reporting he sold 150 of these records the day following the appearance of the Isham Jones Orchestra in his town.

One local dealer linked up prettily with the appearance of this orchestra in Cleveland by distributing 10,000 miniature copies of the chorus of this song, with the words and music. The idea was conceived by I. H. Buescher, of the Buescher Co., and carried out by Leslie I. King, district manager of the Brunswick Co., without cost for printing the miniature copies, these being done by the Leo Feist music publishing house.

New Cheney Models Popular

New console models of the Cheney, available at comparatively low prices, have met with such instant acclaim by the dealer element that practically the entire quota for immediate shipment was taken from pictured folders and descriptive literature, according to T. R. Buel, secretary-treasurer of the Cheney Phonograph Sales Co. This is taken to indicate that the dealers who have the goods are willing to stake on the future for good business. Meanwhile a constructive policy of entertainment has been inaugurated by the local Cheney organization in personally conducted trips for dealers to the Cheney factory in Michigan. Every other week, for the rest of the Summer, twelve dealers will be taken up the Lake on the Detroit boats. These will be conducted either by George R. Madson, president; T. R. Buel, secretary-treasurer, or some other local Cheney executive. The first trip was made this week and among those present were dealers from Cleveland, Akron and Pittsburgh, the trip being conducted by C. V. Hammond, Pittsburgh representative.

New Sonora Store Opened

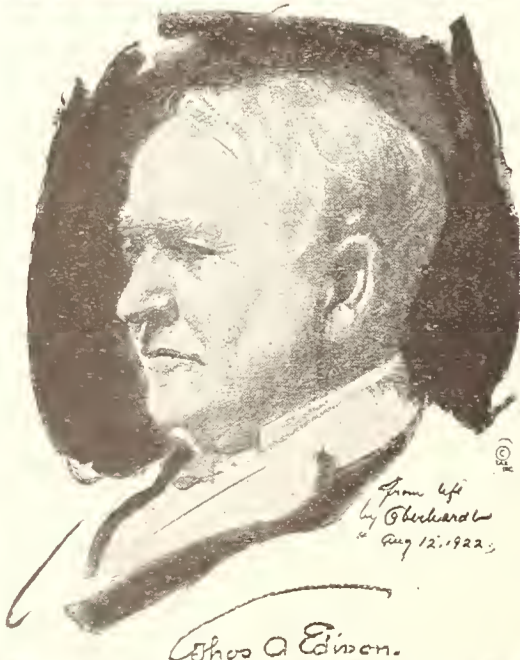
An unusual opening, in which Sonora was featured, is that reported by J. M. Irvine, special representative of Sonora in this territory. This includes the opening of the James Horne Co. in Pittsburgh, the feature of which was the use of all the store windows to display every model of the Sonora line, including the \$3,000 Bernardi instrument.

New Columbia Agencies

Expansion of Columbia interest locally and nearby is being accomplished by the intrepid staff of the Columbia district organization, under the gifted leadership of Branch Manager S. S. Larmon. Among the newer dealers to be added to Columbia are Joseph Hoffman and E. W. Phillips, Rochester, and A. Maisel and the Black Swan Music Co., Buffalo. The J. Drombrowski Co., Buffalo, has enlarged the record department and George F. Schafer, at Batavia, has acquired a new location in the central business district of that city.

Advocates Diversified Lines

While there is much to be said on both sides of the much-mooted question as to whether a dealer should be "exclusive"—that is, carry only one line of talking machines—or whether he



An Edison Phonograph Agency Is Valuable for Many Reasons:

It adds prestige to any business; it brings customers into the store frequently (new records are issued every week); it makes your store the musical centre of the community (real "hits" are available on the Edison first): Quick turnover, steady profits and the satisfaction of selling the only phonograph that Re-Creates music so perfectly that it cannot be distinguished from the actual performance of the artist.

Write us for detailed information. A few towns now open for representation.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

"You can't go wrong
With any FEIST song"



© LEO FEIST Inc.
N.Y.C.



HI-LEE HI-LO

日來來來與與與與
(Which means in Chinese - I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town,

should carry more than one line, some good advice on one side of the issue is offered by J. T. Pringle, general manager of the Sonora Phonograph-Ohio Co. After careful study and analysis of the results obtained by both kinds of dealers it is Mr. Pringle's belief that the dealer who has more than one line of instruments is in a better position to close sales than the one who carries only one line. Principal argument for this, according to Mr. Pringle, is that with only one line a dealer exhausts his arguments. When confronted by the almost inevitable problem of having the customer go elsewhere "because my sister has such-and-such a machine and I would like to look at it before deciding," the dealer is forced to let that prospect go out, seldom to return. On the other hand, having more than one line, it is likely that he may have just the instrument she wishes to look at or, if not, another kind from the one she has seen in his store and he is then ready for additional argument. In this way, experience has shown, Mr. Pringle says, the dealer is better equipped and can come more nearly to closing the prospect without unnecessary delay.

Victor Health Girl Performs

Downtown Cleveland, made up principally of the tired business man, was refreshed somewhat during the hot wave in July by the appearance, for two weeks, of Miss Marjorie Barnhardt, publicly known as the Victor Health Girl and in private life the health record exponent of the Cleveland Talking Machine Co. Miss Barnhardt appeared in one of the store rooms of the Miles Theatre Building to impress upon the people that the Euclid Music Co. is doing business on the floor above and is a considerable downtown music establishment. Later she appeared at the Wolfe Music Co., gracing the new crystal front of that establishment. Incidentally, she served to increase business immediately for both establishments.

An Unusual Store Opening

One of the most unusual openings, in point of attendance, aided by the local Brunswick organization, was that of the E. M. Kotz Furniture Co., Syracuse, N. Y., to mark the introduction of the Brunswick line. One of the big features was the dropping of 5,000 invitations from an airplane, and approximately that number attended the opening. About half of those who visited the new establishment received souvenirs, candles and candelabras for the same. An orchestra supplied plenty of Brunswick music. The entire window space was given over to Brunswick displays, except where they were overcrowded with floral pieces from merchants and friends in and out of town.

How the Trade Press Helps

The far-reaching effect of publicity in the trade press is attested to by the request from a Texas dealer that he be permitted to use the Eclipse Musical Co.'s book on standard Victor records, which made its appearance a month or so ago. The dealer has been shipped several thousand copies and other inquiries also will be taken care of in like manner, according to Edward B. Lyons, general manager. All dealers

who have been using this book find that these fine records, comparatively unknown to the jazz followers, find ready sale as soon as their clientele is advised of it.

George W. Savage in New Post

George W. Savage, for many years connected with both wholesale and retail interests in the Victor field here, has joined the Cleveland Talking Machine Co. as sales and special representative. Versatile in his knowledge of dealers' needs, a mechanic of unusual ability and an artist whose gift is reflected in sensational window decorations, Mr. Savage is expected to make a notable showing in his new connection.

Edison Music Shoppe in Larger Quarters

The Edison Music Shoppe is now located in attractive new and larger quarters in the Glenville Masonic Temple, St. Clair avenue and East 106th street, this city. The complete line of Edison phonographs and records is handled in this modernly equipped establishment.

Huge Picnic Furnishes Prospects

A prospect list of some 75,000 names and ad-

dresses has been obtained by the L. Meier & Sons Co., Victor dealer, in linking up with the largest picnic ever held in these parts. The event was sponsored by Clark avenue merchants, 150 of them, and attracted 35,000 people to Puritas Springs Park, where they overflowed onto the country surrounding the park.

The Euclid Music Co., of this city, well-known talking machine dealer, has secured the wholesale representation through Ohio territory for the foreign records imported by Macksoud, of New York.

PATHE CORP. IN NEW HOME

On August 1 the New York offices of the Pathé Phonograph & Radio Corp. were moved from their former location at 18 East Forty-second street to new quarters at 150 East Fifty-third street. The move provides greatly increased facilities, as the company will occupy the entire building at the new address. The recording laboratories of the company are also located in the new quarters.



Sales Thought And not sales talk

About nine-tenths of the most productive selling effort of good Victor dealers is in **PLANNING** the sale and about one-tenth in actual **SALES TALK**.

Victor dealers whom we are privileged to serve know the importance of ascertaining what character of music appeals before beginning a sales demonstration.

A good listener is often a better salesman than a good talker.

THE ECLIPSE  MUSICAL ©
VICTOR WHOLESALERS CLEVELAND OHIO



"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



Write for the **LIBERAL** Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



S A I N T L O U I S

*Business Up to Expectations—Lehman and Shattinger Companies
Suffer Heavy Fire Loss—New Firms—Lines Added—Month's News*

St. Louis, Mo., August 6.—July closed and August opened with business as good as anybody expects it to be at this season and in not a few instances better than expected. Several houses reported that their July business showed a satisfactory improvement over the same month last year and the indications are that August will show a like gratifying condition. Portables, which had a sprightly movement at the opening of the picnic and vacation season, are slowing down. Among the machines the medium-priced consoles seem to have a little the best of the sales, but there is also a pretty good demand for uprights of medium cost. Most of the record movement is in the light stuff which fits the hot-weather mood. Radio sales are beginning to improve and all the indications are for gradual improvement through this month, culminating in big business in September.

To Concentrate on Talking Machine Trade

Manager Geissler, of the Famous & Barr Co. music department, has arranged to have himself relieved from the immediate direction of the piano

department so as to be able to give the greater part of his attention to the talking machine division. Howard Terry, formerly with the W. F. Frederick Piano Co., Pittsburgh, has been appointed sales manager of the piano department, but both departments will remain under the general management of Mr. Geissler.

Suffer Heavy Loss by Fire

Plans for resumption of business by the Lehman Piano Co. and the Shattinger Piano & Music Co., 1101 and 1103 Oliver street, which were burned out on July 19, are in abeyance pending the adjustment of the insurance. Phil Lehman, president of the Lehman Co., has announced, however, that he will open up at the old stand as soon as the building is restored. This will take sixty days, probably, though, and in the meantime he is merely maintaining an office at 1105 Olive street, and has released his organization. Oliver Shattinger, president of the Shattinger Co., has not decided what he will do, but is keeping his organization together. The company has temporary quarters at 1213 Pine street. The entire talking machine and

record stock of the Lehman Co. was destroyed. The Shattinger Co. did not handle talking machines or records. The Artophone Corp., occupying part of the Shattinger Building, lost 300 machines and 3,000 or 4,000 records, but the greater part of its stock was stored at 1213 Pine street. For that reason the company's service to its trade in machines and Okeh records was not greatly interrupted. It has rented the adjoining building, 1215 Pine street, and is taking care of all orders.

A. C. Link to Feature Brunswick

The Brunswick franchise at 2024 East Grand avenue has been transferred from J. Happle to A. C. Link, who has for many years conducted a jewelry store in the next building to the above-mentioned. Mr. Link is planning a formal opening as soon as extensive changes are made.

Mathew Kaemmerer, Brunswick dealer, at 2902 North Vandeventer avenue, has leased a large store at 3199 South Grand avenue, where he will operate his Brunswick Shop No. 2, and is remodeling the building in an elaborate manner, characteristic of Mr. Kaemmerer, to ably care for his requirements. Mr. Kaemmerer plans a formal opening of the new store as an exclusive Brunswick Shop about August 15, which will be in charge of Arthur Kaemmerer.

Police to Record All Movings

St. Louis music merchants who sell talking machines on instalments are now protected by an ordinance which requires the police to keep a record of all removals of such machines or other articles. The police do not like the added labor involved and President Brockman, of the Police Board, has been trying to find a way out of it, but the City Counselor and the Attorney-General have advised him that the law is sound and the service will have to be performed.

Fay-Buchanan Music Co. Incorporated

The Fay-Buchanan Music Co., of St. Louis, has been incorporated with a capital stock of \$10,000, to sell at wholesale and retail pianos, phonographs and other musical instruments and carry on a general music business. The incorporators are: Earl E. Fay, William H. and Lynden S. Buchanan, of St. Louis.

Announce Ad Campaign

Announcement of plans, preparations of which have not all been completed, for one of the most extensive advertising campaigns ever launched by a manufacturer of phonographs and records is being received in a most enthusiastic manner by all Brunswick dealers in this district. The campaign is so broad in its scope that all Brunswick dealers, to whom the plan has been outlined, have decided to take immediate action in the preparations for a very broad, individual advertising campaign of a local character, tying up to the campaign as planned by the Brunswick Co.

Brunswick dealers and others who recently visited headquarters in St. Louis included the following: A. J. Kendrick, general sales man-

THE Artophone CORP.

Business as Usual

The fire which destroyed our Phonograph Department and Offices will not in any way interfere with shipments of:

Artophones
Strands
Okeh Records
Spencerian Portables
Outing Portables
Artophone Portables
Phonograph Accessories

Temporary Location

THE **Artophone** CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-4-5 Kansas City Life Bldg., Kansas City, Mo.

We will continue our famous "Same Day Service."

ager of the Brunswick Co.; Mr. and Mrs. E. Vogelsanger, of Vogelsanger Hardware Co., in Cape Girardeau, Mo., who enjoyed the opening performance of Isham Jones' St. Louis engagement; F. W. Davis, of Davis Music Co., Flat River and Farmington, Mo.; Phillips Supply Co., Carbondale, Ill.; T. Martin Morgan, of Morgan Music Co., Murphysboro, Ill.; L. T. Ralston, president of Taylor Music Co., Columbia, Moberly, Mexico, Fayette and Boonville, Mo.; J. H. Vandever, Robinson, Ill.; Barrett Stout, of Stout's Music House, Kirksville, Mo.

Secures Publicity Via Radio

Miss Helen Hatfield, who manages the broadcasting for the Stix, Baer & Fuller Dry Goods Co., believes in giving her public some information along with their entertainment. Miss Hatfield is also a member of the staff in the Victrola department and, for recent broadcastings, has been giving a series of readings from the "What We Hear in Music," a Victor publication, illustrated by the playing of records. For the radio owner who is interested in knowing more about music this is an excellent opportunity. For bed-time stories Miss Hatfield uses the charming stories for children given in the book "Pan and His Pipes," also a Victor publication. These have been well received.

Meeting of Brunswick Association

A meeting of the Brunswick Dealers' Association was held at Hotel Statler July 17. S. K. Gerhardt, of Zerweck Jewelry Co., East St. Louis, was elected chairman of the Association, to succeed E. C. Storer. Other officers elected were Mathew Kaemmerer, vice-chairman, and R. F. Novy, of the Brunswick Co., secretary. A. J. Kendrick, general sales manager of the Brunswick Co., was present at the meeting, and spoke optimistically of the business outlook for the Fall and Winter. Those present included: S. K. Gerhardt, the new chairman; A. J. Kendrick, R. W. Jackson, J. H. Bennett, R. F. Novy, E. F. Stevens, F. S. Horning, R. M. Clucas, G. F. Standke, C. Hoffer, E. C. Storer, J. H. Kirkland, W. A. Lippman, C. H. Lippman, H. Meyer, A. C. Link, T. B. Hauk, A. Kaemmerer, M. Kaemmerer, W. L. Hoeman, A. L. DeMerville, J. Schmitt, H. Peterman, F. Schnazle.

H. G. Koerber Visiting Europe

Harry G. Koerber, of the Koerber-Brenner Co., accompanied by his wife and daughter, Katherine, sailed from Montreal on July 13 for a two-months' trip through European countries.

A Hot Weather Record Bulletin

As a hot weather spur to business, Frank S. Horning, manager of the music department of the Stix, Baer & Fuller Co., has issued a printed eight by ten sheet for mailing, containing a list of eighteen late records, and accompanied by a special order blank.

Miss Grace Maxey, in charge of the Victrola department of the J. N. Johnson Co., Mt. Vernon, Ill., was a St. Louis visitor recently and a caller at the Koerber-Brenner office.

Reception for Isham Jones Orchestra

During the appearance here of the Isham Jones Orchestra the Brunswick Record Girls, of St. Louis, held a reception for Isham Jones and his boys in the main dining-room of the Statler Hotel. Jones' Orchestra played several numbers, among them the ever-popular

"Swinging Down the Lane," and afterward enjoyed a buffet lunch and dancing.

Those present, in addition to the orchestra, included S. K. Gerhardt, chairman of the Brunswick Dealers' Association, as well as a number of the members of that organization; C. Skouras, D. Silverman, R. Smith and R. Nicholls, members of Skouras Bros. Enterprises; J. H. Bennett, R. F. Novy, J. J. Fox, H. E. Brown and E. F. Stevens, members of the Brunswick Co.; Mr. and Mrs. H. C. Tabler; Mmes. F. S. Horning, A. L. DeMerville, M. F. Kaemmerer; Misses C. Shelley, B. Bollmann and M. Kinggon; Messrs. G. M. Gladding, O. W. Suedel, V. J. Mueller, E. Haddick, A. H. Kaemmerer, A. E. Nuetzel, H. Storer, A. Bellado, J. E. Laswell, R. Eckstein and J. Flynn.

Start Travelers Early

The Silverstone Music Co. started its travelers out earlier than usual to book Fall orders as an experiment and the dealers are taking to it, giving good orders for October and November delivery.

O. W. Kiess Now Manager

O. W. Kiess is the new manager in charge of the Bloch-Kuhl Victrola department. Mr. Kiess was the first manager of this department, having taken charge when it was installed.

Here and There in the Trade

C. A. Reynolds, formerly of the Phonograph Co., Kansas City, Mo., is now connected with the St. Louis branch of the Brunswick Co., phonograph division, and will travel in Southern territory, succeeding W. M. Woltman.

Miss Laura Williams, head of the record department of the Kieselhorst Piano Co., spent her vacation at Chicago and the lakes.

F. S. Horning, manager of the Stix, Baer & Fuller music department, left early in August, accompanied by his family, for a two weeks' stay at Browning, Mo.

Miss Rena Wilson, assistant manager of the talking machine department of the Scruggs, Vandervoort & Barney Co., has been spending a two weeks' vacation in Kansas City. Miss Blanche Rosebrough, head of the educational division; Mrs. N. Ciburn, Miss Ella Marklin and Leonard Truesdale have returned from their vacations.

Gene Rodemich, exclusive Brunswick recording artist, journeyed with nine men to New York recently to the Brunswick recording laboratories. The first of Gene's new Brunswick records will be released in August.

A meeting of the phonograph sales representatives traveling out of the St. Louis branch for the Brunswick Co. was held recently at the Missouri Athletic Association, A. J. Kendrick, general sales manager, presiding. Plans for Fall activity were discussed.

Miss Hazel Holston, formerly with the East St. Louis store of the Conroy Piano Co., has joined the talking machine department of the Kieselhorst Piano Co. Miss Laura Williams, of this department, is on her vacation.

M. M. Blackman, an Edison dealer of Kansas City, Mo., visited E. A. Kieselhorst on his way home from a trip to Chicago.

Miss Wallie Griesedieck, of the Kieselhorst talking machine department has returned from a vacation at Waynesville, Mo.

R. W. Jackson, St. Louis branch manager for the Brunswick-Balke-Collender Co., is at the present time making a trip through the Southern territory looking after company interests, particularly in New Orleans, La.

R. F. Novy, city phonograph representative for the Brunswick Co., is at present enjoying a vacation. He expects to spend a week at Bourbon, Mo., and will then visit the Brunswick factories and laboratories.

O. M. Fisk, sales representative in Missouri and Illinois for the Brunswick Co., just recently returned from a vacation.

Mrs. Millie Ladd and Miss Thea Mullenburg, of the Stix, Baer & Fuller talking machine department, who underwent operations at hospitals, have recovered and are back at their duties.

Jack Burke, of the Famous & Barr Co. talking machine department, has returned from a

vacation at the Famous-Barr farm on the Meramec and is again actively at work.

M. Goldberg, vice-president of the Silverstone Music Co., has started to motor to Atlantic City, accompanied by his wife and child.

J. F. Vohreec, vice-president of J. F. Belue & Co., Fairview, Ill., Edison dealers, was a recent visitor to the Silverstone Co.

Miss Marian R. Fox, of the Silverstone Music Co., has been spending her vacation in the Ozarks, where she enjoyed a good rest.

GOOD PROSPECTS FOR SOME DEALER

FARNS, W. VA., August 7.—Two hundred of the two hundred and fifty miners employed by the Gulf Smokeless Coal Co. here own talking machines, according to information coming from excellent authority. Every one of the fifty who does not possess an instrument is a good prospect and can be sold if the proper procedure is followed. This is an excellent example of how solidly a prosperous community can be sold by an aggressive and live dealer.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

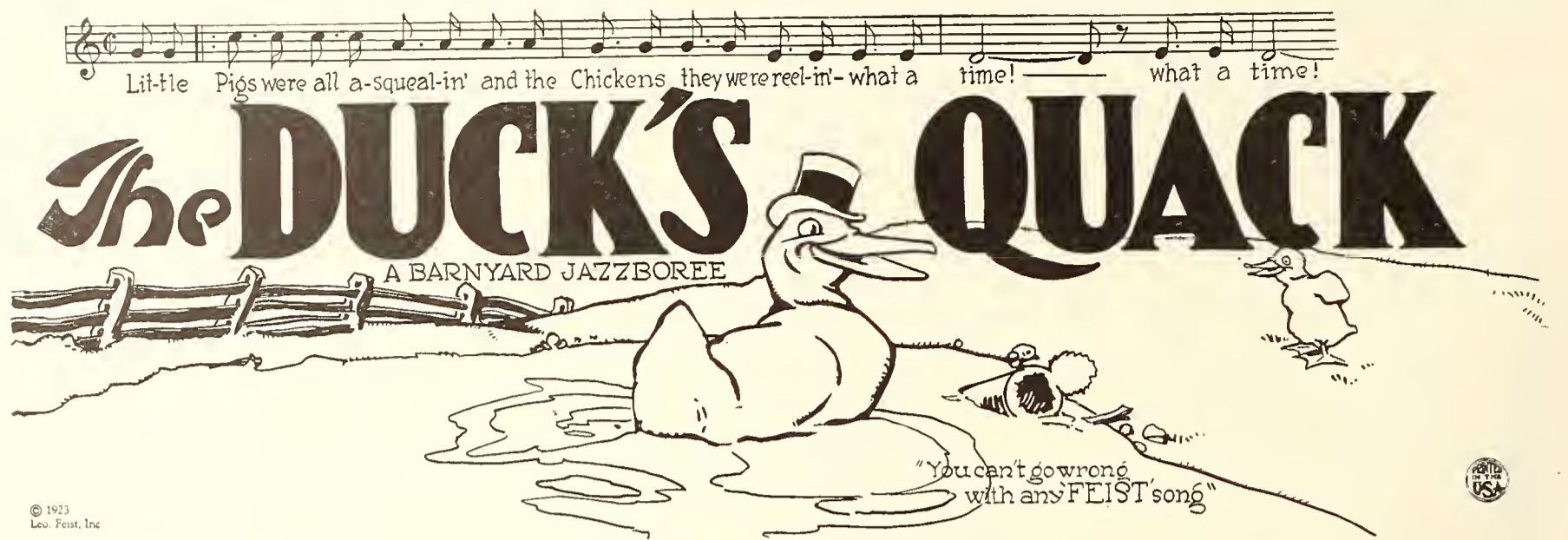
May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$275

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors





INTRODUCING THE OKEH RECORD

New House Organ Issued by General Phonograph Corp.—Has Many Items of Live and Practical Trade Interest

The "Okeh Record" is the name of the latest house organ published in the talking machine industry. This interesting publication for Okeh dealers made its first appearance this month and it is planned to issue it regularly. The dealer service department of the General Phonograph Corp. is responsible for the Okeh Record and Otto Heineman, president of the company, is giving his personal "O. K." to its contents.

Volume No. 1 features on its first page the recent visit to Scranton, Pa., of Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, who became coal miners during their stay in that city. Warner's Seven Aces, a recent addition to the Okeh record library, is also introduced in an interesting article in this house organ and there are several per-

sonal items of interest regarding Gerald Griffin, Shelton Brooks, Sophie Tucker and other Okeh artists. The new Okeh record cleaner is described in the house organ and Mrs. A. Glander, who is editing the Okeh Record, has been congratulated upon the practical value of the first edition of the new publication.

DEATH OF MISS H. WAGNER

C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, Victor wholesaler, and vice-president and general manager of the American Piano Co., New York, and C. R. Wagner, vice-president of the Musical Instrument Sales Co., are receiving the sympathy of their many friends in the trade upon the death of their sister, Miss Gertrude Helen Wagner, who died suddenly while on a vacation trip. The funeral services were held on July 30 at Miss Wagner's late home in Brooklyn, N. Y., and were attended by many friends of the family.

MANY NEW INSTALLATIONS

Zimmerman-Bitter Co. Reports Increased Activity Among Local Dealers—Musical Merchandise Departments Installed by Many Dealers

That the talking machine dealer is discovering a new source of profit in musical merchandise is the opinion of A. H. Bitter, of the Zimmerman-Bitter Construction Co., New York City, who states that more orders have been received for the installation of musical merchandise cases in the last six months than at any other period in the history of the company.

Some of the work recently completed by this company includes the installation of new equipment in the three stores of Emanuel Blout, this installation including new musical instrument departments, plate glass show cases for small goods and sheet music department. A re-order for an addition to the sheet music department has been received from the Windsor-Poling Co., of Akron, O. The Zimmerman-Bitter Construction Co. is completely equipping the store of E. Linehart, 1365 First avenue, the installation comprising hearing rooms, record racks, musical instrument cases and a redecorating of the entire store. New record racks have been added to the store of Bucci Bros., 163rd street and Third avenue, New York.

Among the new contracts recently received is that of S. L. Shott, Mt. Vernon, N. Y., for the equipping of two floors, and this installation will comprise five hearing rooms, record racks with a capacity of 20,000 records, musical instrument, small goods and sheet music departments. The entire premises will be redecorated in French period design with an ivory finish.

OFFERS SPRING SAVING MACHINE

Andrew H. Dodin Distributor for a Clever Device for Use of Repairmen

As set forth in his announcement in the advertising section of The World this month, Andrew H. Dodin, well-known talking machine repairman of New York, has arranged to act as distributor in the United States and Canada for the Ruffo Spring Saving Machine, a clever device that makes possible the reversing and re-winding of main springs so that broken ends may be removed and the spring repunched for further use.

Mr. Dodin came across the machine some time ago and has used it extensively in his own work, with results satisfactory to all concerned, and believes that it should prove particularly interesting to dealers and repairmen located at considerable distances from supply centers, who can not only save the cost of new springs, but at the same time overcome the delays incident to waiting for the receipt of new springs from the factories.

Henry B. Pye & Co., Inc., dealers in furniture, etc., 2918 Third avenue, New York, have discontinued their talking machine department.



Make Money Quick!

HAVE a phonograph sale and offer this beautiful Empire XA1 with an assortment of records for \$89.50! At the peak price this model retailed for \$225, and at the price you can make on it now you can sell dozens in a special sale. Our word for it, you can make a big profit *quick*, by turning a number of these in a special sale. This is a real machine, a wonderful value for you and your customers. Brown or red mahogany, top, front, sides and back. Full French-turned legs all round. Heineman motor. How many can you sell in one week's intensive selling? Write for our interesting proposition.

The UDELL WORKS

28th Street and Barnes Avenue
INDIANAPOLIS



Worth Its Weight in Gold



Are You Worth \$33 Per Week?

IF you are, and this Directory gives you in 30 seconds information it would take you an hour to secure through other sources—

Then this Directory will pay for itself and give you a dividend of 50% or more, depending on how much more than \$33 per week your time is worth.

But the big point is that the Talking Machine World Trade Directory will not save you time on just one occasion—it will do so many times each month, because—

It is the complete and authoritative “Who’s Who,” “What’s What” and “Where” of the talking machine business.

Only 50 Cents



Edward Lyman Bill, Inc.
383 Madison Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

Name.....

Address.....

City.....

When Pablo Casals plays, the whole world of music gives ear. This month he weaves into Glazounow's "Arabian Melody" all the beguiling atmosphere of the exotic East, to catch and hold your senses.

Against the background of a sympathetic piano accompaniment his wizard 'cello stands out in bold relief, like a mounted tribesman silhouetted upon the sky dome of some vast desert. Record 80923.

COLUMBIA GRAPHOPHONE CO.
New York



IMPORTANCE OF WINDOW DISPLAYS IN BOOSTING SALES

George W. Lyle, President of the Manufacturers' Phonograph Co., Makes Some Constructive Observations on the Profits Which Can Be Derived From Properly Arranged Windows

"What's the Window For?" is part of a message prepared for Strand dealers by George W. Lyle, president of the Manufacturers' Phonograph Co., New York, but it has meat enough in it for any phonograph dealer who understands the practical value of the effective window display.

"Maybe you run a big store on the right side of the best business street in town, with twenty



George W. Lyle

or more record booths and a young army of clerks," says Mr. Lyle. "And you've got two or three large, roomy show windows. Or maybe you operate a small store, with three booths and four or five salespeople, and you have just one window, with not too much room in it. Well, either way, keep those windows dressed right! Change them often! Make them work! With new records and new models of the phonographs you carry—and plenty of record bulletins and posters and price cards and attractive signs.

"You can make your windows pay a profit in the rent they cost you. That's what windows are for! Once a week isn't too often to redress your windows. If you have a liberal amount of space behind plate glass utilize every foot of it to best advantage. If you have only a small window area you can't afford to waste a single inch of it!

"Count the people who pass your store every day and you will begin to realize the importance of this feature of your sales work. Yes, sales work, because a well-arranged, attractive window is one of the most efficient sales producers you can employ. The big department stores, like Wanamaker's in New York and Marshall Field's in Chicago, Snellenburg's in Philadelphia, Famous-Barr in St. Louis and Filene's in Boston, pay big salaries to their window dressers.

"If you're on a side street—all the more reason to make your windows work. Good windows are one of the most effective ways of making a side-street store worth putting your

GERSON IS NEW YORK RCA AGENT

General Radio Corp. of Philadelphia Announces Appointment of Prominent New Yorker as Resident Agent and Factory Representative

PHILADELPHIA, PA., August 8.—The General Radio Corp., manufacturer and distributor of radio parts and distributor of RCA receiving sets, Strand phonographs and Okeh records, has announced the appointment of Louis Jay Gerson as New York resident agent and factory representative. Mr. Gerson is located at 63 Reade street and needs little introduction to the

name over. And, by all means, keep your windows well lighted. Ten dollars a month extra for current may mean hundreds of dollars extra in sales. Get a prospect's eye first and you have gone considerable distance toward getting him to say, 'I'll take it.' When you engaged that store probably one-half of the rental should be counted as a window investment. Take that investment seriously—make it pay dividends!"

New York trade, as he was identified for many years with the John Wanamaker store as director of its musical merchandising and piano export business and manager and buyer of the retail phonograph department and his merchandising experience is varied.

The General Radio Corp. very carefully selected its representative in the metropolitan district, with a view toward maintaining the dignity of its product along consistent lines and the maximum of service and production to its dealers and jobbers. It is stated that a plentiful stock will be provided to Mr. Gerson for demonstration purposes.

VICTOR WHOLESALE DISTRIBUTORS

Don't expect
a selfish competitor
to urge you to get
Blackman
Service

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., AUG. 8, 1923.

EVERY so often a Cassandra arises amongst us who talks about "saturation." It is a nice mouth-filling word and one calculated to strike terror into the heart of the unthinking, but it really does not mean much in the talking machine business. We in the mid-West have had our share and more of the troubles which came from the reckless and improvident methods which some manufacturers saw fit to indulge in during the period immediately succeeding the entrance of the United States into the World War. To cry over spilt milk helps no one; but it is worth remarking that those who talked of the trade reaching the point of saturation had, three years ago, something like reason on their side. A market filled to overflowing with what might well be called "junk" was a market which had to break sooner or later. Break it did; but that saturation then was a very different sort of condition from anything which does or could exist at the present time. All competitors notwithstanding, the fact is undoubted that the talking machine market is no nearer saturation than it was twenty years ago. The public need for talking machines and for talking machine music is greater than ever, despite all counter attractions. In fact, every competing device or system for the reproduction of music merely serves to emphasize the enormous superiority of the talking machine in its own field. It is the universal recorder and preserver of all music, and nothing can touch it as such. All we have to do is to continue improving the product and finding better ways of telling our story to the great music-loving masses. One way or another we have for every musical taste what is positively the best of all music makers and until that ceases to be true we need care not a snap for the spoil-sport who tells us that the market is saturated. . Saturated? It is not wet all through yet!

Saturation
Not in
Sight

THE formation of another local association in the music industries brings prominently to mind the fact that Chicago has no body devoted to the interests of retail talking machine dealers. This is the more a pity since other cities are having excellent results from the formation and maintenance of such associations. There are many reasons why a retail talking machine merchants' association would be of general advantage in Chicago. For one thing, the individual merchants of our community have yet to learn that competition need not mean unfriendliness and that, in fact, there is much more to be gained in the way of personal advantage by cooperation than by hostility in matters of common importance. Every body of men engaged in any line of retail business sooner or later finds out that only by acting as a body instead of individually can its members solve what are always actually the most important of their business problems. All problems in retail business are so much alike that, irrespective of the particular articles sold by each individual merchant, his business is vastly like that of his competitor in every essential. When, therefore, all the merchants in any one line get together and propose to exchange information, each individual soon finds that, while he has something to give, he has always vastly more to receive. The universal experience of members of trade associations is that just so soon as each one makes up his mind to give freely of his own knowledge for the benefit of his fellows he begins to draw from his fellowship with them far more than he ever can give out. Moreover, one of the healthiest results of trade association membership is that the individual member so soon discovers how little his cherished "secrets" and methods really mean. He finds that everybody else has them or something much like them. He finds that his fellow-members are just as decent fellows as he is. He finds that there is far more to confer about than to quarrel about. Because, then, these qualities of collective action for the common good are painfully absent from the local retail trade it is very evident that a trade association would be very beneficial to merchants in this territory. Who will be the first to set it going?

Local
Association
Needed

THE mid-West territory generally is such a big consumer of talking machine records and so well typifies the general tastes of the whole country, aside from the Atlantic and Pacific Coasts, that whatever is observed here as to the sale of and demand for all kinds of records may be taken as typical. Observations show that the great jobbers who work out from Chicago, as well as the more successful retail merchants in this city, alike find their very best market is what may be technically termed "class" records; that is to say in records featuring special and distinct types or classes of music. The heterogeneous population of the great Central States divides up pretty evenly into urban and rural, but all are interested in dance music, and the development of the modern form of such music, irritating and offensive as it is in the extreme manifestations, does respond to a popular need. Those who are doing their best to discover exponents of the most artistic in such dance music and to record their finest efforts are having remarkable success, as the figures plainly show. But dance music will not float a record manufacturing business and the manufacturers who understand the value of the "class" theory understand also that the rural and the urban divisions of the population are themselves divisible into subdivisions, each of which has its own particular pet ideas as to musical wants. Thus there is a demand for negro numbers in some sections and little of it in others. There is a demand for religious music in some sections and little or none in others. There is a sharp distinction between the demand for jazz of the extreme sort and for artistic modern dance music. It is apparently the part of wisdom to take into consideration all these classes and to build up the modern library with strict attention to them all as the basis for classification and selection. Nor does this mean neglect of the high-class numbers. What is most needed is to bring customers into the store. If, when they are once inside, there is no more intelligence than to let them go out with one seventy-five cent dance record when another one at twice the price could just as easily be sold in addition, that is the fault of the merchant, not of the manufacturer. The latter can do a great deal to make his monthly bulletin more catchy; but when he has done this it will not be his fault if the merchant has no better salesmanship ability than merely to hand out what is asked for. The appeal to distinct classes is important and necessary, and not less because thereby the appeal to the better instincts in music is rendered easier and is, consequently, more productive of results.

Success
of "Class"
Records

A SURVEY of the news which comes to us through various channels and which may be taken as based on the highest authority, indicates that the seasonal fallacy is losing its grip upon the mind of the trade in this territory. It really begins to look, from all the signs, as if mid-West merchants at last had waked up to see the great truth that business is to be had on one set of terms only, but on these to an illimitable extent. These terms may be expressed in the single phrase "going and getting." We refrain from saying "go-getting" because there is no advantage in talking like a sophomore when one is dealing with stern fact. Business is to be had, then, by creating it and not by waiting for it to create itself. This is true in every other line of business and in many is thoroughly recognized, but it has taken the talking machine merchants a long time to realize that, no matter how extensively and skillfully advertised may be the machines and records they sell, those machines and records have to be brought before the customer, put up to him or her and sold then and there in each individual case. The advertising makes the sales resistance much less, in fact, turns the scale; but the personal contact does the trick. This being so, Summer is as good a season as Winter. This is the lesson that talking machine merchants in this part of the world seem to be learning, for which thank goodness! Nor ought we to forget that the recently learned lesson of "tie-up" advertising is having its great effect, as has been proved time after time.

Seasonal
Fallacy
Dying

From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

GENERAL PROSPERITY MARKS TALKING MACHINE BUSINESS IN CHICAGO AND ITS ENVIRONS

Sales of Portables, Records and Small Musical Instruments Keep Trade Up to Par in Chicago Proper—New Firms Enter Field—Expansions and All the Important Trade News

CHICAGO, ILL., August 9.—Reports from retailers in this section indicate that business for the last half of July and the first part of August was very spotty. Some sections, particularly the corn and wheat belts, reported quite a let-up in business, while others, such as the dairy territories, reported an exceptional spurt in retail trade. This increase in business in dairy districts is attributed by dealers to the fact that the farmers recently benefited by an increase in the price of milk, and these prices naturally tended to tone up the business situation. In the corn and wheat belts the reports are that exceptionally fine crops have been, or are being, cut and this production will soon be on its way to market. Should history repeat itself we could then look forward to an increase of business in these sections as well.

Locally the trade had somewhat of a let-up in the console business, but small musical instruments, portable talking machines, rolls, records and sheet music brought in sales which enabled the dealer to do a fairly good business, all told.

The labor situation of Chicago is very encouraging and building is gradually increasing. The only trouble in this line that we can find lies in the fact that there is somewhat of a scarcity of mechanics as well as laborers, which is attributed to the fact that wages have been

so high that the workers just can't stand their prosperity and have been taking lengthy vacations at nearby Summer resorts.

The manufacturers of talking machine parts are still very busy and are working to capacity throughout this section. In the past we have always found that when these men were busy the general condition of the trade throughout the talking machine field was exceptionally good. In using the activities of these men as a barometer, we can see quite a bit of activity ahead of us for the coming month in so far as manufacture of talking machines is concerned.

There is quite a number of dealers in this territory who have discovered that their sales departments are following along those lines of least resistance which proved so popular several years ago, but which at the same time did not move record stocks from the shelves. These clerks have been taking good sales stimulators, such as the popular numbers, and selling lots of them and patting themselves on the back that they have been salesmen. As a matter of fact, everyone knows that this is only order-taking, as the publishers of the music themselves have been boosting the songs to such an extent that the buyers naturally walk into the store and do the purchasing.

While it is true that splendid profits are being made on these trade stimulators the fact re-

mains that the dealers' shelves in many instances are being entirely neglected in so far as standard numbers are concerned. Therefore, there is a great deal of good money tied up, lying idly by, while the sales people are merely taking orders. We are happy to say, however, that this situation does not prevail throughout the entire trade in this section, but it does maintain in quite a number of places whose proprietors are gradually waking up to the fact that the popular records are not only money-makers but trade-builders as well, which can be used in the moving of the higher priced numbers.

Illinois Wages Increase

According to the June review of the State industrial situation which was recently made by the General Advisory Board of the Illinois Department of Labor, the wage earners in Illinois had more money to spend in June than at any time in the last two years. It is understood that the workers employed, by 1,496 employers, had \$10,535,595.31 for spending purposes during one week in June alone. This makes June the banner month of Illinois industries, since the business revival started some months ago. The amount is 33/10 per cent more than the workers had to spend during the corresponding week in the month of May.

The Oro-Tone in Australia

The United Distributors Co., of Sydney, Australia, has just been appointed distributor of Oro-Tone tone arms and reproducers for the entire commonwealth of Australia. The deal was made between Leigh Hunt, treasurer (Continued on page 102)



"Built by tone specialists"

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

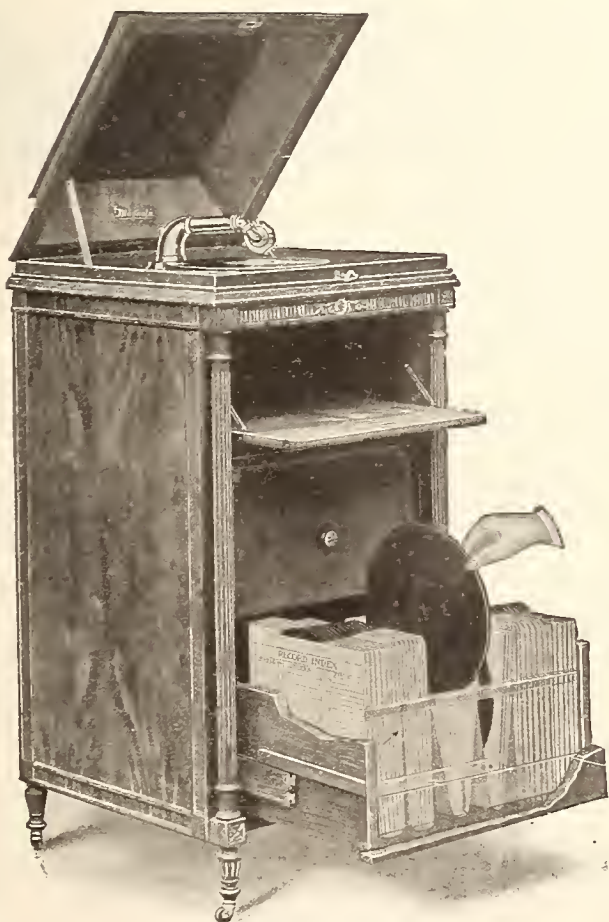
Write for our *Revised* Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

and general sales manager for the Oro-Tone Co., and Lynn D. Rudolph, president of the Australian company.

Mr. Rudolph was, for a number of years, president and general manager of the United Mfg. & Distributing Co., of Chicago, manufacturer of the well-known United line of enclosed self-lubricating talking machine motors. Before coming to this country Mr. Rudolph was associated with a number of large concerns in Australia, among which was the company with which he is now president. Since severing his connections with the United Co., of Chicago, he has given a great deal of his time to looking over the various lines of talking machine equipment manufactured in this country.

New Brunswick Demonstrator

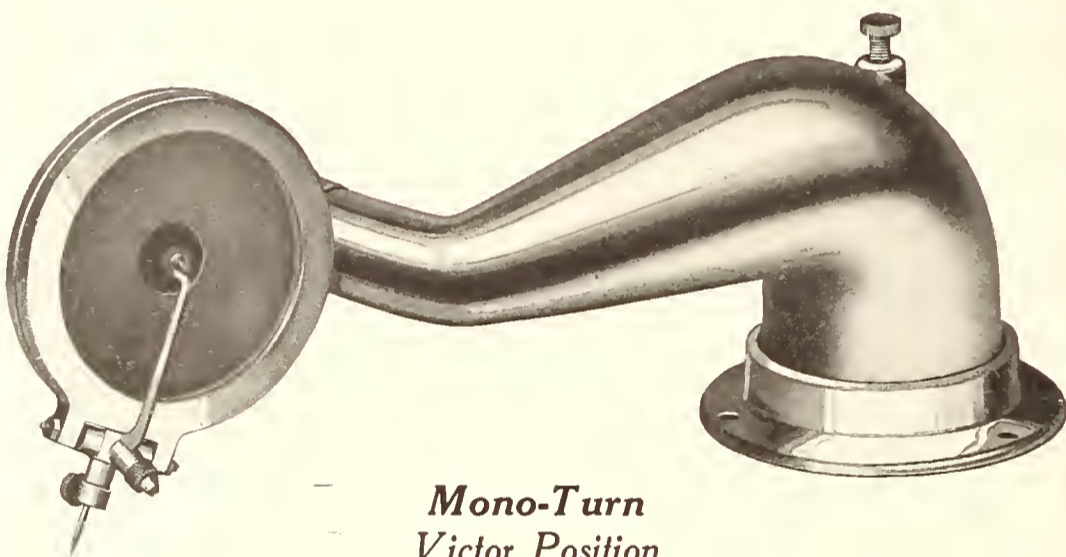
The Brunswick-Balke-Collender Co. has brought out a new upright instrument which is known as Style 1177. This instrument is finished in ivory enamel and carries gold plated

trimmings. The enamel is applied in seven heavy coats. The instrument is especially for demonstrating purposes in retail stores, for which its attractive and unusual finish makes it particularly appropriate if the plant or store is finished also in ivory or white. These instruments are being produced exclusively for Brunswick retailers.

Otto Heineman Visits Chicago

Otto Heineman, president of the General Phonograph Corp., has been a visitor to the Chicago trade. He spent several days in company with S. A. Ribolla, manager of the General Phonograph Corp. of Illinois. Both gentlemen called on the trade in this section. The purpose of the visit was to get the views of the trade regarding the coming Fall and Winter business, and the reports received by both men during their calls are very encouraging. From present indications the trade in Chicago has already begun to prepare for this business and although it is at present conceded

This Is the Tone Arm That Keeps Our Plant Working Overtime



*Mono-Turn
Victor Position*

The Blood Mono-Turn Arm

Equipped with the

New Blood DIAPHRAGM

Have You Sent for a Sample?

Blood Tone Arm Company
326 River St. CHICAGO, ILL.



A Phonograph that is different

Never gets stale
Sales talk is short
Customer delighted
Most useful machine on the market
Send for folder, sample
Stock up and grow with us

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

that the first six months of 1922 were phenomenal, it is believed by that time the balance of the year will be even more so; and preparations are being made in accordance with this belief.

Speaks Well for Kimball Phonograph

A Kimball dealer on the Pacific Coast has written the following letter to the talking machine department of the W. W. Kimball Co.:

"The Style 'G' sold to Mrs. M. M. Angleton has been a good advertisement for the reliability of Kimball talking machines. It was first at Great Lakes Naval Training Station, was then transferred to a warship where it had the hardest kind of use, was on the water three years, going with the fleet to South America, to Cuba, and was finally unloaded at San Pedro. We inspected it and found the motor and tone arm in perfect condition, but, of course, the case was pretty well knocked about."

It transpires that Mrs. M. M. Angleton is the wife of one of the crew who was a member of the Pacific Fleet and purchased a Kimball phonograph, Style "G," about four years ago. It was one of the Kimball upright types, and when Mr. Angleton stopped into the Kimball dealer on the Coast to make arrangements to change it for a Kimball console the above-mentioned facts were brought out.

Brunswick Employees Form Band

Employees of the phonograph division of the Brunswick-Balke-Collender Co., Dubuque, Iowa, plant, who recently formed a band of forty members, are giving concerts during the evening, not only to the regular employes of the company, but to the townspeople as well. During the recent visit of the Brunswick sales force to the Dubuque plant the employes' band made such an impression on the members of the sales



Band of Brunswick Employees in Dubuque department that they subscribed among themselves and raised \$25, which was donated for the purpose of buying additional musical equipment for the organization.

Dodge Returns Cheerful

H. W. Dodge, sales manager of the Walbert Mfg. Co., has returned from a sales trip which took him to the Gulf and Coast States. He called on practically every dealer from Chicago to New Orleans, Los Angeles, Spokane and Denver and brought back with him very encouraging reports concerning the prospects of the retail dealers in the territory covered by him. The trade, as a whole, believes that with the beginning of the Fall season the talking machine business will increase tremendously, and all of these dealers are now making plans in accordance with these anticipations.

Oh Lady! Oh Lady!

The local trade is beginning to think that the sales force of the Chicago Talking Machine Co. is paying too much attention to the young ladies. By that we do not mean to imply that the boys are running after the ladies, but it seems that the young ladies are coming to them. For example, in the last week the wife of V. A. Corcoran presented him with a beautiful young

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

daughter and at practically the same time the wife of Charles Hyde, who is also connected with the sales force of the Chicago Talking Machine Co., presented a brand-new daughter to him. The arrival of these two young ladies run the total up to three within the last ten months, the first one coming to the family of Victor Tremblett, who became the proud father of a baby girl at that time.

Fine Blues Orchestras for Okeh

As announced last month in the reading columns of the Talking Machine World the recording division of the General Phonograph Corp. made a special trip to Chicago to establish a temporary recording laboratory for the



Tate's Vendome Orchestra, Chicago

purpose of recording some of the local talent of that city which has been signed up exclusively. Among the artists who were recorded in Chicago were Erskine Tate and his Vendome Theatre Orchestra. This organization



King Oliver's Jazz Band, Chicago

is one of the most popular colored orchestras in Chicago, and for some years has been at the Vendome Theatre at Thirty-first and State streets, Chicago.

Erskine Tate is recognized as being one of

the cleverest Blues writers in the country, and has recently published "Cutie" and "Chinaman Blues," which two numbers are among those he did for Okeh during their Chicago recording. Not only has Tate a reputation as a Blues writer but he is an excellent violinist and all-around teacher, who, for many years, has conducted several very successful music schools in Chicago's Black-belt.

Another musical organization recorded in Chicago last month was King Oliver's Jazz Band. It will be remembered by many who took in the Piano Club Frolics during convention week that a certain negro jazz band made a tremendous hit with its playing during the entertainment. That organization was none other than King Oliver's Jazz Band. On the night of the frolics this organization was the last on the bill and was scheduled for twenty minutes' playing, but the applause was so great and Oliver was so good-natured that the band did not leave the hotel for nearly two hours.

King Oliver is known to practically every musician in the country and is acknowledged to be the originator of the trick cornet playing in vogue to-day. He is constantly getting out new tricks with his cornet, and is always in demand by other cornetists who are desirous of learning these tricks. The records of both of these organizations will be released to the trade in August.

Edison Manager Optimistic

W. A. Schmidt, manager of the Phonograph Co., Illinois and Wisconsin distributor for Edison, has just returned from a trip throughout the Wisconsin and northern Illinois territory. The outlook for Fall business is very encouraging, according to Mr. Schmidt, and many dealers have already started their Fall campaigns. This is particularly true in the dairy communities of both Wisconsin and Illinois, and also in the tobacco-raising sections of Wisconsin. In the tobacco-raising communities it is understood that tobacco growers are forming a pool, and the outlook for this new organization is very encouraging. Wisconsin is famous all over the world for its binder tobacco, which is used in cigar making.

Many New Spencerian Jobbers

Ben Wood, sales manager of Westphone, Inc., announces that the Minnesota branch of the Consolidated Talking Machine Co. has been appointed distributor for the Spencerian portable talking machine for the territory cov-

(Continued on page 104)

ORO-TONE Porto-Type
"Good for Year Round"

Says Prominent Dealer in the Middle West



Pat. Appld. for

"Good for Year-Round Sales," said the prominent dealer, and he was right, for other dealers have told us exactly the same thing. And they intend to push the sale of Oro-Tone Porto-Types throughout the entire year. Because of the unusually brilliant finish, the remarkable tone quality and the easy portability, this Porto-Type is being used in many homes in place of the larger and more expensive machines. We are sure you will find, just as so many other dealers have found, that many sales of Porto-Types can be made throughout the year.

Read These Specifications

CASE—Strongly built to withstand the severe use given portable machines.

MOTOR—Mounted in rigid cast-iron frame and plays two records with only one winding. **TONE ARM and REPRODUCER** is the standard Oro-Tone Equipment and plays all records. **RECORD-FILING COMPARTMENT** holds twelve ten-inch records. **CONVENIENCE**—All parts and records are contained within the Porto-Type, thus insuring safety even with rough handling. **DIMENSIONS**—Length, 16½ inches; Width, 11½ inches; Height (closed), 7 inches. Weight, 20 pounds.

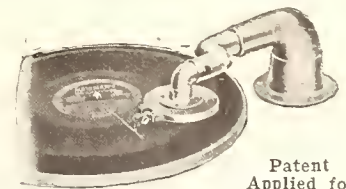
List Prices

With Standard Tone Arm shown on Porto-Type (plays all records)..... \$35.00

With Automatic Equipment as shown in illustration below.....\$37.50

Do not fail to mention style of arm wanted when ordering.

Usual Discount Allowed to Responsible Dealers



Patent Applied for

Automatic Tone Arm

Plays all records.

The No. 16 Oro-Tone Automatic Tone Arm and Reproducer is especially adapted for playing Edison records. However, it plays all records and AUTOMATICALLY adjusts to correct weight, centers the needle and gives the correct angle when playing either lateral or vertical cut records. The list price of the Porto-Type equipped with the Automatic Concert Arm is \$37.50.

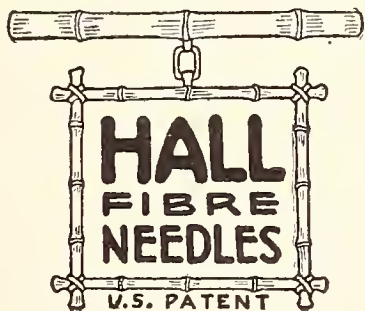
Send for Sample on 10 days' Approval

The Oro-Tone Co.
 QUALITY FIRST

1000-1010 George St. CHICAGO

Distributed in Australia by United Distributing Co., Melbourne and Sydney.

Positively
 Eliminate
 All
 Surface
 Noise



Cannot
 Possibly
 Injure
 Records

Suggest—Demonstrate—Push
HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

cred by Minnesota, North and South Dakota and Montana.

The headquarters of the Consolidated Talking Machine Co. was recently appointed exclusive distributor for Spencerian, covering Indiana, Michigan and Wisconsin.

In addition to these appointments the Illinois Musical Supply Co. is also an exclusive Spencerian distributor for the State of Illinois.

Mr. Wood reports encouraging sales of Spencerian all over the country, and he is planning an Eastern trip which will bring him in contact with dealers and distributors of Spencerian throughout the Eastern territory.

Mr. Wood recently received a report from Sales Manager Guttenberger of the Artophone Corp., of Kansas City, Mo., in which it was said that Mr. Guttenberger had just returned from a trip, during which he established many new Spencerian accounts.

Van Zile Returns to Desk

R. P. Van Zile, who travels the Iowa territory for the Chicago Talking Machine Co., has just returned from a two weeks' vacation, which he spent in the Ozarks.

Meet Frank F. Paul

In a recent issue of *The Talking Machine World* we ran a little news item in the Chicago department, announcing the appointment of Frank F. Paul as general sales manager of the United Mfg. & Distributing Co. This month we have the pleasure of publishing a counterfeit presentment of Mr. Paul and, no doubt, many of his old friends in the trade with whom he came in contact during the past few years will recognize him. Although this is Mr. Paul's first entrance into the talking machine trade as an active member he has for many years been in contact with talking machine manufacturers by virtue of his connection with concerns whose business it is to supply goods essential to the manufacturers of motors, tone arms, etc.

For six years Mr. Paul was associated with

H. L. Mills, vice-president and general manager of the United Mfg. & Distributing Co., when both gentlemen were associated with the American Specialty Co., of Chicago, manufacturer of machine tools and supplies. At that time Mr. Mills was president of this concern and Mr. Paul was general manager. After severing their



Frank F. Paul

connections with this concern both were associated in a company which manufactured home electrical lighting plans and electric lighting systems for farm use. Mr. Paul's next association was as general sales manager of the Rowe Mfg. Co., of Galesburg, Ill., and from there he went over as general sales manager of the Ironsides Co., of Columbus, O., manufacturer of lubricants.

In this latter connection, as well as while associated with the American Specialty Co., Mr. Paul came in contact with the talking machine

industry. Since his coming over as general sales manager for the United Mfg. & Distributing Co. Mr. Paul has called on a number of the largest manufacturers of talking machines in the country and has been instrumental in opening numerous accounts for the benefit of the United Mfg. & Distributing Co.

New Publicity Company

The Ad-Press Service Co. is the title of a new concern which has just been organized in Chicago with J. P. Seinberg as director of retail merchandising aids. The purpose of the new organization is to produce for the trade window displays of exceptional character. Already this concern has turned out a large number of beautiful eight-colored window displays featuring the latest Isham Jones record "Down Among the Sleepy Hills of Tennessee." The Ad-Press Service is located in Room 803 at 21 East Van Buren street, and will devote its activities exclusively to the interests of the Brunswick organization.

Announce New Excel Consoles

The Excel Phonograph Mfg. Co., of this city, has just announced an addition to its line of talking machines. The addition consists of four beautifully designed console models which will be known as 10, 20, 30 and 40. These instruments will be finished in mahogany and walnut with nickel or gold trimmings as designed.

The company also announces a new portable talking machine of the two-spring type finished in Fabrikoid leather. This little instrument weighs 16 pounds, and its dimensions are 14 x 12 x 7 inches.

The addition of the new instruments to the Excel line enables the company to offer one of the most comprehensive and popular-priced lines of instruments that are being made in this section of the country.

The piano department of the Excel Co. has been exceptionally busy during the past few

(Continued on page 106)



Style J
Mahogany



Style M
Equipped With Albums

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
Variety of designs;
Wide range of prices;

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of OKeh Records



Style G

Kimball Phonographs Play ALL Records



CONSOLIDATED SERVICE

HUNDREDS of OKeh dealers have come to know and depend entirely upon the merits and advantages of Consolidated Service.

They have had occasions to rigidly test it time and time again under all sorts of conditions and have found it to be as smoothly efficient in meeting their most urgent demands as it is in meeting their ordinary every-day requirements.

We are proud of Consolidated Service. It is the foundation of our success and the dependable ally of our dealers in the attainment of their success. We sincerely believe that a more reliable combination could hardly be found than that of Consolidated Service and

OKeh Records
The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

weeks turning out the well-known little Columbian baby grand piano, which this concern began to manufacture several months ago. Since its introduction to the trade the Columbian baby grand has been taken on by a large number of talking machine dealers throughout the country, whose number is constantly increasing.

Brunswick Colored Character Records

The Brunswick-Balke-Collender Co. made the announcement that, beginning in August, samples of its special colored character records will be distributed to the trade. The records are by such popular negro artists as Hamtree Harrington, Edna Hicks, Lena Wilson, Lizzie Miles and others. The list will also include characteristic selections by the Cotton Pickers, an exclusive Brunswick organization. Special supplement hangers printed in purple and yellow are being prepared to go forward at the earliest possible moment.

New Chicago Incorporations

Among the many new corporations which have been granted charters by the Secretary of

ABSOLUTELY FREE

of

Extraneous Sounds

is the

Tonofone
The Needle With A Flexible Point

This has been accomplished by a new discovery which makes the playing point of TONOFONE more

**Resilient and
More Flexible**

Than ever before: This means less wear on the Records and a sweet, clear brilliant tone.

TONOFONE
May now be had in two styles

LOUD

For Dancing and Band
Records or

MEDIUM

For Voice and Instrumental
Records

Both offer the Best Needle
Value ever offered the trade.

Write for samples and particu-
lars—free.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Manufacturers

A Remarkable Trade Stimulator

which you can use to wonderful advantage in increasing your business. Why let your competitor get it all? Here's a solution to your trade problems.



Mahogany and walnut finishes. Gold trimmings and 3 spring motor. Plays all disc records with a full rich tone. Send for further particulars.

SONATA MANUFACTURING CO., Inc.

664-66 W. Austin Ave.

Chicago, Ill.

State of Illinois are the following: The Brelford Music Co., of 435 North avenue, Chicago; capital, \$10,000. Purpose, to manufacture and deal in musical instruments. The incorporators are M. Higgins, M. S. Speigel and M. Jacobson.

The South Side Music Store has been incorporated in Illinois with a capital of \$10,000. The incorporators are named as Edward Williams, Walter Lee Jackson and Stanley Wilson. The purpose of the company is to deal in talking machine records, piano rolls and sheet music.

The Zenith Radio Corp., at 332 South Michigan avenue, has been incorporated with a capital of \$500,000 to manufacture and sell radio apparatus and accessories. The incorporators are: E. F. MacDonald, Jr., T. M. Pletcher, J. R. Caldwell, I. R. Allen and U. J. Herrman.

Now With Meyercord

W. L. Griffin, formerly advertising manager of the Michigan X-Ray Reflector Co., of Chicago, has severed his connection with that concern in order to take up the duties as advertising manager for the Meyercord Co., of Chicago. The Meyercord Co. is one of the oldest concerns in the country manufacturing Decalcomania transfers. For many years they have made a specialty of furnishing this class of goods to the talking machine trade.

New Canadian Oro-Tone Distributor

The Oro-Tone Co., of this city, announces that it has appointed R. S. Williams & Sons Co., Ltd., of Montreal, Canada, as Canadian distributor for Oro-Tone No. 4, Edison attachments. This Oro-Tone attachment automatically centers the needle with the turntable spindle when playing either the vertical or lateral cut records, and also carries an automatic adjustment feature which gives the correct weight for playing.

The Heart of the Phonograph

"The heart of the phonograph is its motor," is the slogan which appears on the front cover of a new twenty-page catalog which has just

been published by the United Mfg. & Distributing Co., of this city. The opening paragraphs request the reader to think of the talking machine motor as its heart, as it is upon this "heart" action that a talking machine depends for its staying qualities, especially in the matter of staying sold. The reading matter then goes on to tell of the good qualities of the United motor and shows some very good cuts of the various styles of United motors. It also goes into detail and takes the various units, going into the manufacture of United motors, such as

LAKESIDE SUPPLY CO.

73 W. Van Buren St. Chicago, Ill.

Balanced Cover Support**Top Regulation**

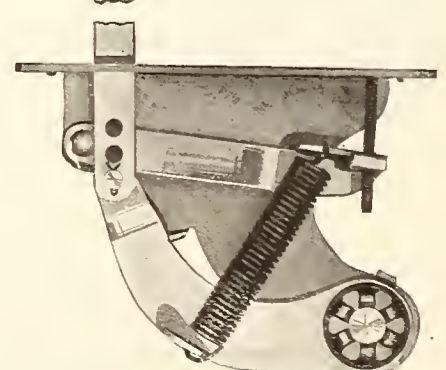
For Console and Upright Cabinets



Made Left and Right
for Heavy Covers

No. 1022

Write for Prices



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

the covers, gears, etc., and gives a brief outline as to their whys and wherefores and so forth.

The "backbone" of the catalog shows a picture of the massive new plant at Ninety-seventh street and Cottage Grove avenue, which is working to a production of 1,000 motors per day beginning September 15, and gives some historical data concerning this plant, such as, for example, its size and capacity.

New Store Opens in Wilmette

The talking machine trade of this section has been increased by the recent opening of an exclusive Brunswick shop at Wilmette, a fashionable suburb of Chicago. The new shop is owned by Orion A. Galitz. It is equipped with four hearing rooms, demonstration booths and a large record and roll department, as well as a complete selection of sheet music counters and record racks. The color scheme was carried out in old ivory, and all the furnishings and decorations were installed by the local branch of the Unit Construction Co., under the personal supervision of Manager W. D. Montgomery of that organization.

Extra Loud Oro-Tone Equipment

An extra loud low-priced tone arm and reproducer known as Oro-Tone No. 20 was added during the month to the Oro-Tone line of tone arms and reproducers. The newcomer is of the throw-back style and of standard size, carrying the famous Oro-Tone adjustable length features. The No. 20 was built especially for those who are desirous of securing a thoroughly dependable tone arm and reproducer at a low price which is capable of producing a powerful deep tone and giving lasting service free from complaints. It is of the combination type, permitting the playing of both the hill and dale and lateral cut records, and the needle centers perfectly when in either position.

Sonata Mfg. Co. Enlarges

The Sonata Mfg. Co., Inc., of 665 West Austin avenue, this city, has acquired additional space and now occupies the entire building of three stories and a basement. This concern was recently incorporated under the State laws of Illinois with a fully paid-in capital. The officers are: J. H. Liner, president; D. Feigenberg, secretary, and William Piotrowski, treasurer. The Sonata Co. manufactures a line of console and upright types of talking machines, as well as a large assortment of household furniture.

R. R. Foute Back From Coast

R. R. Foute, assistant sales manager of the General Phonograph Corp. of Illinois, has returned from a vacation which he spent in company with his wife at San Bernardino, Los Angeles and Big Bear Lake, Cal.

Off for the Coast

Leigh Hunt, treasurer and general sales manager of the Oro-Tone Co., Chicago, leaves on August 15 for a vacation which he will spend in company with Mrs. Hunt touring the Pacific Coast. En route to the Coast the couple will stop off at Denver and Yellowstone Park, and from there will go directly to Seattle, Wash., for a week's visit at the home of Mr. Hunt's mother. They will then go by rail from Seattle to San Francisco and by boat from San Francisco to Los Angeles, at which point they will board a train returning to Chicago and stopping off en route for a visit to the Grand Canyon of Colorado.

"Senator" Ford Records His Monologues

"Senator" Ford of the Orpheum Circuit, "who never wishes to be construed as the Luther Burbank of the auto industry, who grafts radiators on roller skates" is one of the latest acquisitions to the Brunswick family of recording artists, and has made a number of monologues for Brunswick which will be released some time in October. "Senator" Ford is one of the best-known monologuists appearing in vaudeville circuits, and it is believed that his records will be readily received by the public.

Looking Forward to Piano Club Picnic

By the time the readers of The Talking Machine World have begun to read the August is-



EDISON'S ENVIABLE REPUTATION

More than four million people have been convinced beyond all question by actual test, that EDISON reproduction of music cannot be detected from the original music. If you are a live wire and if there is no Edison dealer in your town, we invite your interest in an Edison dealership.

THE PHONOGRAPH CO.

229 South Wabash Avenue
CHICAGO, ILL.

sue nearly every member of the Piano Club of Chicago, with his family and friends, will be enjoying one of the most successful picnics ever pulled off by this Association. The affair is to be held on August 15 at Ravinia Park, under the auspices of the Piano Club of Chicago and under the direction of Axel Christensen, chairman, assisted by Ben Wood and W. W. Kimball, Jr. At the time of writing the tickets are selling fast and it looks as though nothing could

possibly stop the outing from breaking the record for attendance. The tickets are \$2.50 each, which includes railroad fare, admission to the park and a dandy lunch.

The regular monthly luncheon held prior to the picnic was a successful affair and the chairman of the entertainment committee for this particular time was F. S. Spofford, who conducts a retail Sonora shop in the Republic Building. The musi-

(Continued on page 108)

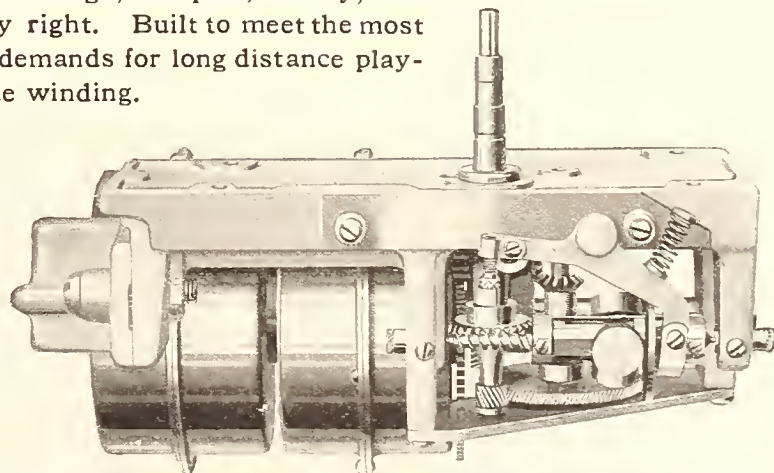
The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

The Hall Mark of Dependability, Service and Quality

"KRASCO"

A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

cal features of the luncheon consisted of Agenthe Mundt, the famous Danish soprano, late of Copenhagen, who was accompanied by Ruth Williams. She sang an aria from "Cavalleria Rusticana," with the songs "At Parting" and "The Answer."

Fine New Widdicomb Model

One of the most artistic console talking machines which have reached Chicago for some



Widdicomb Model 20

time was recently put on display at the Chicago office of the Widdicomb Furniture Co.

The newcomer is known as No. 20 Heppelwhite and is offered in red or antique mahogany and walnut. The dimensions of this artistic instrument are 37 x 21 x 36 inches and all exposed hardware is nickel-plated. It also features especially constructed partitions for record albums, as well as the patented Widdicomb tone control.

Lyon & Healy Buy Building

In order to provide more warehouse space for their rapidly increasing business, particularly at the wholesale end, Lyon & Healy, Inc., have just acquired the building of the Republic Metalware Co., at 1532-36 South Wabash avenue,

as well as the adjoining vacancy. The consideration for both properties is said to be in the neighborhood of \$350,000. The building was erected in 1907 and its six stories and basement cover a floor area of 72,000 square feet.

Krasco Acquires More Stop Patents

The Krasco Mfg. Co. has just closed a deal whereby it becomes licensee under another string of Strietelmeier patents. This gives the Krasco Co. control of the Brooks-Klemm, Strietelmeier, Brown-Niblack and Stimson patents, nearly thirty in all. All of these are for automatic repeating and stopping devices for talking machines. In addition to having control of all the Niblack automatic repeating and stopping devices for playing a talking machine record a predetermined number of times, the patents involved now enable the Krasco Co. to offer the trade several repeating devices which may be attached to any talking machine.

The Krasco Co. has been exceptionally busy during the Summer months and within the past few weeks has closed large contracts in Mexico, Cuba, Porto Rico, New Zealand, Australia, Japan and England. At present negotiations are being carried on with several other countries and indications point to a universal use of Krasco motors and Krasco assembled units. The production department of this concern was held up for a while during the last week, owing to the unfortunate breaking of a large die used in the manufacture of the Krasco assembled unit. The die has been rebuilt and production is now going forward rapidly.

Reports from all parts of the country regarding Krasco assembled units indicate that many in the trade have been able, through using it, to increase their trade and uphold prices.

Sensations Promised for New Ballroom

Some place in these United States there is already, in fact, or in the making, an orchestra which is due for considerable prominence ere long. Everybody remembers the recent opening of the million-dollar Trianon ballroom and



the sensation created when it was announced that Paul Biése and His Orchestra had been brought from New York to Chicago and paid \$25,000 to play for the opening week of this magnificent dancing palace.

Since we are fairly well sold on the idea that history repeats itself, we are convinced that something of a like nature will take place within the next few months with the opening of the new "Minuet," which is now being erected on Milwaukee avenue, near California. The "Minuet" will occupy a space of 65,000 square feet and will carry an erection cost of \$1,250,000, which will embody a ballroom, an outdoor dancing terrace, fronted by a business building.

The movement is fostered by the business men of the vicinity, who hope to create a big business center around the ballroom. It will have a frontage of 225 feet on Milwaukee avenue, with an average depth of 350 feet. The actual dancing area of the ballroom is 13,000 square feet, with a lounging and seating space of 15,000 square feet.

Increase Alto Production

A new grinding machine used in the production of the Alto fibre needle cutter has just

TWO OF THE NEW VITANOLA MODELS

Vitanola 46
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

Write for complete catalogue and wholesale prices.

VITANOLA

The Phonograph of Marvelous Tone

Important Notice

Please address all future correspondence for us, of any nature whatsoever, to our Executive Offices located at

**738 So. Michigan Avenue,
CHICAGO, ILLINOIS.**

Orders, remittances and letters all should be so directed.

Parts to be repaired or replaced and all other shipments for us should be sent, as now, to our factory located at Saginaw, W. S., Michigan, from which point shipment of both complete machines and parts will be made as at present. Letters concerning parts to be returned should be sent to the Chicago office.

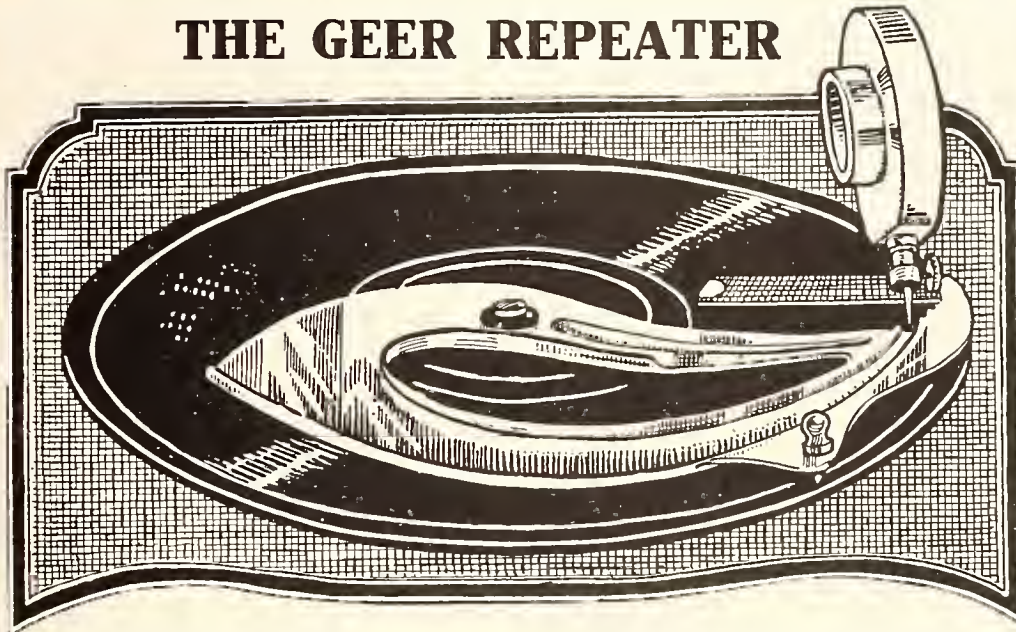
VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

THE GEER REPEATER



This Improved Geer Repeater is adjustable—it plays all records completely through—and it is daily becoming more popular wherever continuous music for dancing, dining, entertaining or other purposes is required. Thousands of dealers are making splendid profits. Why not you?

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

been announced by Josef Brandstetter, president of the Alto Mfg. Co. The new device was designed and built in its entirety by Mr. Brandstetter and will automatically and perfectly grind the cutting edge of the Alto fibre needle cutter. Since it was put in operation the Alto Co. has been able to increase its output of Alto cutters practically 100 per cent.

"The building of this new grinding machine was made necessary," according to Mr. Brandstetter, "because of the constantly growing demand for fibre needle cutters. There is evidence on every hand that the use of fibre needles is becoming more and more popular each day and I am firmly convinced that the trade as a whole is beginning to recognize and give publicity to the virtues of the fibre needle. This has its reaction on the cutter business and the increased production of Alto cutters followed.

Changes in Department Prove Successful

The recent changes in the talking machine department of The Fair, when the entire department was moved from the fifth floor to the seventh, have been very successful in stimulating increased sales. Some months ago this department was changed. Additional space was provided in the new location and about twenty hearing rooms were installed, of the latest design. The entire department has been arranged with the most modern methods in view, with the result that The Fair now has one of the most up-to-date talking machine departments in the city. There is a large small goods section, with a new line of ukuleles as well as a complete line of all musical merchandise. This is found towards the front on the right-hand side. In the front part of the department the various lines of talking machines are attractively displayed, including the Sonora, which is the latest

acquisition to the standard lines the department handles. Towards the rear a large record department has been installed and, with the many hearing booths, the large transient trade that this store enjoys can be promptly and adequately served. Summer sales have been exceptionally large, with the medium-priced talking machines and console models comprising the bulk of the sales.

New Kimball Leaflet

The mailing department of the W. W. Kimball Co. has been busy for the past week or so mailing out thousands of the new little eight-page fliers which they have had printed and which show the entire line of high-grade upright and console Kimball machines. The fliers can be used for envelope stuffers and are printed with a space on the back wherein the local dealer may insert his name and address. In all there are cuts of ten Kimball talking machines shown, printed in mahogany. Inside each cut are printed the specifications.

Becomes Music Roll Distributor

Cole & Dunas announce that they have just been appointed distributors for the Connorized Music Roll Co., of New York. They will cover the entire trade throughout the Chicago territory. The class of Connorized rolls to be featured by Cole & Dunas will be those specialties containing ukulele chords on rolls. These chords are printed alongside of the words. Similar rolls for banjo, ukulele mandolin and ukulele banjo will also be specialized in by Cole & Dunas. In conjunction with these popular hits a complete line of Connorized rolls will be kept in stock for distribution.

Clever Fibre Needle Publicity

One notices that just lately the trade as a whole has been doing more in the way of publicity than ever before. We know not a single manufacturer in this section who is not working his mailing list for all there is in it, in addition to his regular trade-paper advertising. This results, we believe, in the present unusual activities seen in the trade to-day. One concern that we have in mind has been doing an unprecedented amount of mail advertising and that is none other than the Hall Mfg. Co., manufacturer of the famous Hall fibre needle. This concern is getting out every imaginable kind of an envelope stuffer to be used by the dealer in boosting his trade and educating the ultimate

(Continued on page 110)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".



These high-grade Consoles come in Mahogany and Walnut finishes.

No. 20



Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

No. 30



Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.

No. 40



STYLE No. 4
48" high, 21" wide.
23" deep; 5-ply.
Genuine Mahogany or Oak

STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

consumer. For example, one of these leaflets is gotten up especially for the purpose of sending out with records that are placed on approval. The slogan on this little leaflet reads: "We request that until you have made your selection these records be played only with Hall fibre needles. This precaution entirely prevents wear or harm to the records and eliminates surface noise."

This is, as can be seen, a very subtle little piece of publicity for the benefit of Hall needles and is worded in a clever way by H. J. Fiddelke, general sales manager of the Hall Co., so that it will cause the person who gets the record on approval to be more careful in his handling of it.

Yes, We Have a Picture

The reproduction herewith illustrates the manner in which the Sonora Shop, located at 20 West Sixth street, St. Paul, Minn., fitted out its window to tie up with the popularity of "Yes, We Have No Bananas." The Sonora Shop, besides handling this well-known line of talking machines, retails exclusively Okeh and



How It's Done in Sainly City

Odeon records and the dressing of the window for "Yes, We Have No Bananas" proved to be an excellent sales stimulator.

Oppose Illinois Trade Bill

A bill has been presented to the Illinois legislature authorizing the Illinois Commerce Commission to investigate the cost and selling price of every article carried by a retail merchant.

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO—
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino 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.

The purpose of the bill is to prevent price fixing and other trade abuses and to encourage and maintain fair competition. Local business men are opposing the measure.

"United" Offers New Service

After years of study the United Mfg. & Distributing Co., maker of the well-known Unit motors, has decided that the most important service that can be offered by any manufacturer

of motors pertains to the spring. With this end in view the United motor was made so that the spring could be removed and reassembled with a minimum amount of work and trouble. This is particularly true in its No. 6 series, where it is only necessary to remove two nuts from the end of the suspension rods in order to take off the spring assembly.

It is this structural advantage which makes

TAKE STOCK OF YOUR PROFITS

Are your earnings in a rut?

Are you making the money you should?

Is someone else making some of your money?

Does your manufacturer give you the utmost in money-making opportunity?

Take Stock—Face Facts—Investigate

Write Us Today

You'll get surprising information

THE WOLF MANUFACTURING INDUSTRIES
MAKERS OF MASTERCRAFT PHONOGRAPHS
QUINCY, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

it possible for the United Mfg. & Distributing Co. to offer its customers a service whereby the United Co. will ship United motor users as many complete spring assemblies as said user feels he may require.

The new idea is that the manufacturer, jobber or dealer who handles United motors may now be in position to make an immediate adjustment of a broken spring with a minimum cost of time, labor and money. In other words the United Co. is willing to do 98 per cent of the work required in repairing broken springs and make no charge for it.

Clever Columbia Feist Window

The Symphony Music Co., well-known Columbia dealer, of this city, recently featured an effective and ingenious window display, using as a centerpiece a large map of the world with the slogan, "The World Over, You Can't Go Wrong With Any Feist Song." Every Feist song featured was tied to the centerpiece and to the Columbia record of that selection with a colored ribbon.

Montgomery Meets With Accident

On Friday morning, July 27, W. D. Montgomery, manager of the Chicago district of the Unit Construction Co., met with an accident at Fourteenth and Michigan avenue, Chicago. Mr. Montgomery was a passenger in the automobile of James Franey, vice-president and general manager of the City Tire Co., exclusive Brunswick tire dealer, and while driving south on Michigan avenue a speeder forced Mr. Franey's car against a safety island, overturning it. Both Mr. Montgomery and Mr. Franey were pinned under the car and were badly injured, Mr. Franey suffering lacerations of the face and Mr. Montgomery suffering lacerations of the face and a fracture of the frontal sinus of the skull. Latest reports coming from St. Luke's Hospital, where both were rushed, say that Mr. Franey has recovered sufficiently to be discharged and Mr. Montgomery will be out on Tuesday, August 7.

Vitanola Opens Chicago Headquarters

The Vitanola Talking Machine Co., of Saginaw, Mich., has moved the general sales office and display rooms back to Chicago. These are now located at 738 South Michigan avenue, on the first floor. The wareroom is beautifully fitted and carries the complete Vitanola line of uprights and consoles. A large show window, looking out on Chicago's busiest thoroughfare, is equipped with a beautiful Tudor model Vitanola, which bears the trade name "No. 46." This instrument is finished in genuine mahogany and carries the Vitanola motor and tone arm. Its size is 35 1/4 inches high, 40 inches wide

and 24 inches deep. The amplifier is centrally located, on either side of which are compartments for record albums. The entire metal trimming of the instrument is in gold plate.

The move was made in order to facilitate the business of the rapidly growing Vitanola Talking Machine Co. However, it is expected that these headquarters will not be permanent, as plans are being made to establish permanent Vitanola headquarters in the big new Furniture Mart, which will in all probability be ready for occupancy on January 1. This building is said to be the largest of its kind ever attempted and

is being erected at Lakeshore Drive, near the Municipal Pier. The new Vitanola offices are being supervised by Messrs. M. C. Schiff, president, and S. S. Schiff, vice-president and general manager.

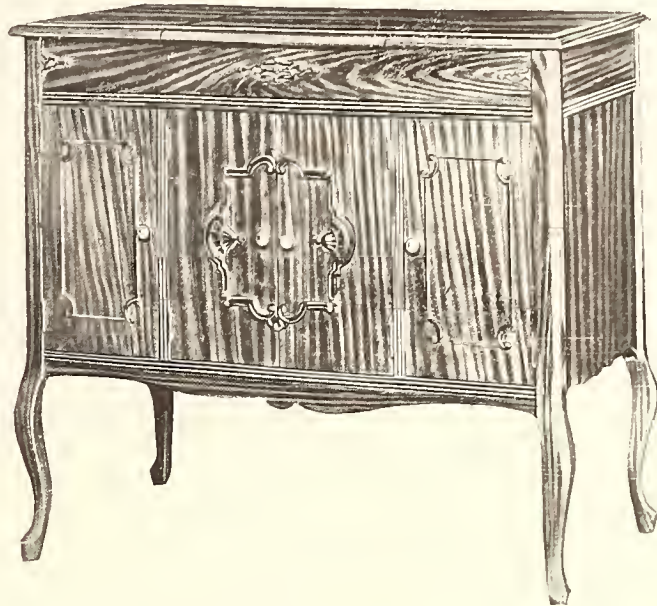
Ben H. Jefferson to Europe

Ben H. Jefferson, advertising manager of Lyon & Healy, Inc., one of the most widely known and foremost authorities on advertising, left for Europe, July 21, in company with his wife. Both Mr. and Mrs. Jefferson plan to spend practically the entire month of

(Continued on page 112)

AN EXCEPTIONAL OFFER

"Specializing on this type of console we can sell it at a very low price. Write for quotations"



Specifications:

- 39 inches wide
- 23 inches deep
- 35 1/2 inches high
- Gold plated
- Three-spring motor
- Plush-velvet turntable
- Piano hand-polished finish

BROADCASTER CORPORATION

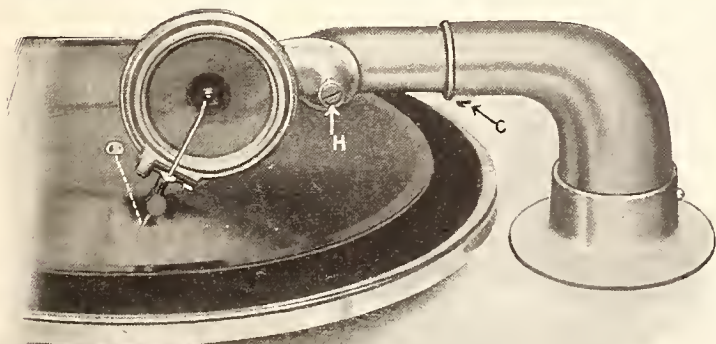
(SUCCESSOR TO THE LINERPHONE T. M. CO.)

316 Union Park Court

CHICAGO, ILL.

New Extra Loud Tone Arm and Reproducer Sells at Low Price

Built Especially to Meet Needs of Phonograph Manufacturers



THE NO. 20 TONE ARM PLAYS ALL RECORDS

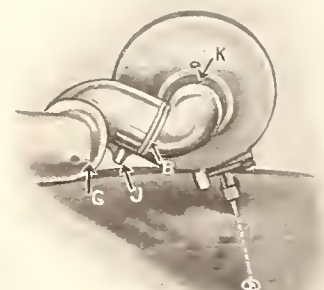
Adjustable in length from 6 3/4 to 8 1/2 inches or from 8 to 9 1/2 inches.

DESCRIPTION: No. 20—Base. No. 21—Large Elbow. No. 5—Adjustable Length Extension. No. 22—Throw-Back Elbow. C—Lock Screw for length adjustment. H—Assembly Screw for joining throw-back elbow to adjustable extension. G—Lock Screw to prevent Assembly Screw H from working loose. J—Boss Containing Spring and Ball to insure snug, smooth operation in turning reproducer for playing all records. B—Neat Beaded Turning Joint. K—Rubber Bushing to insulate reproducer from tone arm.

Here is a new tone arm and reproducer that gives a wonderfully powerful, deep tone and which sells at a price very much lower than you have been accustomed to pay. We guarantee this tone arm and producer to stand up under every possible test and to give entire satisfaction. It is a tone arm and reproducer that the manufacturer can use with entire safety and utmost confidence in its performance.

SEND FOR SAMPLE ON APPROVAL

If you are in the market for a tone arm and reproducer that is honestly made, that will "stay put" when sold to your dealer or customer and not give you trouble, we believe the No. 20 will interest you. Send for a sample TODAY.



Needle centers with turntable spindle (see dotted lines) when turned to play either lateral or vertical cut records.

The Oro-Tone Co.
QUALITY FIRST

1000-10 George Street, CHICAGO

Distributed in Australia by United Distributors Co., Melbourne and Sydney

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 111)

August visiting Paris and Lucerne. This month Mr. Jefferson celebrated his forty-fourth anniversary with Lyon & Healy, Inc., a record of long years of service which few in the trade can boast of.

Attractive Victor Window

One of the most attractive Victor windows that have been seen in Chicago during the Summer has been shown by Lyon & Healy, Inc. The window depicts a Summer home and shows in the background the veranda of a bungalow. In the foreground is seen the figure of a woman listening intently to an upright Victrola and at her side is a tree from which hangs a swing, whereon the figure of a child is seated. The turntable of the Victrola is in motion, as is the swing, and the picture as a whole is very life-like. In either corner of the window may be seen a number of Victor Red Seal records and a Victor portable instrument.

SOUTH SIDE STORE CHARTERED

CHICAGO, ILL., August 6.—Papers of incorporation have just been filed for the South Side Music Store, 3121 South State street, which will deal in piano rolls, records and sheet music. The incorporators are: Edward Williams, Walter Lee Jackson and Stanley Wilson. The concern will have a capital stock of \$10,000.

TEAM WORK COUNTS

It ain't the guns nor armament
Nor funds that they can pay,
But the close co-operation
That makes them win the day.
It ain't the individuals
Nor the army as a whole,
But the everlastin' team work
Of every bloomin' soul.

—Kipling.

GEORGIE PRICE IN MINNEAPOLIS

Victor Artist, Appearing in "Spice of 1922," Meets Minneapolis Dealers in Offices of George C. Beckwith Co.

MINNEAPOLIS, MINN., August 6.—The recent appearance in the offices of the George C. Beckwith Co., Victor jobber, of this city, of Georgie Price, Victor artist, who is appearing in "Spice



Victor Dealers Meet Georgie Price in Minneapolis

of 1922," in an exhibition in connection with his records, has resulted in increased interest of Victor dealers and members of their sales organizations, who were present, in this artist's recordings. Added interest was given to the event because Mr. Price's wife, a Minneapolis girl, also appearing in "Spice of 1922," was present. The picture shows Mr. Price with his arm on the Victrola, Charles K. Bennett, vice-president and manager of the George C. Beckwith Co., on the extreme left and a number of local Victor dealers and salespeople.

A lost opportunity to-day will not come again to-morrow. Delay in going after business may mean another sale for your competitor and a lost opportunity for you.

SPEED UP ALBUM PRODUCTION

New York Album & Card Co. Rushed to Meet Growing Demand for Its Products

Max Willinger, president of the New York Album & Card Co., New York and Chicago, reports that the tendency manifested during the early Summer for quality albums is growing steadily and there is not the slightest doubt that the Fall will witness a strong quality market. Mr. Willinger recently returned from Chicago, where he spent considerable time with both the manufacturers and wholesalers. He stated that business was decidedly good and that much optimism is manifested regarding the Fall outlook. Many manufacturers, he reported, are already

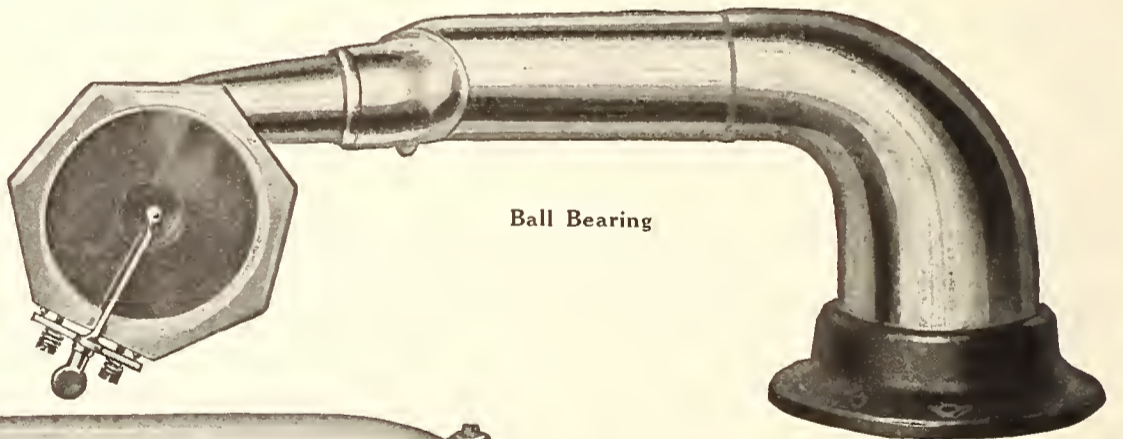
planning for increased production to take care of the demand. Production in both the New York and Chicago factories of the New York Album & Card Co. has been speeded up to keep pace with the increased volume of album orders being received. Mr. Willinger also stated that the new record delivery envelope which the New York Album & Card Co. recently placed on the market is in good demand.

TEMPLIN TO OPEN IN GOSHEN

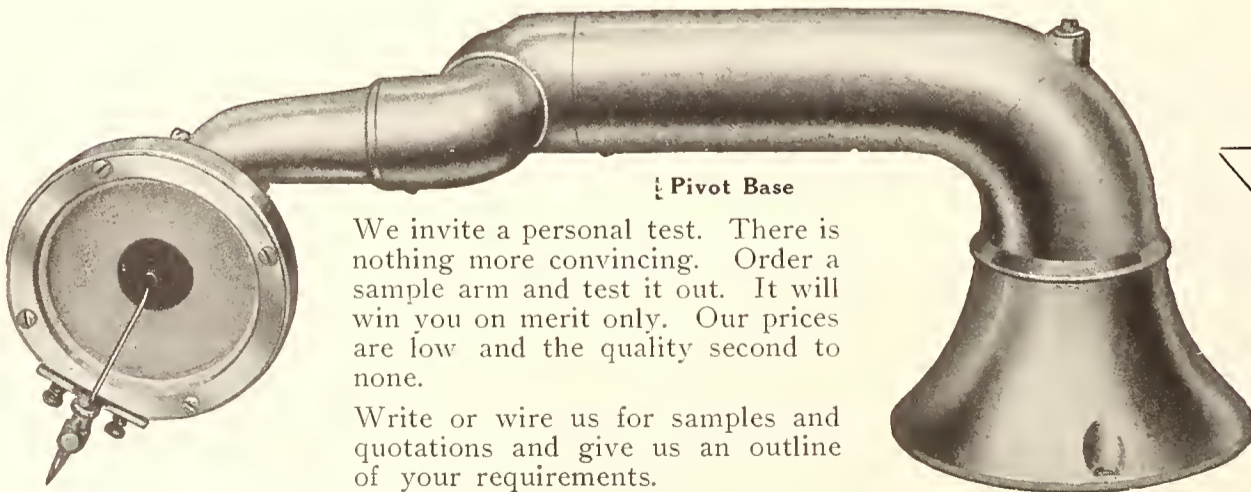
GOSHEN, IND., August 7.—A music store will be established in the South Main street business room of the Goshen Gas Co., which will remove from this location. Wilbur Templin, of Elkhart, will be the proprietor.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS
Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

DISCUSS QUESTION OF RECORDS

Talking Machine Men, Inc., of New York, Plan to Protect Dealers Against Prohibition of Store Door Playing in Gotham

The leading topic of discussion at the meeting of the Talking Machine Men, Inc., at the Café Boulevard, New York, in July was as to whether it would be a good thing for the trade to handle 50-cent records and the matter was discussed pro and con, many relating their experiences in handling various-priced records.

A motion was passed empowering the executive committee of the association to protect the interests of the metropolitan trade against the passage of a city ordinance prohibiting the playing of instruments in store doors to attract trade. This action is expected as the outcome of certain dealers abusing the store-door playing privilege by attaching loud speakers to their instruments. If an ordinance is proposed the executive committee plans to suggest that only the use of amplifying attachments to instruments in such use be prohibited and not the playing of the machine itself.

Sol Lazarus, chairman of the outing committee, reported that all plans for the annual outing of the Talking Machine Men, Inc., to Glen Head, N. Y., on August 14 had been made and he urged early reservations, as a limited supply of tickets was available.

The members of the association unanimously voted in favor of the formation of an Okch division and the election of an Okch vice-president.

The Joe Morris Music Co., music publisher, New York City, provided a pleasing entertainment with some of its latest numbers sung by Vernon Dalhart, well-known record artist. The program included "Just to Hide Away With You," "Cuddle-Uddle Up," "Just for Remembrance" and "Sarah Sitting in the Shining Shop."

The next meeting of the organization will be

held in September, the August meeting being dispensed with. Usually meetings have been suspended in July and August, but the many important matters remaining to be settled before the close of the Summer season made the July meeting necessary.

"TREASURE CHEST" MAKES A HIT

New Group Record Merchandising Ideas Sponsored by C. Bruno & Son, Inc., Received With Enthusiasm by the Talking Machine Trade

The "Treasure Chest," the new record merchandising idea designed by William J. Haussler, general manager of C. Bruno & Son, Inc., Victor wholesalers, New York City, has met with immediate popularity throughout the talking machine trade. As explained last month, it consists of a record set of six double-faced, ten-inch discs from the Victor catalog within individual record envelopes containing interesting descriptions of these records and attractively cartoned. The theme followed out in the collection consists of musical gems from six different foreign lands.

Mr. Haussler reports that 70 per cent of the accounts on the books of C. Bruno & Son, Inc., are already selling the "Treasure Chest." Of the remaining 30 per cent the great majority have not, up to the present date, received a personal call.

In commenting upon the "Treasure Chest" Mr. Haussler said, in part: "The results are entirely gratifying and have met our fondest expectations. When I say results I am not referring to the commercial aspect of the situation, for we have already spent in development, exclusive of our personal efforts, an amount that would be hard to realize for many months to come. The 'Treasure Chest' is the beginning of a new idea in the merchandising of records. It is something bigger than the individual sale of a record and, when I say the results are so gratifying, I refer to the enthusiastic manner in

which dealers took hold of this new idea. Wherever the 'Treasure Chest' was shown the dealer invariably gave a spontaneous criticism favorable to a high degree. The dealers have placed themselves whole-heartedly behind the 'Treasure Chest' and several have devoted newspaper advertising space to its exploitation in the home. It is our intention to shortly place at the disposal of the dealer attractive window material on the 'Treasure Chest'."

SPECIAL VICTOR RECORD RELEASE

A special early release of six fox-trots on Victor records, to be placed on sale by retailers on August 22, has been announced by the Victor Talking Machine Co. This is in accordance with the policy of the company to make early releases of selected records to stimulate retail trade. The special records for this month are:

- 19108 Blue Hoosier—Fox-trot...Great White Way Orch.
Annabelle—Fox-trot...Brooke Johns and His Orch.
19109 Waitin' for the Evenin' Mail—Fox-trot,
Tennessee Ten
'Taint Nobody's Bizness If I Do—Fox-trot,
Tennessee Ten
19110 Dirty Hands! Dirty Face—Fox-trot,
Joe Raymond and His Orch.
My Sweetie Went Away—Fox-trot,
Joe Raymond and His Orch.

OLEAN MUSIC SHOP MOVES

OLEAN, N. Y., August 8.—The Olean Music Shop has changed its location from 108 West State street to 117 North Union street, which is the site formerly occupied by the Piggly-Wiggly store. Stephen J. Biracree and Fred W. Forness are pleased with their new store.

OPENING EXCLUSIVE MUSIC STORE

Ehrlicher Bros. Co., well-known druggist of Pekin, Ill., opened an exclusive music store on August 1. It intends to stock the Century and McKinley Editions and sufficient standard and popular material to serve music lovers of its city. In addition it will handle Victrolas and Brunswick talking machines.

HAVE YOU THOUGHT

That it is absolutely impossible to secure real satisfaction from your Talking Machine unless you use a Good Needle? Why not then secure only the best and

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS
Perfect Reproduction of Tone No Scratchy Surface Noise
PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

OPTIMISM PERMEATES OMAHA TRADE

Carefully Planned and Executed Summer Sales Campaigns Responsible for Unusually Brisk Business the Past Month—The News

OMAHA, NEB., August 8.—Generally speaking, the month of July is one of the dullest in the entire year in so far as the music business is concerned, but this year seemed to have been an exception. At any rate, this is the case in Omaha, for on every side one hears nothing but optimistic reports from the talking machine dealers, and there seems to be a bright outlook for the balance of the month of August.

This may be due to the fact that dealers in this city planned their Summer campaigns carefully in advance, instead of taking it for granted that business must, of necessity, fall off during July and August.

R. S. Pribyl, district manager of the Brunswick-Balke-Collender Co., with headquarters in Omaha, has recently been out over the surrounding territory, directing the campaign and speeding up sales, and he reports conditions to be excellent in their line. Sales have exceeded their expectations. The demand for the console type of machines is still very marked, yet in many localities the upright model is still "going strong."

The Schmoller & Mueller Music Co. reports business in the talking machine trade to be excellent.

K. R. Moses, sales manager of Shultz Bros., Edison jobbers, declares that the amount of business done by his firm for the last month doubles that of the previous month. This firm recently took over the talking machines of Rouse Bros., an Omaha firm of retailers, and has been conducting a very successful sale of these machines. The report from the record department of Shultz Bros. indicates good business.

Okeh records and Sonora talking machines are more than holding their own during the Summer months, according to the Lee-Coit-Andreesen Co. The Okeh records lend themselves to the vacation spirit which pervades everything just now, and the sale of the dance records has been especially good.

P. G. Spitz, manager of the talking machine department of J. L. Brandeis Co., has just left for a trip to New York and other Eastern cities. Mr. Spitz recently put over a remarkable sale of Columbia machines and "went over the top" during July in general sales to a very gratifying extent. Miss Ruth Carlson, who is in charge of the record department, declares that the record business has set a high mark during July. They were compelled to enlarge the space and shelving in this department, owing to increased business.

Frank H. Resnick, manager of the phonograph department of the Union Outfitting Co., reports an increased volume of business during July. This company installed the Brunswick

machine a few months since and has been featuring this make.

Miss Lois Ferrin, manager of the phonograph department of the Burgess-Nash Co., one of the largest department stores in Omaha, is putting on a big sale of radio outfits. Due to the great purchasing power of the Burgess-Nash Co., they are offering these machines at a price that is proving a great drawing card.

LIVE OGDEN DEALERS WIN BUSINESS

Aggressive Merchandising Methods Return Dividends in Increased Business—Glen Bros.-Roberts Co. Prepares to Move—Other News

OGDEN, UTAH, August 6.—Glen Bros.-Roberts Piano Co. is busy arranging for the removal in September to the new store to be located at 2546 Washington avenue. T. J. Holland, sales manager, said the company is to make a number of innovations in the new home to provide for more efficient handling of the trade.

"We are building a twelve-foot turn-table in the display window," he said, "which will be large enough to hold a grand piano or several Edison phonographs. The record department will be rearranged under the direction of a single stock clerk, or more if necessary. The salespeople will get their records direct from the stock clerk instead of hunting through the files and cabinets as has been the custom in the old store. This will give the salespeople more time to devote to actual selling and it will also give the customer better service."

Business during July was very good, Mr. Holland said. Despite the heat, Glen Bros.-Roberts had an excellent demand for records and phonographs moved fairly well. Portables are still selling as briskly as they were in the early Summer.

Charles T. Kaffenberger, of Buegeleisen & Jacobson, called on Glen Bros.-Roberts Piano Co. on his twenty-ninth annual trip for his house.

Ruth Davis and Bertha Monson, of the Glen Bros.-Roberts Co., have returned from their annual vacation. Mrs. Peggy White is spending her vacation in Oregon. T. J. Holland, the salesmanager, is preparing for an automobile trip through Yellowstone Park with his family.

Browning Bros. Co. reports a growing inquiry for console type Brunswicks. The demand for portables continues.

C. E. Armstrong, Edison and Pathé dealer, reports a steady demand for popular records. Business is good for this time of year, Mr. Armstrong said. "We have begun to feel the influence of the Fall inquiry," he said. "Calls for portables are giving way to queries for the cabinet and console types, with the latter in favor."

The Proudfit Sporting Goods Co., Edison distributor for Utah and Idaho, gives a sanguine report on business conditions. "We are getting the edge of the Fall buying," Robert



The demand of the public for the NEW EDISON was never greater. The models never more artistic. The records never better. The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

Proudfit stated. "Our men have gone into the field again this month confidently expecting a good turnover. Business has held up well during the Summer and we have no cause for complaint."

Mr. Proudfit reported that Keith & O'Brien, Salt Lake department store merchants, have discontinued both the Victor and Edison lines. The phonograph department was abandoned on account of reduced space in the firm's new home.

C. B. Sampson, of the Sampson Music Co., Boise, Ida., Edison dealer, said on a visit to Ogden that "business is something to boast about in Boise." Mr. Sampson has just completed painting signs along 1,600 miles of his "Sampson's trail." Mr. Sampson, at his own expense, has spent \$8,000 on orange colored paint to blaze the way from all points in Idaho and Utah to his store at Boise. Automobile tourists in the two Western States have been benefited by Mr. Sampson's hobby. He said he will blaze a trail through the Idaho panhandle and then stop for the Summer. He only recently completed the trail from Boise to Ogden.

Ezra Jones, of the Jones Phonograph Shop, dealer in Brunswicks and Sonoras, is enjoying a fast moving record business. The sale of records this year was 100 per cent better than during the Summer of 1922, he said.

Mr. Jones and family have returned from Bear Lake, a Utah-Idaho mountain lake resort, where they spent several days.



Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
O M A H A

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

Echoes of distant, barbaric melody, and a rhythm as of vanished, beating feet come to you when the Fisk University Jubilee Singers present "I Done Done What You Told Me To Do" and "Were You There?"—Record A-3919.

Singing without accompaniment of any sort, this male quartet achieves a pipe-organ effect that is nothing short of marvelous.

COLUMBIA GRAPHOPHONE CO.
New York



ALBANY

Unremitting Efforts of Dealers Have Brought Prosperity—Bright Fall Outlook—The Month's News

ALBANY, N. Y., August 9.—Albany talking machine dealers, without exception, have had a good Summer business. This has been due in part to better business conditions than last year, but largely to unremitting efforts and up-to-date methods of sales promotion. Window displays, advertising and canvassing were the means used to maintain business to the satisfaction of the dealers and to meet future anticipations. The new consoles or period models of talking machines have given the dealers something better to talk about than they have had before and the public has shown a decided interest in them. The Victor dealers, Strand Temple of Music, Thomas Music Co., Boardman & Gray, McClure & Dorwaldt and Diamond Disc Co., have just received the new Victrola models, Nos. 400, 405 and 410, and they are enthusiastic over the sales prospects of these instruments.

L. W. Schutter, manager of the Thomas store, has been making a drive for rural business with excellent results and consequently sales volume for the past three months far exceeded that of the same period last year. Willard Marshman, of the sales force, has returned from a vacation at Asbury Park, and Herbert Earl and Miss Molly Rogers are vacationing this month.

Mr. Losey, representative of the Music Sales Co. of New York, called on the Victor dealers recently and was full of enthusiasm over the new Victrola models, which he said were going big throughout his territory.

The Brunswick dealers have also received the new console Stratford and Tudor models. The Pommer Music Store sold several as soon as received and it is advertising them extensively. The new Brunswick catalog of "blues" is expected soon. There have been many inquiries for these popular records. The Pommer Music Store is completing its second year in business and reports a big increase over the first Summer's sales, so that plans are being made for increasing the sales organization of the record department.

Edison demand has held up in a most surprising manner and consequently the American Phonograph Co., Edison distributor, with headquarters at 707-09 Broadway, this city, has enjoyed a satisfactory business during the Summer months. Dealers are looking for a continuance of this satisfactory condition and an even greater improvement during the Fall and Winter, and this optimism is reflected in the manner in which the Edison merchants are making their plans for the Fall.

William Caine has been placed in charge of the musical merchandise department of the Baker Music Co.'s local store, to succeed Anthony LaRosa, resigned. Mr. Caine is well

known in Albany musical circles and is a good player of stringed instruments. The first shipment of Conn band instruments has arrived at this store and they are being extensively advertised in the first Sunday rotogravure section of the Knickerbocker Press for August. Mr. Caine will feature daily recitals in the store. O. E. Kellogg, new general sales manager of the company, has returned from a week's motor trip over the Lackawanna trail and Delaware Water Gap to New Haven, Conn.

Arrangements have been made for the complete representation of Brunswick phonographs and records for the Baker Schenectady store. John H. Begley has been engaged as manager of the musical merchandise department, in which is being featured the new line of Conn band instruments. The new store at 508 State street is now fully furnished and the new Brunswick models fit pleasingly into the artistic arrangement of the store. Manager A. J. Clapper sold his first shipment promptly and wired for more machines. He is now taking a vacation at Oneida Lake and the store is in charge of Charles H. Riley.

Edgar Kahn, representative of the Blackman Talking Machine Co., of New York, was a recent caller on Albany dealers.

HEARD-BELL TO CARRY MUSIC LINES

ATLANTA, GA., Aug. 8.—A line of musical instruments will be carried by the Heard-Bell Furniture Co., which will open here soon.

THE ALNUTT MUSIC CO. MOVES

Savannah Dealer to Occupy Entire Three Floors in Building Recently Leased

SAVANNAH, GA., August 7.—A new location at 118 West Broughton street has just been selected by the Alnutt Music Co., which is at present doing business at 114 East Broughton street. The new store, on which a lease for several years has already been obtained, will have three floors with sheet music, small goods and phonographs displayed on the ground floor. Pianos will be shown on the next floor and a repair department and rehearsal studio will be furnished on the third floor. A small recital room is also contemplated for the top floor. Improvements will start immediately.

PRAISE FOR BOOK ON ACCOUNTING

Bulletin of National Association of Cost Accountants Reviews Chamber's Book on "Accounting for Retail Music Stores"

In a recent bulletin issued by the National Association of Cost Accountants high praise is given to the book "Accounting for Retail Music Stores," issued by the Trade Service Bureau of the Music Industries Chamber of Commerce. The methods set forth in the book are described in the bulletin as "excellent" and it goes on to say that they "should prove of great value to those interested in music store accounting."

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.

DETROIT

Increase in Automobile Production Felt in Greater Prosperity of Retail Trade—Month's News

DETROIT, MICH., August 7.—Just why July talking machine business should have been so good this year Detroit dealers themselves cannot understand. All they know is that sales for the month and collections are considerably ahead of the same month a year ago, and frankly, they did not anticipate conditions would be so good. They looked for a big slump—but it did not come. With some dealers the portable machines have been very big sellers. One retail furniture instalment house sold something like 250 in one week.

The big business men of Detroit were predicting last May and June that July would see the demand for motor cars falling off and as a natural consequence the automobile factories would be laying off thousands of men. Even the manufacturers themselves expected something like this to happen, but instead orders have piled up all during the month and every factory has been operating to capacity. Even August has started out most auspiciously, and it looks now as if the Detroit plants will be kept busy for months to come. This is a condition that helps retail business immensely and is probably responsible for such good business with talking machine dealers.

Grinnell Bros., through C. A. Grinnell, president, entertained their employes on July 26 at the old Detroit Motor Boat Club, which is the property of Mr. Grinnell. All the Detroit stores and the wholesale departments and Detroit factory were closed at 1 p. m. that day and the employes met at the club house. The afternoon was given over to sports of all kinds for both men and women; there was a baseball game, tug of war, etc., prizes being given to the winners of all contests. After dinner was served the evening was given over to dancing. The various entertainments were handled through the auspices of The Goodfellowship Club, which comprises the male employes.

A. A. Grinnell, treasurer of Grinnell Bros., who is sojourning in Europe with Mrs. Grinnell, sent cards in the other day to the effect that he was thoroughly enjoying his trip, but that the more he saw of Europe the better he liked America—and that nowhere in Europe is there the hustle and bustle that one sees in the big American cities, such as Detroit, New York and Chicago.

R. B. Alling, manager of The Phonograph Co. of Detroit, Edison jobber, as well as The Edison Shop, retailers, returned August 2 from an extended vacation, which he spent on a ranch in Wyoming. He told The World correspondent that much to his surprise business

A Phonograph Line That Will Speak For Itself

The Pooley
PHONOGRAPH

EXCELS BY COMPARISON

Natural tone reproduction.
Skilled and scientific construction.
Unusual fineness and beauty of finish.
Authentic and beautiful designs.

ALL POOLEYS ARE ONE IN THESE QUALITIES

Eight console models and one upright, beautiful in design and workmanship—so absolutely silent in operation that nothing is lost when the record is being played—it reproduces exactly the original music.

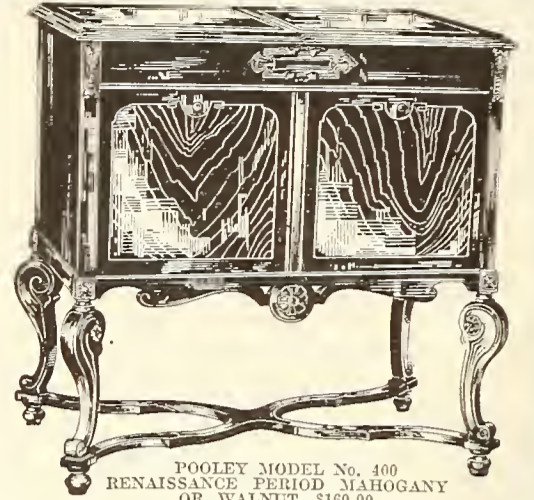


The Master of Movable Music

Brown, Mahogany and fumed oak. Surprising tone volume and clearness, durable, dependable, compact and convenient.

Always everything a Portable Phonograph can be, and at a popular price—\$37.50.

Size: 8"x14"x15"



POOLEY MODEL No. 400
RENAISSANCE PERIOD MAHOGANY
OR WALNUT \$160.00
Size 34 1/4 inches high, 36 1/4 inches wide, 22 1/2 inches deep. Nickel plated sound box and new improved Pooley tone arm. Automatic stop, speed regulator, tone modifier and needle rest. Automatic lid support.

"One handle handles it"

Outing

TALKING MACHINE

ATTRACTIVE PROPOSITION TO OFFER DEALERS
WRITE OR WIRE US

C. L. MARSHALL COMPANY

Wholesale Distributors

MICHIGAN AND OHIO

Detroit, 514 Griswold Street.

Cleveland, 328 Superior, W.

for July was far ahead of last year for the same month, and that what particularly pleased him was the number of high-priced machines that were sold this year. August has started out well and it is Mr. Alling's belief that the Fall will see corking good business.

S. E. Lind, of Lind & Marks Co., can't help but feel enthused over Fall prospects when he considers what he has been doing during July with the Vocalion line, for which he is the exclusive Michigan distributor. Mr. Lind is one of the oldest and best-known talking machine men in the country. For years he was Detroit manager of the Columbia Co., resigning to take a much-needed rest. Three years ago he organized the Lind & Marks Co. to distribute

Vocalion products, and that the company has more than made good is proved by the fact that he has enlarged the storage space and the selling organization. Mr. Lind states that he has sold a raft of the Vocalion portable machines this Summer.

The Michigan State Fair, to be held at the Fair Grounds in Detroit, will take place as usual during September and already a number of talking machine firms have contracted to take space. Grinnell Bros., of course, will have a large display of the complete Victor line, the latest in records, etc. It is also likely that the J. L. Hudson Music Store will have an exhibit as well as a number of piano concerns. Musical merchandise will also be exhibited.

BESSIE SMITH SCORES SUCCESS

Columbia Artist Appears in Atlanta Theatre—
Novel Performance Attracts Attention

Bessie Smith, popular blues singer and exclusive Columbia artist, is touring the South. During the week that she appeared at the Eighty-one Theatre, a large negro playhouse in Atlanta, a performance exclusively for white people was given. This was the first "Midnight Frolic" for white people ever offered in Atlanta. The idea originated with the Lyric Theatre of New Orleans, where this type of performance has become an institution. It serves a double

purpose, an evening's entertainment and an opportunity for white people to see the progress made by the colored performers.

RAY YORKE ON VISIT TO NEW YORK

Ray Yorke, of the Vocalion Co., of Chicago, accompanied by Mrs. Yorke, was in New York recently in the course of a motor trip from Chicago. After leaving the metropolis Mr. and Mrs. Yorke went to Atlantic City and then home by way of Washington.

Overhead charges can be reduced by increasing the volume of business transacted.

After all there is only one EDISON

The first phonograph was the invention of America's foremost genius—
Thomas A. Edison.

Through all the stages of the development of the phonograph, Mr. Edison has
always led the way.

The New Edison is his latest achievement in this field and he considers it his
greatest invention.



Write us for our latest agency proposition

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

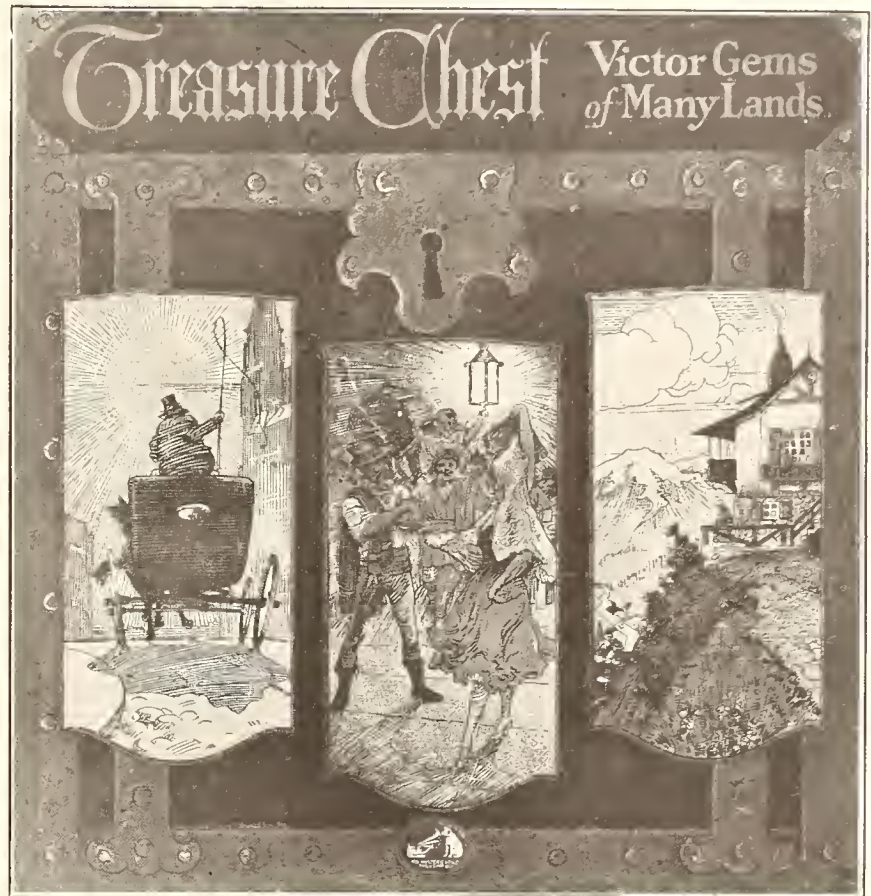
DETROIT



The "Treasure Chest"—A Decided Success

Victor Dealers of twenty and more years' experience—those who know the business from A to Z and backwards—are strong in their praise of the "Treasure Chest." They frankly say that it "fills the gap" and answers "a dire need." That's why everybody's talking "Treasure Chest" today—the big idea of the year.

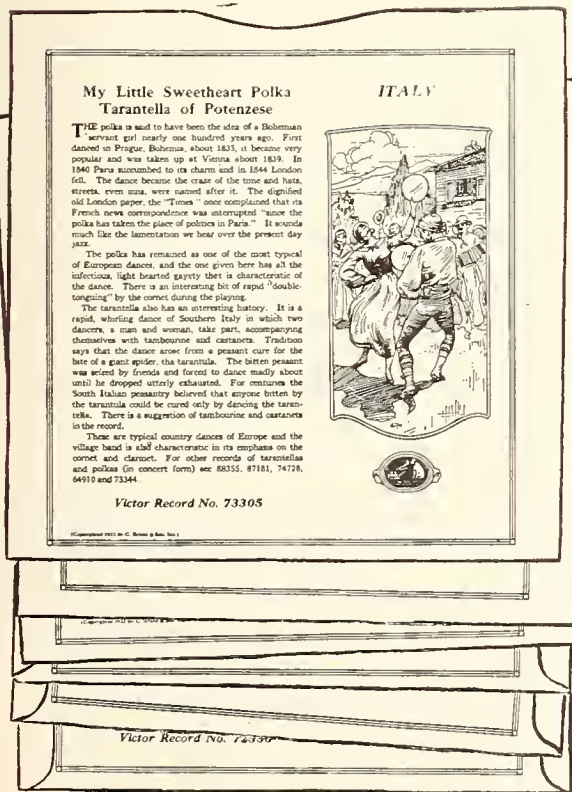
Less than three weeks from the day of its announcement just 72% of our accounts added the "Treasure Chest" to their stock—a particularly high commendation considering the season of the year.



Victor Dealers, the "Treasure Chest" offers you a brand-new record merchandising stunt that has real intrinsic value. It is an item well worthy of your time and investment. It does more than sell itself. It is chuck-full of "human interest" that will create favorable comment about your store—'twill make people know that you're a *specialist in Victor products*; gets them in the habit of knowing that you're ever-watchful, up-to-date, that anything having the *merit of Victor* is to be had at your store.

The "Treasure Chest" fully meets the demand for novelty and entertainment. It comprises six 10-inch double-faced Victor records (12 selections) of the choicest *instrumental* music of foreign lands—every selection being a musical gem and novelty. The "chest" and envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation. Where you previously sold one record, Mr. Victor Dealer, you will now sell six and with less effort.

Let your Victor wholesaler know that you are interested in the "Treasure Chest." Place your order with him. The rest he will do.



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

BUFFALO

Summer Trade Exceeds Expectations—New Models Please—Outlook for Fall Bright—The News

BUFFALO, N. Y., August 8.—The usual Summer slump in the talking machine trade was not so noticeable this year in Buffalo as in years past. Dealers, with very few exceptions, report trade far exceeding their expectations and running ahead of last Summer. Popular records are moving in large volume. Portables are in good demand, due to the unusual camping facilities and canoeing and motoring craze in and about Buffalo, dealers report. One Main street dealer said he has had a number of calls for portable machines for motorists who are planning long trips.

F. F. Barber, manager of the J. N. Adam Music store, said: "We have had a very good Summer business in the higher-priced talking machines. We have gone over the top of last year's business each and every month, and we expect very good Fall trade." Mr. Barber has just returned from New York, where he arranged for his Fall stock.

Curtis N. Andrews, Victor jobber, spent a few days on a business trip which included a visit to New York, where he called upon some of his many friends in the trade. Mr. Andrews found general conditions very satisfactory, with the Victor jobbers and dealers all making plans for a banner Fall trade. Upon his return Mr. Andrews was glad to learn that the dealers in this territory are keenly enthusiastic regarding the outlook for the coming season, particularly in view of the recent important announcements made by the Victor Co.

The Iroquois Sales Corp. opened up the store of the North Park Electric Shop in Kenmore with a supply of Okeh records. Strand phonographs are still keeping ahead of last year's demand and the Wm. Hengerer Co. is handling the Strand special with real success.

Joe Armbruster's Orchestra, popular society dance orchestra of this city, will leave soon for Narragansett Pier for the home of Peter A. Porter, where it has been engaged for several days. From there it will go to the General Phonograph Co., in New York, to make its first Okeh recordings.

Appearance of Bennie Krueger and His Dance Orchestra, Brunswick artists, greatly stimulated sales of his records here. The orchestra was brought to Buffalo by Albert Poppenberg, new



A Suggestion

Without question Victor retailers will enjoy this coming Fall the greatest season in history and we are all making plans in this direction.

However, we will offer the suggestion to Victor dealers in our territory that they anticipate their Fall and holiday requirements if possible in order that we may give them maximum co-operation and service. There is going to be a shortage of Victor products this Fall, and the farsighted dealer will place orders now wherever possible, so that the 1923 Fall and holiday season will find him prepared and ready to meet the requirements of his trade.

This is only a suggestion which is offered to our dealers in a spirit of timely goodwill.

CURTIS N. ANDREWS

Victor Distributor
BUFFALO, N. Y.



proprietor of the Braner Music Shop, Brunswick and Columbia dealer. A number of improvements will be made in the Braner Music Shop by Albert Poppenberg, who recently purchased the business, before his Fall stock is received. Mr. Poppenberg was formerly in the music trade with his brother, G. H. Poppenberg, and dissolved partnership about a year ago.

O. L. Neal, of the Buffalo Talking Machine Co., says the new Victor models, 405 and 400, are receiving a warm reception from the trade here. These two models are a radical departure from what the Victor Co. has put out before and already a noticeable demand indicates they will not be able to supply orders which are sure to come in for Fall trade.

The Bakertone, an instrument manufactured in Buffalo which has been successfully demonstrated as removing all surface noises of the disc, has recently been improved so that it now not only removes disc sounds, but brings out the full tone of the needle, and in many instances, according to J. T. Kimberley, district manager in Buffalo, brings out greater than

needle volume. Arrangements are now being made by the Bakertone Co. to give the instrument national distribution. Distributing stations are being established in all leading cities of the continent.

The Bellanca Furniture Co. will move into its new quarters on Niagara and Virginia streets, about September 1. A great deal of careful planning has been done for the arrangement of the talking machine department. The new building, now receiving its finishing touches, is built of brick and tile at a cost of \$40,000.

Charles Liske is making extensive improvements in his store at Genesee street and Fillmore avenue.

Alexander Maisel began improvements in his store on Broadway this month. The entire interior of the store will be improved and rearranged.

M. Truda has moved from the old location on West Ferry street to the rapidly growing section of the city at Delaware avenue and Delaware road.

Buffalo means power

As Buffalo is the power distribution center of this great territory
So is the
BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET
Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire

Bakertone for Phonographs

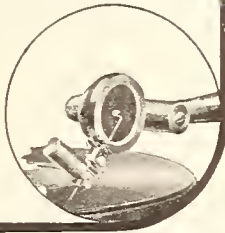
No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps records sales. Sells at \$3.50.

Ask for discounts.

**Bakertone
Corporation**

408 Pearl Street
BUFFALO, N. Y.



The Iroquois Sales Corp., of this city, Okeh jobber, states that its Okeh sales this year are about 50 per cent ahead of the corresponding period of 1922. F. D. Clare, general manager of the company, attributes a considerable portion of this increase to the splendid foreign catalog issued by the General Phonograph Corp., which contains a great many numbers that are in constant demand.

The popular dance numbers in the Okeh lists are meeting with a steady and active demand and Mr. Clare believes that the recent edition of the numerical and alphabetical Okeh catalogs will serve to increase the sale of the standard and semi-standard selections, as well as the general catalog. Mr. Clare looks forward to the coming season as the most prosperous one in the history of the Iroquois Sales Corp., with the ratio of increase for the remainder of the year exceeding the 50 per cent figures for the first six months.

In a recent chat with The World O. L. Neal, of the Buffalo Talking Machine Co., Victor wholesaler, commented upon the fact that business conditions throughout this territory are excellent. The company is particularly concerned in the prospect of a shortage of Victor merchandise during the Fall and Winter months, as all indications point to a substantial shortage of Victrolas and Victor records. Mr. Neal is now away on a month's vacation at his farm in Nichols overlooking the Susquehanna River, where he is forgetting all about Victor merchandising and enjoying a well-deserved rest.

Buffalo dealers featured in window displays Victor records made by the Royal Blue and White Marimba Band, which recently appeared in the Hippodrome for a two weeks' concert. Many sales were created through the feature.

George Goold, of Goold Bros., Inc., recently entertained newspaper men of the Buffalo press at the Transit Valley Golf Club, where a tournament was being conducted. Mr. Goold is president of the club. He proved himself an ideal host and the day was most enjoyable for the men of the press.

Charles Hoffman, of the Hoffman Piano Co., has returned from a hunting trip in Canada feeling fit and fine for preparations for a huge Fall business.

George H. Castle, Niagara street music merchant, is making his window especially attractive through a display of Egyptian antiques.

CLARAVOX

CLEAR VOICE

REPRODUCERS

Reflect Credit on Edison Products

Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

THE CLARAVOX CO. - Youngstown, O.

The Northpark Electric Shop, of Kenmore, recently opened with a stock of New Edison talking machines and records and Okeh records.

Ralph W. Liske, Niagara Falls dealer, is selling out his Columbia stock preparatory to going out of business.

F. A. Russell, sales manager for Neal, Clark and Neal, reports an especially good demand for the Victor selling from \$180 to \$250.

A number of talking machine dealers were losers in the \$750,000 fire in Salamanca recently, which destroyed a large part of the business section of the town. Among those who suffered loss were: Fred Forness, loss \$50,000, partially covered by insurance; Manieri Furniture Co., \$6,000, covered, and J. Zafron, \$5,000, partially covered.

A warehouse of the H. E. Turner Co., in Batavia, N. Y., was recently destroyed by fire. The company's loss did not include its stock of talking machines, which were stored in another building.

Defective wiring caused a blaze which damaged the store of W. L. Foehley, in Hamburg, dealer in furniture and musical instruments. His loss is estimated at about \$10,000.

Frank A. Grohs, prominent Exchange street music merchant, died recently in the Emergency Hospital, following a long illness. He was fifty-nine years old. He organized the Grohs Piano Co. about twenty-two years ago and was known as the first merchant in Buffalo to sell instruments on the part-payment plan.

John W. Casement, fifty-two years old, dealer in musical instruments and furniture in Albion, N. Y., died recently in his home in West Bank street. He had conducted the store for more than fifteen years.

CAUSE OF COMMERCIAL DISASTER

Secretary of Credit Men's Association Emphasizes Importance of Knowing Business Costs

We can say two and two are five, and base our calculations accordingly; but four is all that we can truly ever get from this addition, says J. H. Tregoe, secretary of the National Association of Credit Men. A large proportion of our commercial accidents occur for the reason that the operators of a business enterprise are endeavoring to convince themselves and others that two and two make five. Estimates may be drawn up, but, unless these estimates provide for every possible cost and every reasonable emergency, the final result will not bear out the estimate.

Were I asked to name the paramount duty of business operators, whether large or small, I should immediately respond, "Know your costs." Everything may seem to be going along gaily, with plenty of sales. The situation will change rapidly, however, when it is discovered that the profits were more than eaten up by the costs. Let us shout it from the house-tops, "Know your costs." They are at the base of price movements.

J. N. BLACKMAN ON "AUTO" TRIP

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, accompanied by Mrs. Blackman and their son Albert, who was graduated recently from the University of Pennsylvania, spent ten days this month on an automobile trip through the Berkshires and the Green Mountains, returning to New York by way of the Adirondacks.

Fred P. Oliver, vice-president and general manager of the company, spent ten days at his Summer home in Lake Mahopac, N. Y., and will probably return there for another week during the latter part of the month.

Leviten's Music & Sporting Goods Shop, New York, has just filed papers for incorporation and will have an assigned capital of \$10,000. F. and P. Rodgen and R. Mayer are the incorporators. R. S. Deutsch, 261 Broadway, will act as attorney.



Again—a dealer writes:—
"Just one year ago we put in our first BANNER RECORDS. We cannot say enough for them—we certainly have pleased our customers—they are always ready and waiting for new releases."

This commendation has special significance. Banner brought repeat sales in July—excellent proof of its selling power. It turned this dealer's usual slump season into a profitable season.

Certainly the Banner merchant finds that Banner pays in quick, numerous sales, and pleased "willing-to-buy" customers.

The reason is obvious. Banner at 50c gives a full 75c record value. That value has created for Banner a wide preference everywhere.

PLAZA MUSIC CO.
18 WEST 20TH STREET NEW YORK

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Keen Interest of Music Trades in Announcement of Band Contest—L. M. Cole in New Post—Planning Ad Drive—The News

SYRACUSE, N. Y., August 8.—Talking machine dealers in this city are keenly interested in an announcement recently made by the Syracuse Chamber of Commerce stating that this organization will hold a band contest in connection with Syracuse Day at the New York State Fair, to be held in this city September 10. This band contest is open to all New York State non-professional bands, Class A bands up to forty instruments and Class B bands of not over twenty-five instruments. Very generous cash prizes are offered for first, second and third places in each class and band instruments will be awarded for some other ratings.

Band Contest Arouses Interest

This band contest has aroused a great deal of interest all over the State and bands from all corners of New York have sent in their applications to compete for the prizes. The details of this band contest are being handled by a special committee appointed by the Syracuse Chamber of Commerce, including some of the

leading bandmasters of the country. The local music dealers are co-operating with this committee and have circularized the entire State on lists of bandmasters and others especially interested in this class of music. Included in the applications already received are some of the leading town bands, factory bands, organization and lodge bands throughout the State.

Test Piece for Each Band

A test piece will be furnished to each band filing an application for the contest and then each organization will be allowed to play a march of its own choice immediately upon taking its place on the band stand. This march will not be judged, but will be for the purpose of allowing the players to "tune up" and then the test piece as furnished by the contest committee will be played and judged. All competing are required to play in uniform and a representative from each band will participate in drawing for place and position. In addition to all of these amateur bands the famous band-

master, Patrick Conway, and his band have been engaged by the State Fair committee to give daily concerts during the entire week of the State Fair.

Attractive Sonora Display

Considerable attention was drawn last week to the window display featured by the Clark Music Co., presenting in a rich and dignified setting the handsome Italian Renaissance Sonora. This enterprising dealer made a special showing of Sonoras during the week, having a number of artistic period models on the floor. This display stimulated sales materially and was commented upon very favorably by local music lovers.

Excellent Victor Business

Victor dealers in Syracuse report a very active record business, especially in the popular songs and late dance numbers, with more than the usual amount of Summer trade in small instruments and portable types of Victrolas for use in Summer cottages and camps. The first samples of the new Victrola art models were received by the local dealers with keen enthusiasm and will be featured extensively through the use of effective and timely advertising.

L. M. Cole With Gibson-Snow

Lionel M. Cole, one of the most popular wholesale men in this section of the State, is now covering eastern New York territory for the Gibson-Snow Co., Inc., Sonora jobber, of this city. Mr. Cole was a member of the Gibson-Snow staff a number of years ago, being associated more recently with the Iroquois Sales Co., of Buffalo. He numbers among his friends practically all of the talking machine dealers in eastern New York territory, and his return to Sonora activities will be welcome news to these dealers.

W. D. Andrews on Auto Trip

W. D. Andrews, president of the W. D. Andrews Co., of this city, Victor wholesaler, spent a few days recently touring through the lake and mountain resorts of New York State, completing his trip with a few days at Atlantic City and a call at the Victor Talking Machine Co.'s plant at Camden, N. J.

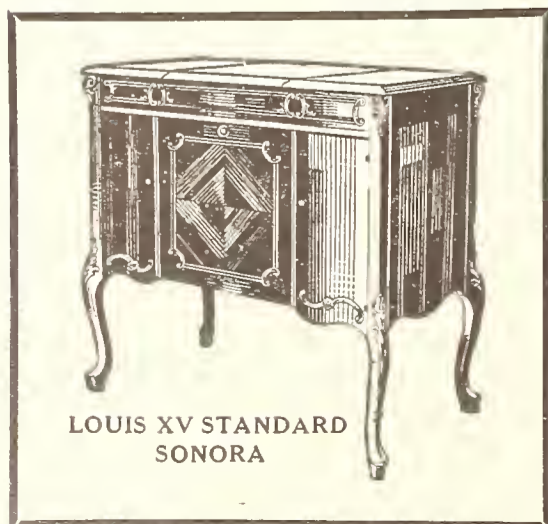
Planning Advertising Campaign

In the near future the Gibson-Snow Co., Inc., Sonora jobber, will start an advertising campaign in this city which will feature the mechanical construction and tone quality of the Sonora. This campaign will be launched in conjunction with a nation-wide advertising drive which the Sonora Phonograph Co. is planning to inaugurate for the benefit of its trade.

Activity Among Edison Dealers

Edison dealers in Syracuse and the surrounding territory, in which the House of Bolway, Edison distributor, is located, are all making plans for a banner Fall trade, and in all probability there will be a greater activity in behalf of Edison product than for several years. Quite a number of Edison dealers are making arrangements to use consistent publicity through the

Have You Ordered Your Sonora Phonographs for Fall?



LOUIS XV STANDARD
SONORA

All indications point to the greatest season in Sonora history and we would urge Sonora dealers to anticipate their Fall requirements wherever possible and place their orders now.

This organization is equipped to give Sonora dealers maximum service this coming Fall and holiday season, but your co-operation in anticipating the tremendous demand for Sonoras will enable us to make this service exceptionally effective.

GIBSON-SNOW CO., Inc.
SYRACUSE NEW YORK

Fall and holiday season in order to impress upon the public the distinctive musical qualities of the Edison Diamond Disc phonograph and the new Edison Re-creations. Summer business has been very gratifying and there is a general feeling of optimism among the dealers that makes predictions for the coming season of more than usual interest.

DEAD MEN ARE POOR PROSPECTS

Sending Literature and Mail to Prospects That Do Not Exist Can Be Eliminated by Revising and Correcting the Mailing List

A writer in one of the advertising journals recently pointed out that "Dead men buy no shoes, or soap or mining stocks." This writer then went on to say that thousands of advertisers make the mistake of buying or compiling a fairly accurate mailing list and then forgetting all about it. Mailing pieces go out more or less regularly. And a certain percentage of them come back marked "Dead," "Moved," "Out of Business," "Not at Address Given," etc.

Nobody thinks to check off these names from the mailing list. Again mailing pieces go out to these same "dead" names. And again they are returned undelivered. When this condition has obtained for a year or, as is frequently the case, for several years the mailing list is carrying enough dead wood to blast the hopes of even the best of direct advertising campaigns, says Office Topics.

A recent investigation in a typical retail field disclosed the fact that there were in a single year 24 per cent changes in addresses. On this basis an uncorrected mailing list four years old, let us say, would be practically worthless. In your field the percentage of change may be more. It might, quite possibly, be a little less. But, at best, it is certainly sufficient to warrant the closest kind of check to avoid errors.

An even stronger argument for keeping the mailing list in tune with the times is the fact that new prospects for your merchandise or your service are continually entering the field. You want to get your story before these folks. The only sure way to do is to make certain that their names are properly entered on your mailing list. Failure to remove a "dead" name means at worst that you have simply wasted money in printing and postage. But failure to get a "live" name on your list may mean the loss of a great deal of profitable business.

Perhaps the greatest single fault of an average mailing list is its incompleteness. Initials wrong. Names spelled incorrectly. Street addresses omitted. All these are common evidences of carelessness. And yet some men wonder why direct advertising doesn't bring better results for them.



No. 35769/11
Areca Plant, natural prepared, 36 inches high, with 11 leaves and pot, complete \$3.50 each, per dozen \$35.00.

Our Fall Catalogue No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., Mailed Free On Request.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

The NEW EDISON

in

New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.

SYRACUSE

Jobbers

Est. 1889

NEW EMERSON ARTISTS ANNOUNCED

Will Soon Release New Series of Records by the Hotel Astor Orchestra, Popular New York City Musical Combination

The Emerson Phonograph Co., Inc., will shortly announce a new series of records by the Hotel Astor Orchestra, one of the most popular additions to Broadway's musical combinations of last season. Al Epstein, formerly of Small-

PATHE LINE EXHIBITED AT FAIR

Line of Phonographs and Radio Accessories Displayed at National Merchandise Fair in New York Attracted Attention

The exhibit of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., at the National Merchandise Fair held in the Grand Central Palace, from July 23 to August 3, was a decided success from every angle. The exhibit covered the



Hotel Astor Orchestra Recording for Emerson Phonograph Corp.

wood's Glenwood Lodge, Glen Head, L. I., directs this youthful organization which, in addition to its popularity on the Hotel Astor Roof, has achieved additional success as a program feature for Radio Station WJZ, through a microphone connection with the Hotel Astor Roof. All the late popular numbers have thus been broadcasted over a wide territory by this arrangement, thereby making the name of the orchestra and its rendition familiar to many radio enthusiasts.

The firm of Tull & Gibbs, prominent talking machine dealer of Spokane, Wash., has added the Sonora to its varied talking machine stock.

entire Pathé line and was attractively displayed. In the center of the space was a new Pathé portable, with a background furnished through the artistic display of Models 36, 40 and 15 from the Pathé line, as well as the Pathé Actuelle. Pathé Actuelle records were displayed in the new skyscraper racks, which resulted not only in orders for records themselves, but also for racks. In the radio field the

Pathé loud speaker and the various molded parts made by the Pathé Co. were shown. A generous display of Pathé literature was on hand. Charles F. Usher, general field representative of the Pathé Phonograph & Radio Corp., was in charge of the exhibit. Mr. Usher stated that the line seemed to appeal strongly to the visiting buyers and that orders received greatly exceeded the expenses involved and made the exhibit well worth while.

H. V. Taylor, formerly manager of the Bruce Co., 118 East William street, Decatur, Ill., has opened the Taylor Music Shop, at 241 East Eldorado street, handling "talkers," records, etc.

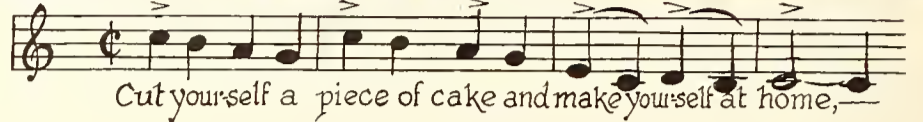
Goodnight *The Waltz Sensation of 1923*
 Nearly as good as "Three O'Clock in the Morning"
 "You can't go wrong - With any FEIST son."

The Big Comedy Song Sensation

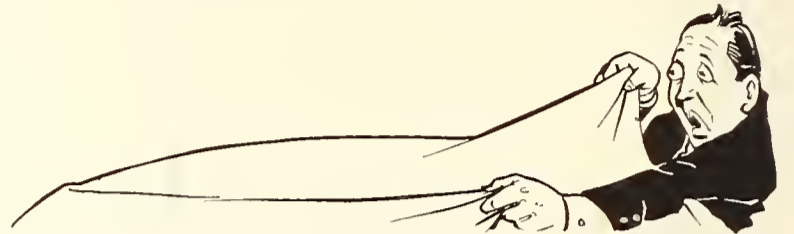
CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

"You can't go wrong
With any FEIST song"



©LEO FEIST Inc.
N.Y.C.



INDIANAPOLIS

Many Dealers Add New Lines—Activities of Dealers Reflected in Excellent Business—Brisk Record Demand Feature of Trade

INDIANAPOLIS, IND., August 7.—The passing of the Summer will, no doubt, prove to local dealers that the talking machine and record business is not dependent entirely upon the trade of the Fall and Winter months. In every instance the record business has shown a gain over a corresponding period of last year and in some cases the trade has doubled, which all points to the fact that the dealer's business in the future will not be seasonable, but will be distributed throughout the year.

Many New Edison Dealers

H. G. Anderson, of the sales promotion department, and L. P. Brock are covering the territory of the Edison Corp. of Indiana and looking to the establishment of new branches. Dealers are showing a desire to handle the Edison line. Intensive canvassing during the past month has brought an increase in business, and new dealers have been established, chief among whom are the Circle Talking Machine Co., of Indianapolis; Meskill Music Co., of Indianapolis; Frank E. Felt, New Castle, Ind.; Andree

Swinson, Bemet, Ill.; G. G. Grahm, Veedersburg, Ind.; Orville O. Wisheart, Shirley, Ind.; the Kellar Co., Fowler, Ind.; J. A. Vest, Scottsburg, Ind.; F. M. Baker, Shoals, Ind.; F. E. McDonald, Sheridan, Ind.; L. E. Moore, Rossville, Ind.; Hardin Drug Co., Flat Rock, Ill.; R. C. Weg Drug Co., St. Bernice, Ind.; Menefee & Sons, Auburn, Ind.; Jordan Drug Shop, Paxton, Ill. There is evident an increasing interest in the Edison phonograph and Edison records in this territory.

The closing of the local Edison Shop has been consummated and the Carlin Music Co., which handles the Edison line, has taken over all the accounts of the former store. This marks the retirement of Walter Kipp, who for many years has been associated with the Edison Corp. and who is now in the West for his health. William H. Meskill, who has just recently formed the Meskill Music Co., was formerly resident financial manager of the Edison Corp. Joseph Wilson, assistant secretary of Thomas A. Edison, Inc., has been in the

city for the last ten days, going over the local accounting system.

Forest Cheney Gets in Touch With Trade

Forest Cheney, of the Cheney Talking Machine Co., of Grand Rapids, Mich., and B. K. VanKorn, distributor for the Indianapolis district, with F. X. Donovan, local dealer, have just completed a trip through this district, meeting and talking with their dealers.

Multum in Parvo

The Brunswick Shop is showing an unusual business these days in all styles of machines, with a nice gain in records. This is attributed to the growing popularity of the Brunswick products in this territory.

The L. S. Ayres Co., through its talking machine department, is making a drive on Victor machines, both in the new and discontinued models, which has already resulted in doubling the business as shown by the same period of last year.

Edward Mayer, manager of the talking machine department of the Kiefer-Stewart Drug Co., wholesale distributor of the Sonora, is in Europe on business for the firm. Orders for Fall deliveries are showing a nice gain.

T. H. Brackin, local manager of the Starr Piano Co., states that the Gennett records have doubled in sales over July of last year. This is due to the wider acquaintance of the Gennett products and the promptness of getting popular numbers on the market.

A. H. Bates, vice-president of the Ohio Talking Machine Co., of Cincinnati, O.; William Everly, of the Vocalion Co., of New York; Carlin & Quick, Kokomo, Ind.; Frank M. Baker, Shoals, Ind.; Eugene Osborn, Nobelsville, Ind., were recent visitors here.

GRANT BUYS NASE STORE

INGLEWOOD, CAL., Aug. 3.—Douglas M. Grant has recently purchased the stock and lease of Ralph Nase, a music merchant here. Mr. Grant will conduct an up-to-date music store, called the Inglewood Music Co., and will handle phonographs and a full stock of records and sheet music. It is his intention to later add a line of player-pianos and other musical merchandise.

HERRIN, ILL., FIRM EXPANDS

HERRIN, ILL., August 3.—The Minton Mercantile Co., of this city, which handles general merchandise and operates a talking machine department, is planning to erect an addition to the establishment, which will house a modern talking machine department.

CURTIS BUYS UNITED STORE

BIDDEFORD, ME., Aug. 6.—The stock and fixtures of the United Music Stores Co., located at 207 Main street, have been purchased by J. F. Curtis.

99 + % Perfect Edison Record Service

*That's the kind of support we are offering
Edison Merchants in this trade territory*



Service that Satisfies!

There are a few open towns in Indiana and Eastern Illinois, where the Edison franchise may be secured by qualified merchants.

Edison Merchants make money—**make money** through a continuous turnover.

Write for details.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

HAPPENINGS IN THE DOMINION OF CANADA

MANY IMPORTANT CHANGES IN THE TORONTO TERRITORY

His Master's Voice Records Made by King and Queen of England Placed in Museum—New Stores Opened—Trade Members Change Positions—Dealers Add New Lines—Other Trade News

TORONTO, ONT., August 8.—The Royal Ontario Museum in Toronto has placed in its collection the two His Master's Voice-Victor records made by Their Majesties King George and Queen Mary of England.

E. A. McMurty, manager in Canada of the Columbia Graphophone Co., with headquarters here, is of the opinion that the outlook for the four months ending December 24 next is so promising that in spite of the company's heavy factory commitments for the different designs announced in the new Columbia line there is likely to be a shortage of instruments by next December. The new Columbia line, which is now announced to the Canadian trade, embraces five consoles at \$125, \$150, \$175, \$200 and \$240, providing cabinets of Queen Anne, Sheraton and William and Mary lines, according to the individual customer's desire. Beside the new Columbia portable at \$62.50, the school model at \$150 and the table model at \$95, there are upright Grafonolas at \$125, \$140, \$150, \$175, \$190, \$215 and \$270.

The yearly picnic or outing of the Columbia Graphophone Co.'s manufacturing and sales employes took place recently at Center Island and was a marked success. On this occasion Mr. McMurty, who recently took up residence in Toronto as Canadian manager, was introduced to the Columbia employes, who cordially welcomed him to Columbia ranks in Canada.

Miss M. Warne, formerly of Gerhard-Heintzman, Ltd., His Master's Voice-Victor dealer, this city, has been made manager of the Victor department of the Dunlap Sporting Goods Co., Rockaway, L. I., N. Y.

Isham Jones and His Orchestra, Brunswick artists, played in Toronto recently and Brunswick dealers report quickened sales of their records.

James P. Bradt and Mrs. Bradt have taken up residence in Toronto for the Summer season. Mr. Bradt is well known to the Canadian trade through his long association with the Columbia Co., whose Canadian division he took charge of in 1910, remaining in Toronto until 1919, when he retired from active business.

H. E. Henderson, Smiths Falls, Ont., has taken on the representation of Starr phonographs and Gennett records.

Mr. Millman has been appointed manager of Mason & Risch, Ltd., His Master's Voice-Victor dealers, at Stratford, Ont. He was formerly with Grinnell Bros., Victor dealers, at Windsor, Ont.

Canada's national fair (forty-fifth year), to be held in Toronto in August, will be the mecca for talking machine men as usual. A large number of manufacturers will display their wares.

John McKenzie, who handles His Master's Voice line in Milton, Ont., has made a large addition to his store and is giving this line great prominence.

The phonograph supply firm of H. G. L. Laing & Co., this city, has assigned. Assets are \$1,643, against liabilities of \$3,561.

Gerhard Heintzman, Ltd., of this city, has shipped \$38,000 worth of phonographs and pianos to Montreal for loading on the "Margaret Coughlan," which is the first Canadian boat sailing via the Panama Canal to Victoria and Vancouver, B. C., on the new shipping route.

The Scythes Vocalion Co., Ltd., has just announced an innovation in the Vocalion Red record catalog through the addition of the first Vocalion Race Bulletin.

The Regal Record Co., of New York, has opened a Canadian branch in Toronto in con-

junction with the Plaza Music Co., with offices at 443 Spadina avenue. The purpose is to feature to Canadian phonograph dealers their "Little Tot's Nursery Tunes," which is a new loose-leaf Juvenile record book, containing six different selections on three seven-inch, double-faced records with colored picture and verse cards accompanying it. The Canadian interests of the Regal Record Co. will be in charge of M. G. Beatty, who is also the manager of the

Plaza Music Co. in the Canadian territory.

At a recent meeting of the board of directors of the Canadian Bureau for the Advancement of Music Bradford Heintzman was elected president, succeeding D. R. Gourlay, who, owing to his leaving the music industries, has resigned.

The R. S. Williams & Sons Co., Ltd., reports that Edison dealers in its territory have experienced much increased activity in the Edison Diamond Amberola line since the new reduced prices went into effect. The Canadian price on the Amberol records enables them to be retailed at 40 cents each, or two for 75 cents, and, as a result, a beneficial change has been felt, particularly in record sales.

THE MONTH'S ACTIVITIES AMONG DEALERS IN WINNIPEG

Some Free Publicity for Old Local Concerns—Canadians Hear Feist Song Hits Over the Radio—Sells Records to Mounted Police in the Far North—General News of the Trade

WINNIPEG, MAN., August 7.—A recent issue of the Calgary, Alta., Herald devoted several pages to the local firms that have been in business in Calgary for fifteen years or more. These included D. J. Young & Co., Ltd., established twenty-one years; Alberta Piano Co., Ltd., twenty years; Heintzman Co., Ltd., nineteen years, and C. B. Clarke, fifteen years.

The Killarney Music Store, Killarney, Man., has been reopened by Proprietor Cooney with a stock of records and sheet music.

Ernest Hammond, of Leo Feist, Ltd., Toronto, has been singing a number of Feist song hits over the radio in Edmonton, Alta., recently.

The Robinson Piano & Music Co., of Edmonton, Alta., reports the sale of a Brunswick upright phonograph to the Alberta & Arctic Transportation Co. for use on the S. S. "Distributor," which carries passengers and freight from Fort McMurray to Aklavik, within a very short distance of the Arctic Ocean.

The Alberta Piano Co., Calgary, Alta., recently remodeled and enlarged its store, moving the record stock and a portion of the Victrola stock from the basement to the main floor.

Heintzman's Edmonton, Alta., branch has had the unique experience of sending records almost to the top of the world. An order came for His Master's Voice records to go with the Mounted Police to Herchel Island and Fort Resolution in the Arctic Circle the other day. Phonographs are thus doing their bit to take the loneliness out of the lives at the outposts of civilization.

Walter F. Evans, of W. F. Evans, Ltd., Vancouver, B. C., is vacationing in Southern parts, making the trip by motor.

Fletcher Bros., Ltd., Vancouver, B. C., have erected a handsome outdoor sign featuring His Master's Voice products. They also have erected a roof sign of tremendous size, showing an illustration of a console model Victrola and a Red Seal record.

J. Lodge, of the Lodge Piano House, Edmonton, Alta., was a business visitor to Calgary recently.

The San Carlo Opera Co. was brought to Vancouver, B. C., for three performances by Walter F. Evans, who made good use of the opportunity for increasing record sales.

BUSINESS IN MONTREAL MAINTAINS EXCELLENT VOLUME

Appearances of Artists Increase Sales of Records—Retail Dealer Starts Mail Order Business—Col. Phinney Retires From Business—Window Display Attracts Attention

MONTREAL, CAN., August 8.—Business during the past month has been fairly good and well up to last year's average of the same period.

Creatore's Band, Columbia artists, are playing at Dominion Park from August 4 to 19. Whenever this band appears up goes the sale of Columbia records.

Eleanor Ball, the noted violinist who records for His Master's Voice, appeared lately at the Imperial Theatre. Brown's Talking Machine Shop supplied her with a selection of records which were played on the stage with a Victrola and profited by increased sales.

Definite arrangements have now been made for Mme. Melba, exclusive Victor artist, to

make a concert tour of Canada this Autumn.

Some time ago we referred in these columns to the introduction of a new system by the postmaster general, by which merchandise could be sent parcel post c. o. d. Advantage has been taken of this by Brown's Talking Machine Shop, Inc., which has started a mail-order business.

It has been announced that Col. Phinney, of Halifax, N. S., has retired from the management of Phinney's, Ltd., music house, to take a partnership in a local law firm.

The Hartney Co., His Master's Voice distributor, staged a fine window display recently featuring the new popular Victor hit, "Cut Yourself a Piece of Cake and Make Yourself at Home."

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

ATLANTA

*Business Holds Up Despite Heat—
Geo. W. Lyle a Visitor—Empire
Music Co.'s New Store—The News*

ATLANTA, GA., August 8.—Mid-Summer dullness has naturally had its effect on trade in the territory; business, nevertheless, is holding up in a most satisfactory manner.

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., whose product, the Strand line, is winning favor from coast to coast, was a recent visitor here. Mr. Lyle stopped here on his return from an extended trip to the Pacific Coast. He is most optimistic as to talking machine conditions, the great problem for the Fall being the question of sufficient goods of the type now generally demanded. The call is for console product, and the vogue for this class of machines is attested by the appearance on the market of the latest Victor models, No. 400 and No. 405, two beautifully designed flat-top instruments. These have just made their entry into local dealers' warerooms and are being most favorably received.

The Empire Music Co., which for the past six months has been conducting the Victrola department at High's Department Store here, has branched out by opening another department in the Arcade, one of Atlanta's most central and best-patronized shopping centers. The full line of Victor records and machines, and the Strand line of period design consoles, are featured. Mr. Barfield, president of the Empire, is delighted with the way business has started off in the new place. To distinguish it from the other establishment operated by the company, the Arcade store is called "The Music Shop."

John Mohl, the genial assistant manager of the Atlanta branch of the Columbia Graphophone Co., left early in the month for an extended trip throughout the territory.

The entire line of 1924 Strand models is now on display at the showroom of M. E. Lyle, local representative for the Manufacturers' Phonograph Co., Strand manufacturers.

The current advertising of Okeh records is specially featuring releases by Warner's Seven Aces, one of the most popular local dance orchestras.

Alterations are booked to start this month on extensive remodeling of the showroom of the Cable Piano Co. It is planned to make this one of the finest and most efficient music stores in the city.

Westervelt Terhunc, manager of the Atlanta regional branch of the Columbia Co., just returned from a trip to the New Orleans territory. He reports that dealers are optimistic and looking forward to big Fall business.

First deliveries of the Camp-fone, the new portable put out by the Health Builders, makers of the famous Walter Camp "Daily Dozen" and



"We Serve the South"

AS distributors for "The Records of Quality" in the South, we have played no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street
ATLANTA, GA.

Inquiries
from
Dealers
Solicited

of "Reducing Records," have reached town. The portable is unique because of its completeness, and yet is one of the most compact machines thus far introduced here. It is handled through M. E. Lyle, who represents Health Builders in this territory.

Sales for the first seven months this year show a gain of more than 100 per cent over a year ago, according to E. F. Parr, secretary-treasurer of Phonographs, Inc., Edison distributor here. Business in general seems to be improving and the sale and demand for Edison phonographs are increasing.

W. L. F. Rosenblatt, of Phonographs, Inc., has just returned from a trip through South Carolina, where he called upon Edison dealers, and reports prospects good for that section.

E. F. Parr was on a trip last week to Savannah, Ga., where he found conditions good.

G. H. Kelley, of the Kelley Music Co., Edison dealer, Gainesville, Fla., visited the offices of Phonographs, Inc., last week and reported good prospects over his territory and that he expects to do a large Fall business.

During the past few days three new dealers have been added to the list of Phonographs, Inc., and prospects are bright for the addition of several other names to this list during the next few weeks.

Garber-Davis Dance Orchestra filled a week's engagement at Asheville, N. C., commencing August 6, playing for a benefit cabaret for the Biltmore Hospital. Columbia dealers in this

territory placed orders for their requirements of Garber-Davis records in order to fill the demand as a result of this engagement.

Columbia Artist Bessie Smith appeared in Bessemer, Ala., after having filled a week's engagement in Birmingham. Previous to this she appeared in Atlanta and Macon, Ga. All engagements are going across "big." Columbia dealers are reaping big profits as a result of Bessie Smith record sales.

"Sweet Pal," written by Bob Miller, manager of Reinhardt's Grafonola department, Memphis, Tenn., is showing great popularity throughout the Southern States. Columbia dealers are expecting substantial sales of this selection when released on Columbia Record A-3737.

Walton-Ivey Furniture Co., Columbia dealer at Rockwood and Harriman, Tenn., is erecting a new building at Harriman, and is making plans to enlarge its Columbia department. This dealer reports that business is better than it has been in years. All of the mills are working on full-time basis.

Recent visitors to Columbia headquarters here were: Mr. Skelton, of the Skelton Furniture Co., Lindale, Ga.; Mr. White, of the White Music Co., Columbus, Ga., and Mr. Hood, of the Walker-Hood Co., Waycross, Ga.

Richard H. Reamy, 623 Pennsylvania avenue, S. E., Washington, D. C., recently added the Starr line of phonographs to his stock.



THERE are a few towns in our Zone covered by the Southeastern States where we have no representation and a few other towns where we need additional representation. Our proposition to those interested is an attractive one, and we are prepared to give the very best of service to Edison Dealers.

PHONOGRAPHS INC.

EDISON DISTRIBUTORS

41 Cone Street - - - - Atlanta, Ga.

TWENTY-THREE YEARS of irreproachable reputation stands back of the Federal guarantee of mechanical perfection and satisfactory performance of every Federal set or accessory.

There is no finer radio equipment made than Federal. Every part is designed, made, and minutely inspected in the Federal factory. Every design is backed by the experience of a quarter century in manufacturing the highest type of communication apparatus and fifteen years in making radio equipment which is recognized as "standard of the radio world."

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago
San Francisco Bridgeburg, Canada London, England

Federal Radio Equipment



BALTIMORE

*Record Demand Holds Up Well—Dealers and Jobbers Report Gains
—Prominent Dealers Add New Lines—New Models Please Trade*

BALTIMORE, MD., August 8.—While all talking machine jobbing houses report a very good business for the past month, with increases running from 50 to 80 per cent over that of July, 1922, the retail trade was rather dull, owing to the unusually hot weather prevailing practically all the month which seriously interfered with all lines of retail business. The record business, however, continued good throughout the month and sales of a number of portable machines for campers also helped out on the total business.

Good General Record Business

The record business the last month, taken as a whole, was one of the largest that the trade generally has experienced in several years. This is especially true of the negro records of the Columbia Co., according to William H. Swartz, treasurer of Columbia Wholesalers, Inc., who said that he finds it impossible to keep up the orders for these records from the Southern portion of the trade in his territory. The Columbia New Process records of classical music are also meeting with big results in this territory, which Mr. Swartz attributes to a large extent to the newspaper and magazine advertising which the company is doing in this section. Another reason assigned for the large increase in sales is that the dealers generally are using large numbers of the post-card record advertising with very good results, as well as liberal displays of window advertising.

John A. Oldewurtel, of the Vocalion Co. of Maryland, distributor for the Aeolian Co., also reports big increases in the Vocalion record sales throughout the State and believes this Fall and Winter season will prove one of the best in the history of the firm. Extensive ad-

vertising which the company has been doing for some time past is showing very good results in the number of orders being placed daily for the Red records.

Both E. F. Droop & Sons and Cohen & Hughes, Victor distributors, report large increases in sales for the past month or two.

Prominent Dealers Add Brunswick

C. F. Shaw, local manager of the Brunswick branch, reports business of the agency as being very good, with July business running about 80 per cent ahead of that of the corresponding month of 1922, and that even this record would have been eclipsed had he been able to supply the trade with a number of popular models of the Brunswick, especially with the York, on which the local branch has been oversold ever since this model was put on the market. Harry C. Grove, of Washington, one of the largest dealers in this territory, has just been added to the list of Brunswick dealers. Mr. Grove, who is one of the pioneer exclusive talking machine dealers, has one of the largest and handsomest establishments in the capital city, and Manager Shaw feels very much elated over having placed the Brunswick machine in the store. Another new account opened by the Brunswick the past month is that of the Moon Music House, of Burlington, N. C., and the Two Lane Music House, of Newport News, Va. In order to take care of the rapidly increasing business of the agency Mr. Shaw is making a number of extensive improvements which will greatly facilitate the handling of business. The third floor will be given over entirely to the record business which will leave the second floor for office and display rooms.

Mr. Shaw is very enthusiastic over the exten-

sive newspaper advertising which the Brunswick people will launch throughout the country on the 15th of this month. Very encouraging reports, according to Mr. Shaw, have been received from W. D. Causey, the Virginia salesman for the Brunswick, as well as from M. M. Kuhn, of North Carolina, both of whom report very good prospects for the Fall and Winter trade.

New Victor Models Popular

T. Ralph Clark, sales manager for Cohen & Hughes, said business during July showed a very substantial gain over July, 1922, and that dealers generally are placing heavy orders for Fall trade, especially on the new art model. Mr. Clark said this is a very good sign, as dealers for the past several months had been buying rather close. He attributes this increased ordering to a large extent to the handsome new models which the Victor Co. is putting out, especially the 400's and 405's, on both of which the house has been oversold ever since they were placed on the market.

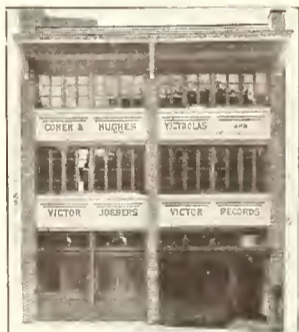
New Columbia Models Admired

Business of the Columbia Wholesalers, Inc., distributor of the Columbia line, shows a very substantial increase each month, according to William H. Swartz, secretary and treasurer, who says that the agency has been practically cleaned out of all old models and is heavily booked on the new models with exclusive Columbia features. This is especially true, he said, of the new \$100 upright machine, which is the biggest seller in this territory that the company has ever put out and on which, he said, they had sold out a carlot in one day with a number of unfilled orders still on the book.

Interesting News Brieflets

William C. Roberts, manager of E. F. Droop & Sons, has just returned, with his family, from an auto trip through New England. Mr. Roberts left on the 29th of July and reports having had one of the pleasantest trips since he started taking his vacation in an auto.

I. Son Cohen left on July 31 for a trip to Niagara Falls and Canada with his family. Mr.



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

PROSPERITY

This fall depends on YOU.

Prepare now, and insure Success

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

VAN VEEN & COMPANY

Designers and Builders

Complete Interiors for Phonographs and Musical Merchandise stores and departments.

Our work has stood the test of years and has our reputation solidly behind it. As to price, equal value cannot be had for less.

We have complete departments ready to ship anywhere. Write for catalogue or representative.

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

Telephone Lehigh 5324

NEW YORK CITY

Cohen made the trip in an auto and will return about August 15.

William Biel, of Cohen & Hughes, left the first of the month for a trip to Europe and will return about September 1.

C. F. Shaw, manager of the local Brunswick agency; H. H. Sheldon, assistant manager, and E. D. Wallerstein are attending the Eastern Salesmen Convention at Asbury Park on August 8, 9 and 10.

C. D. Nichols has resigned as North Carolina representative of the Brunswick Co.

C. D. Calimar, proprietor of the Richmond Furniture Co., of Baltimore, who operates six trucks in selling Columbia machines and records through the surrounding suburban territory, reports business as very good, the truck campaign for business being largely responsible for this satisfactory condition.

A. N. Callis, North Carolina salesman, and H. W. Dutton, western part of Virginia salesman of Columbia Wholesalers, Inc., have returned from their vacations and have started out on an intensive selling campaign which is already resulting in increased business.

L. L. Andrews, president of Columbia Wholesalers, Inc., has just returned from a trip to the eastern part of Virginia and District of Columbia and reports very good results with dealers in that territory who are looking forward to a good Fall business.

CABLE RENEWS ATLANTA LEASE

ATLANTA, GA., Aug. 6.—The lease of the Cable Piano Co. on the space it has been occupying in the Cable Piano Co. Building has just been renewed for ten years. The building is owned by Mrs. Junius Oglesby and Mrs. W. S. Witham, who receive \$25,000 yearly from three tenants, the others being the Atlanta Conservatory of Music and the Pictorial Review.

VACATIONED IN WHITE MOUNTAINS

Sidney R. Risser, of Brilliantone Co., and Ed Vorbach Enjoyed Mountain and Canadian Trip—Now Ready for Fall Campaign

Sidney R. Risser, popular member of the sales staff of the Brilliantone Steel Needle Co.,



Sidney R. Risser

New York City, and Ed Vorbach, of the well-known firm of Vorbach Bros., Long Island talking machine retailers, spent their vacations to-

gether this year. The accompanying illustration shows Mr. Risser recuperating from a heavy year of needle selling and resting against the veranda of the Bretton Woods Hotel in the White Mountains. After some time spent in this ideal location the pair moved on to Canada for a trip through the Dominion, which, needless to say, was greatly enjoyed.

Vorbach Bros. already conduct two stores, one in Richmond Hill and the other in Jamaica, and it is the intention of the company to open another one in time for Fall business.

NEW STORE IN PEKIN, ILL.

The Ehrlicher Music Shop, of Pekin, Ill., will soon be an addition to that thriving city. Mr. Ehrlicher has for many years sold Victrolas on the second floor of his drug store. This department will continue to be efficiently handled by Miss Helen McHenry. The new store will be devoted exclusively to things musical and will be managed by Miss Grace Van Coutren and Miss Ruth Ehrlicher, both of whom have had considerable merchandising experience.

COLUMBIA IN THE ARCTIC REGIONS

St. Louis, Mo., Aug. 7.—The Raigor Music Co., of this city, Columbia dealer, received recently an interesting letter from Rampart, Alaska, in which was enclosed a money order with an order for a Columbia Symphony record. This Columbia enthusiast in the far North wrote as follows: "My Columbia Grafonola and Columbia records have given me great entertainment and pleasure and have cheered me in my lonesome hours."



ARE YOU FEATURING VIOLIN SPRUCE REPRODUCERS?

THIS wonderful new-principle phonographic reproducer is so positive in its tonal developing powers that it sells itself and makes enthusiastic friends. Made of Violin Spruce from far Alaska, these beautiful instruments enhance the reproductions of any record made. If you don't know The Violin Spruce Reproducer and its sale possibilities write at once for sample and our money-making dealer's proposition.

THE DIAPHRAGM COMPANY
1836 Euclid Avenue CLEVELAND, O.

PORTLAND, ORE.

Trade Situation Most Encouraging—Hyatt Talking Machine Co. in New Home—Preparing for Fair—Children's Recitals Make a Hit

PORTLAND, ORE., August 4.—After making the rounds of both the jobbers and retailers of the talking machine and record industry here it is most apparent that business for the month of July was far above that of the corresponding month of 1922, and although nothing out of the ordinary transpired the sale of machines and records kept up a steady pace.

Hyatt Co.'s New Quarters

The Hyatt Talking Machine Co., for several years located at 350 Alder street, opened for business July 30 at 386 Morrison street. The new establishment gives this firm more than 20 per cent more room for merchandise and display purposes than at its previous location. On the main floor are a well-appointed service counter, six phonograph demonstrating rooms, and two large rooms for pianos, which will be included in the stock in the near future. On the mezzanine floor are three large rooms for machines, two for console and one for upright models. The console rooms are large enough to display in splendid style forty machines, while the upright room will easily accommodate twenty machines.

The Cheney line has been added since moving into the new location, which gives this firm the Victrola, Edison, Brunswick, Columbia and Cheney phonographs. The store is finished in French gray woodwork with velvet French gray carpets and wicker furniture used throughout the store, with bright cretonne drapes, which give the needed touch of color.

Mr. Hyatt anticipates splendid business in his new location and is looking forward to a busy year. A repair shop has been established at 522 Washington street, to be known as "The

Phonograph Shop." It has been put in charge of Ira Holdiman, and aside from the repair work he will carry Mr. Hyatt's line of phonographs and records.

Exhibit at Multnomah County Fair

The Reed-French Piano Co. had a most elaborate display of musical instruments at the Multnomah County Fair, July 31 to August 14, inclusive, where it showed the Edison, Victrola and Hallet & Davis phonographs, and the Hallet & Davis line of pianos. The Reed-French Co. was the only music firm represented and its booth, which was artistic in every detail, was the rendezvous of throngs which attended the fair and many live prospects were secured.

Saturday, July 28, was the biggest day since December, was the report of Helen Briggs, manager of the Victrola and Brunswick department of the Seiberling, Lucas Music Co.

Visits the Edison Dealers

Harry Marshall, district manager of the Edison Phonograph Co., Inc., visited the Edison accounts in southern Oregon during the past month and reports excellent conditions prevailing throughout the entire southwestern part of the State. Mr. Marshall went on to San Francisco and expects to return to Portland about the third week in August.

Features Recitals by Children

The phonograph department of Meier & Frank, representatives of the Victrola, Edison, Columbia and Sonora phonographs, is featuring Saturday morning children recitals in conjunction with the Meier & Frank radio station, KFEC. Wm. Hodecker, manager of the department, reports great interest in the concerts and expects to continue with them through the

Summer months. Mr. Hodecker left August 1 for an extended trip East, where he will visit several manufacturers whom they represent.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., has returned from an extensive vacation trip through California and as far South as Tia Juana, Mexico. Mr. Stein visited all of California's principal music establishments, where he studied methods, etc., and reports gaining many splendid ideas which he hopes to put into local practice. A handsome new Dodge truck has been added to the Victrola department of Sherman, Clay & Co. to take care of their rapidly increasing retail business.

W. H. Lawton, Pacific Northwest representative of the Columbia Co., with headquarters in Seattle, visited J. P. Carney, local representative, for several days recently while en route to the Columbia factory. Mr. Lawton was joined at San Francisco by P. S. Kantner, Coast representative of the company.

Marvin Lee, Western sales manager of Water-son-Berlin-Snyder Co., visited Portland during the past month with a number of new hits for the sheet music departments and also introduced to the trade the Cameo and Lincoln phonograph records.

Miss C. Hogan, for the past year one of the most popular young ladies in the record department of the Wiley B. Allen Co., has resigned and returned to her home in Oakland, Ore.

FRIEDA HEMPEL'S PLANS FOR FALL

Frieda Hempel, famous Edison artist, plans to end her tour with a Jenny Lind concert at Albert Hall in London. She has covered most of Europe during the Summer season. Among her important engagements on returning to America are those on December 13 and 14, when she will make her first appearance with the Detroit Symphony Orchestra, which is now being conducted by Ossip Gabrilowitsch.

ORO-TONE No. 4 Automatic Helps You Sell the EDISON



Patent Applied for
Illustration shows the position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record and which prevents the reproducer from coasting when record is finished playing.



Patent Applied for
Illustration shows the position for playing Edison and all other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

SO many dealers the country over find it easier to close sales of Edison Phonographs when they can demonstrate the use of a perfect equipment for playing Victor and all other lateral cut records on the superb Edison—AUTOMATICALLY. A great many people prefer to own an Edison Phonograph but they desire very frequently to be able to play other well-known records. That is why the Oro-Tone No. 4 Automatic Equipment is being used by many Edison dealers to close difficult sales.

Five Exclusive Features

- 1—It AUTOMATICALLY adjusts itself to the correct weight for playing all lateral and vertical cut records;
- 2—It AUTOMATICALLY adjusts itself to the correct needle center and the correct angle of reproducer on the record;
- 3—It AUTOMATICALLY adjusts itself to the proper height to swing clear of the record when playing vertical cut records;
- 4—The reproducer will not coast when record is played through;
- 5—If you desire, you may play Edison records with a regular fibre needle, producing splendid volume and clear definition.

Sample Sent on Approval

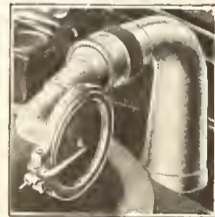
Send no money. Just ask us to send you a sample of this remarkable equipment on APPROVAL. Use this sample and put it to every test you wish. Demonstrate it to your customers and you will find, as so many other Edison dealers find, that they will be easier to sell because of their desire to be able to play all records on their phonograph. Send for this sample—TODAY.

LIST PRICES	
No. 4 Edison Automatic Equipment	
NICKEL FINISH.....	\$7.00
GOLD FINISH.....	\$9.00
GOLD OXIDIZE.....	\$9.00
Attractive Needle Cup Case, each	35c.

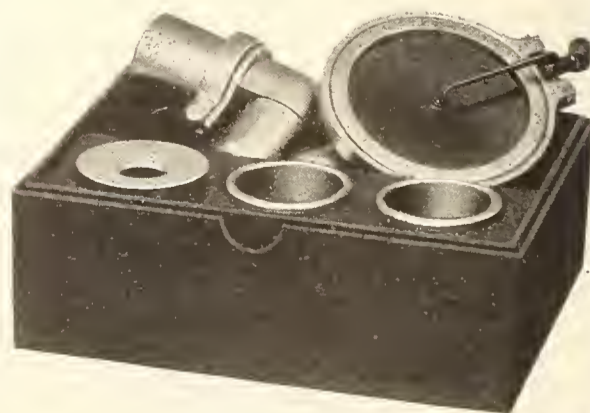
Usual discount allowed to responsible dealers. Please furnish references if you are not rated.

The Oro-Tone Co.
QUALITY FIRST

1000 George St. Chicago, Ill.
Ask Your Edison Jobber for Sample



Showing the ease with which needles may be removed by simply turning up the reproducer.



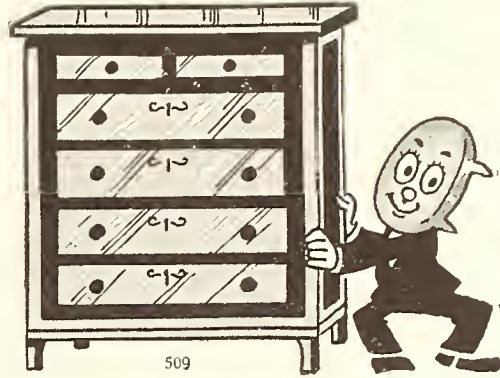
Attractive Needle Cup Case

Here is a very essential article for every Edison phonograph that can also be used to hold either reproducer when the same is not in use. Made of substantial and durable mahogany colored leatherette. Each case is fitted with three gun metal finish needle cups as shown in illustration. Price of single case, 35c. less the usual discount.

DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



Adaptability

Furniture will go anywhere on **DOMES of SILENCE**.

Furniture equipped with these slides is equally at home on wood floors, rugs, linoleums or carpets.

They give complete satisfaction on any floor under any condition.

This perfect adaptability is one of the strongest features of **DOMES of SILENCE**—one of the features that makes them perfect footwear for furniture—one of the features that makes them better than casters.

This quality of adaptability is but one of the strong qualities offered by **DOMES of SILENCE**. Remember there are five other features:

- Economy
- Silence
- Invisibility
- Simplicity
- Service—Long wear

These are the factors that mean perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

In all your Talking Machine orders

Specify **DOMES of SILENCE**

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

P-270

*What we say above about Furniture applies also
to Phonographs*

SAN FRANCISCO

*Unusually Brisk Demand for Records Features Mid-Summer Trade
—Revenue Agents “Collect” on “Talkers”—Month’s News of Trade*

SAN FRANCISCO, CAL., August 2.—Record business is unusually heavy for mid-Summer, according to the statements of the wholesale distributing agencies, and business in general is not discouraging for the Summer period.

Revenue Agents Collect on “Talkers”

Overzealous on the part of certain representatives of the Internal Revenue Department caused a commotion in San Francisco this month, but the trouble is all over now. These agents attempted to collect taxes on talking machines which had gold fittings and did actually collect money from a few dealers. The Music Trades Association of Central California immediately took the matter up with the Government and a speedy adjustment was made. Eventually, it is presumed, those who paid the tax will have their money refunded. Dick Quarg, manager of the Phonograph Studio, Powell and O’Farrell streets, was one of those who were held up and who paid.

Local Artists With Brunswick

The famous jazz music of Paul Ash and His Syncopated Orchestra is soon to be perpetuated for posterity. Paul Ash, who is conducting at the Granada Theatre, this city, has signed up with the Brunswick-Balke-Collender Co. to make records. Some difficulty is being experienced in finding a proper hall for reproducing the music. These records will be made in San Francisco, but the report that the Brunswick Co. is to establish a regular pressing plant on the Coast is without foundation, says P. F. Corcoran, the Pacific Coast sales manager of the Brunswick phonograph department.

A. J. Kendrick, general sales manager of the Brunswick-Balke-Collender Co., accompanied by Messrs. Darbee and Henchen, are in San Francisco on an official visit from the Chicago headquarters.

Planning New Wurlitzer Store

The Rudolph Wurlitzer Co. is planning to open a store in the Mission district of San Francisco. The manager of the branch will be William Sanchez, it is expected.

G. A. Schilling Transferred

G. A. Schilling, formerly manager of the talking machine department at the Stockton store

of Sherman, Clay & Co., has been transferred to the retail Victor department of the San Francisco store.

George W. Lyle a Visitor

George W. Lyle, president, Manufacturers’ Phonograph Co., manufacturer of the Strand, has been in San Francisco in the course of a Western business trip. He made his temporary headquarters with Walter S. Grey, the Pacific Coast representative of the Strand.

Edison in Good Demand

Edison Phonographs, Ltd., Edison distributor for the West Coast territory, with offices in this city, Portland, Ore., and Los Angeles, has been enjoying a satisfactory demand during the last month. The volume of orders being received is an indication of the popularity of the Edison here. Demand for the Edison during the entire Summer, on the whole, was satisfactory and a definite improvement has been noted each month which is expected to continue right through the Fall and Winter.

Wiley B. Allen Remodeling Branch

The private office of James J. Black, sales manager of the Wiley B. Allen Co., is graced at present by a handsome bronze plaque won by the Wiley B. Allen golf team recently from the team of Sherman, Clay & Co. The trophy is a perpetual one to be contested for each year by the two teams. Mr. Black says that the talking machine business for the first half of 1923 shows a substantial increase over the same period of last year both in the Coast cities and the interior. Alterations are in progress at the new Sacramento store and the new talking machine department in this branch will be one of the finest and most conveniently arranged departments in the district. The new store is located at 918 K street. The manager of the store is R. P. Raygurt.

Window Displays of Columbias

The demand for Columbia records is still very strong and Columbia records and instruments are featured conspicuously in a great many show windows this month.

Munson-Rayner Opens Local Office

The Munson-Rayner Corp., of Los Angeles, is opening an office in the Aaron Building, Third



PLAYS EDISON RECORDS The “VICSONIA” REPRODUCER

Truly a Reproducer that will please the most cultured musician and discriminating critics. For over nine years the recognized medium for playing EDISON Records on VICTOR and COLUMBIA Machines.

Made in Silver and Gold. Fitted with Sapphire or Diamond Point. One Silver, Sapphire Point Reproducer Sent on Receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street NEW YORK

and Mission streets, this city. The company has just taken over the jobbing agency for the Vocalion records, formerly handled in this territory by the Magnavox Co. The concern also has the Pacific Coast agency for the Cheney phonograph. The San Francisco sales manager is E. R. Darvill.

Adds Cheney Line

The talking machine department of the Nathan-Dormann Co., San Francisco, has just added the Cheney line of phonographs to its offerings. B. Scott, manager of the department, reports several important sales the first week. He also reports good demand for Victor records.

Interesting News Brieflets

Andrew McCarthy, of Sherman, Clay & Co., is taking a vacation rest at Bohemian Grove, on the Russian River.

Leon Lang, general manager of Kohler & Chase, is taking his vacation this Summer with his family in Lake County.

O. N. Rothlin, the new and progressive manager of the Phonograph Shop, 109 Stockton street, says the sale of high-priced phonographs has continued to increase during the Summer. Meanwhile the sale of portables has been much heavier than a year ago.

Clark Wise, San Francisco, has returned from his annual vacation at Napa Soda Springs. R. A. Wise, of the Clark Wise Co., is now taking a few weeks’ rest at Bartlett Springs.

Robert Bird, manager of the wholesale Victor department of Sherman, Clay & Co., says that the prospects for Fall business are very bright, judging by the way orders are coming in.

TO HAVE A MUSIC DEPARTMENT

EAST RADFORD, VA., August 8.—R. N. Gentry & Co., now opening on Main street, will have a music department along with the regular furniture business.

Repair Parts, Main Springs, Motors

Single-spring Motors	\$ 2.50
Double-spring Motors	3.25
Liberty Motors	6.00
Three-spring Motor	12.50
Four-spring Motor	15.00
Tone Arm and Sound Box, per set,	\$1.35 and up

WRITE FOR CATALOG

PLEASING SOUND PHONO. CO.
204 E. 113th St. New York, N. Y.

The Demand
for



RE-CREATED

music has

1. Produced an Edison to suit every income
2. Released new records every week
3. Reduced record cost to the Edison owner
4. All of which means
5. **MORE SALES FOR THE EDISON DEALER**
6. We serve the entire Pacific Coast
7. A few good business centers still open

Edison Phonographs, Ltd.

Los Angeles

San Francisco

Portland

GLEANINGS *from the* WORLD *of* MUSIC

SEES GOOD IN PRESENT TENDENCIES OF "JAZZ" MUSIC

Carl Engel, Curator of the Congressional Library, Looks Forward to Original Type of American Music Being Developed From So-called "Jazz"—True "Jazz" Already Passé

Carl Engel, curator of the Music Division of the Congressional Library, is one of the many prominent musicians of national and international fame who do not follow the mental attitude of those who denounce "jazz" music. While, naturally, he does not advocate it as the best American type of music, he sees much good in these original music tendencies and looks forward to there being developed from them a distinctly American type of music which should win recognition from the lovers of better-class music.

This brings to mind the erroneous conception of the term "jazz." In popular music publishing circles, which are responsible for the publication of such music, the term "jazz" has almost become passé. There are a few of the present-day numbers that will be so termed by popular publishers. Indeed, the strictly "jazz" numbers are not now creating wide sales. Of the current successes probably only two songs would come under such a heading. Unusually good "jazzy" pieces continue to have some popularity, but the limitations are so defined that the publishers are wary of accepting them for publication.

Most of the "jazz" numbers are to-day published by various small houses and are written particularly for colored performers and for rendition on talking machine records, the manufacturers of which have developed a wide colored following. These are mostly songs and are billed as "blue" numbers. Several female colored artists have won national popularity through the singing of such songs. Their very titles generally carry the word "blue" in some form. They are really a particular type of colored song.

To the better class of music lovers, particularly those who are considered authorities, all present-day popular numbers are called "jazz." The result of this is that newspapers continue to frequently refer to "jazz" music. This is a misnomer, however, as probably 98 per cent of current fox-trots are strictly melody numbers. In their original form they can be sung to advantage as good vocal selections. For the use of the dance orchestras the arrangers in orchestrating often include additional music which gives full use to the modern orchestra. If the publisher does not do this the arranger for the leading orchestras adds those features.

Such orchestras, however, term themselves syncopated symphonists and, whether or not

this is the best descriptive term, it must be admitted that most of the present-day orchestras, either appearing on the dance floor or in the vaudeville theatres are greatly improved combinations over the "jazz" aggregations which were so prominent in the early post-war period. The success of those earlier orchestras was based upon the volume of noise, the special tricks, the weird use of the clarinet and saxophone and the addition of old hats, tin buckets and bells, to get unusual effects.

Most of the modern dance orchestras have eliminated such effects altogether, or they are used to a very small degree and possibly once in an evening's performance to give novelty to the program. The word "jazz," rightfully used, is taking longer to die than jazz music, which is almost extinct.

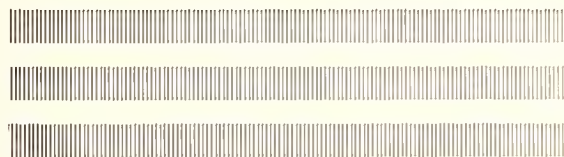
NEW BERLIN NUMBER GOING WELL

"When You Walked Out Someone Else Walked Right In" to Have Heavy Campaign of Exploitation Behind It

Irving Berlin, outside of the music for his "Music Box Revue" shows, has written few songs in recent seasons. However, those that he has written have attained national popularity. His latest popular song is entitled "When You Walked Out Someone Else Walked Right In." The campaign of exploitation behind this newest offering is hardly under way, as the plans of Irving Berlin, Inc., the publisher, contemplate making it not only one of the leaders of its catalog, but one of the big hits of the year.

Despite this song's youth it is not only heard from where songs are given publicity, but it has succeeded in obtaining for itself some unusual comment in newspapers throughout the country. Anything Berlin does is always good for several paragraphs from the writers on music.

One of the severest critics of daily papers is known as "Davis," of the Cleveland Press. A word of praise from this source is unusual, but in a recent edition of that publication a lengthy article on Berlin's song, "When You Walked Out Someone Else Walked Right In," appeared under the caption "Off With the Old Love, On With the New" (described as the theme of a bright new dance song by Irving Berlin). In praising Berlin's song Davis took the opportunity of rapping the modern orchestra, in which he says "Modern dance pieces depend greatly



POPULAR BALLAD SUCCESSES

CHAPPELL & HARMS

THE WORLD IS WAITING FOR THE SUNRISE
BY LOGGART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLÉN

ROSES OF PICARDY
BY WEATHERLY & WOOD

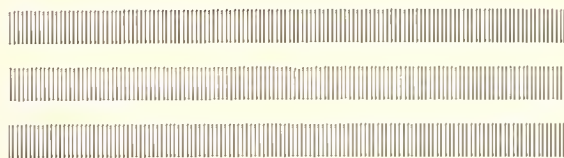
SONG OF SONGS
BY VAUGAIRE - LUCAS - MOYA

THE BELLS OF ST. MARY'S
BY FÜRBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLÉN

CHAPPELL - HARMS, INC.
185 MADISON AVE, NEW YORK



on how they are played. But the tendency of orchestras is to copy one another and play much alike." He found no such fault with the rendition of Berlin's song and as regards the lyrics he shows even more enthusiasm by reprinting the end of the chorus. The whole article carried a five-column head and should assist sales materially in Cleveland territory.

NICKEL in the SLOT

A Musical Novelty by Zez Confrey
Writer of STUMBLING

"You can't go wrong with any FEIST song"

© LEO FEIST INC. N.Y.C.

The ice cream started a-melting, No one cares what happened to it All thru a little nickel in the slot.



E. C. MILLS NOW CHAIRMAN OF THE A. S. C. A. AND P.

Chairman of the Music Publishers' Protective Association Also Becomes Executive Head of Composers' Organization—Plans European Trip to Arrange Reciprocal Agreements

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, after a series of conferences with a committee from the American Society of Composers, Authors and Publishers, has accepted the chairmanship of the executive committee in that organization.

For the past several months the A. S. C. A. and P. has endeavored to acquire the services of Mr. Mills. However, he showed some hesitancy in accepting the office through the fact that the Society's original plea was for his exclusive services.

Under the present arrangements Mr. Mills will continue in his executive capacity in the M. P. P. A. and will also undertake the responsibility of directing the activities of the Composers' Society.

Mr. Mills plans a trip to Europe in the early Fall for the purpose of closing arrangements with composers' societies of Europe, including those in England, France, Italy and Germany, whereby, through a reciprocal arrangement, fees will be collected by the various societies throughout the world and an equitable distribution be made of same.

The A. S. C. A. and P. will shortly inaugu-

rate some new plans for the purpose of interesting more of the standard publishing organizations in its activities. This, together with some entirely new, original and fair methods of collecting license fees from vaudeville, motion picture theatres, as well as cabarets and dance halls, is planned.

INTENSIVE FEIST CAMPAIGN

Puts Heavy Publicity Behind "Cut Yourself a Piece of Cake and Make Yourself at Home"

Leo Feist, Inc., is running one of the biggest publicity campaigns on the new novelty song, "Cut Yourself a Piece of Cake and Make Yourself at Home," ever inaugurated by that progressive publishing house. A large advertising appropriation has been made to exploit the number and every channel of publicity which will aid the number to popularity is being covered.

Some particularly attractive dealer material has been forwarded to the trade. This includes hangers, cutouts, window strips and other sales creators. A particularly appropriate piece of material for counter use is a cutout of a large chocolate-covered cake with an easel back which

can be placed anywhere in the store. The effect obtained with this multi-colored cutout is quite realistic, showing, as it does, a cake from which a generous slice has been served and a knife in a position ready for this service.

REVIVAL IN "BLUES" NUMBERS

Edward B. Marks Co. Declares Such Publications at Height of Popularity

According to the sales department of the Edward B. Marks Music Co., there has been a revival in the craze for "blues" numbers. In fact, it is this firm's opinion that the demand for "blues" is at its height. To justify this contention is the eagerness of mechanical reproduction companies for real "blue" numbers.

The Marks organization believes that "blues" are distinctly the creation of colored people. They live them, they breathe them and they write them and from this viewpoint some of the best "blue" numbers, naturally, will come from colored writers.

The Edward B. Marks Music Co. has given much thought and attention to the selection of "blue" compositions. Among the earlier works of this type that were published by that organization and proved popular were "Tishomingo Blues," "Corinne Blues" and others of like caliber, all of which are still popular and enjoying an excellent demand.

Recently the sales department of the Marks Co. obtained a series of numbers which had attained popularity in and around Memphis, Tenn. The songs composed by Bob Miller are "Strut 'Long, Papa" and "Uncle Bud" (Bugle Blues). These two offerings have already had some popularity in Northern territory and with a campaign, as inaugurated by the present publisher, their success on a national scale seems assured.

Among the recording artists that are doing these two numbers is Daisy Martin, and both of these songs will, undoubtedly, be included in early Fall releases of practically all mechanical companies catering to purchasers of "blue" music.

Other outstanding "blue" numbers in the Marks catalog are "Brown Baby," "There'll Be Some Changes Made," "Memphis Man," "Two A. M. Blues," "Log Cabin Blues," "Georgia Blues" and "Papa String Beans."

NEW COMPOSITION BY MISS BAUER

Marion Bauer, the celebrated composer, whose works are being programmed by leading musicians of the country, has recently written a set of three "Preludettes," which have just been issued by G. Schirmer, Inc., of New York, which, according to musicians who have had the privilege of trying them, are destined to have quite a vogue, particularly among teachers of children. They are, as might be expected, admirably written.

100% "STRUT-BLUES"-WINNERS

After studying carefully the "Blues" market and the genuine "Struts" written by natural-born writers of "Blues," we were lucky to strike these (Just Secured):

- | | |
|--|---|
| "STRUT 'LONG PAPA" | "MEMPHIS MAN" |
| "UNCLE BUD" (Bugle Blues) | "2 A. M. BLUES" |
| "PAPA STRING BEAN" | "LOG CABIN BLUES" |
| "BROWN BABY" | "GEORGIA BLUES" |
| "THERE'LL BE SOME CHANGES MADE" | "WHAT YOU WAS, YOU USED TO BE" |
| "MAMA! (Won't You Come and Ma-Ma Me?)" | "SUSAN'S GINGERBREAD" |
| | "BALTIMORE, M. D. (The Only Doctor For Me)" |
| | "UNCLE JOE (The Hockshop Man)" |

100% STANDARD "BLUES"

- | | |
|----------------------|-------------------|
| "TISHOMINGO BLUES" | "CORINNE BLUES" |
| "SHIM-ME-SHA-WABBLE" | "GRAVEYARD BLUES" |

Complete Piano Copy 35c Each — Any 4 for \$1.

RECORDS — ROLLS Made by All Leading Companies On Sale Everywhere

EDW. B. MARKS MUSIC CO.

46th Street Near Broadway

Next to N. V. A. (No Number Necessary)

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

ALL
WRONG

SALT
YOUR
SUGAR

WHAT
COULD BE
SWEETER

IRVING BERLIN, INC., 1607 BROADWAY, NEW YORK CITY

ROCCO VOCCO RECEIVES MEDAL

Chicago Manager of Leo Feist, Inc., Receives Appreciation of One of His Abilities

With much pomp, ceremony and salaaming Rocco Vocco, Chicago manager of Leo Feist, Inc., was recently presented with a magnificent medal by a personal representative of the Skorum Club of Sahara. Mr. Vocco's linguistic abilities enable him to converse freely in many languages and he is especially fluent with the difficult Egyptian tongue. Golfing being something new for Sahara-ites Mr. Vocco had the good fortune to be paired in a match with the Hon. Arru Shallah Jey, to whom golf scores were as blank as the desert itself.

The Hon. Arru was an awful bust at the game and did eighteen holes in 134, but the ever-gallant Rocco deftly slipped him his own card of seventy-seven, much to the surprise of the Egyptian gentleman. On reaching the club-

house he was proclaimed as a hero, cheered to the echo and féted extensively.

Hundreds of Egyptian members of the Skorum Club with a membership throughout the world contributed to the medal presented to Mr. Vocco and his photo now graces the many clubrooms of the organization. Rocco, stunned by it all, asked his suave friend the Hon. Arru Shallah Jey what "Skorum" meant. The Hon. Arru Shallah Jey, salaaming with much dignity, backed slowly to the door and, drawing himself up to his full height, hissed in pure Chicago-ese "Liar!"

Lee S. Roberts' latest song, "Oh, Harold," published by Forster, Music Publisher, Inc., Chicago, Ill., seems bent upon being as popular as some of Roberts' past successes. Lee Roberts seems to have the knack of writing songs and instrumental selections that have a wide appeal and "Oh, Harold" is fast attaining national prominence in song and dance form.

PUBLISHERS WIN IN COURT

A final decree was recently handed down by the United States District Court for the Eastern District of Pennsylvania whereby a long list of theatre owners are perpetually enjoined and restrained from publicly performing a number of popular songs.

The cases involve some twenty-nine defendants in suits brought by a number of publishers, members of the American Society of Composers, Authors and Publishers, which have been before the courts for adjudication for the past two years.

In addition each defendant is fined \$250 and the court costs, involving close to \$100, and are compelled to pay attorney fees of \$150 by order of the court.

While no new legal decision is involved in the above cases, the verdict is a sweeping victory for the Society, inasmuch as it involves a score of defendants in one particular territory.

We have no mackerel, peanuts, bologna, cake, pineapple, codfish, pickles, but we have

I'VE GOT THE YES! WE HAVE NO
BANANA BLUES

(Suggested by our sensational hit "YES! We Have No Bananas")

AND

OH! MIN

The greatest comedy song in years. CON CONRAD, the writer, says: "Better than my 'BARNEY GOOGLE' or 'YOU GOTTA SEE MAMA'"

Shapiro, Bernstein & Co., Inc.

Music Publishers

Cor. Broadway and 47th Street

New York

A Fine Swinging Fox-Trot Melody

LOVE TALES

"You can't go wrong with any FEIST song"



Mem-ries I re-call of al, your pret-ty little love tales

PUBLISHERS' DEALERS' HELPS AND THEIR UTILIZATION

Co-operation Offered the Dealers by the Publishers One of the Most Important of Sales Stimulators at Their Disposal—The Question of Standardization in the Material Furnished

At the past two conventions of the National Association of Sheet Music Dealers, the form, style and dimensions of standard music publishers' literature for the consumer to be used by the dealer have been discussed. Some suggestions have been made and given consideration towards standardization, so far as size is concerned, of much of this material. However, it has been clearly shown and proved that all material will not conform admirably to any standardized arrangement.

At times there have been some expressions from dealers as to the value of this consumer material. One dealer went so far as to state that 90 per cent of it was worthless, which, of course, was an ill-advised statement that the speaker would hardly attempt to prove. Most of the dealers value consumer literature and make good use of it. In some instances they receive a greater volume of circular material than can be used. But in the majority of cases the way is generally found to at least use the greater proportion.

No doubt, if more attention were given by the trade to the amount of such literature ordered, or accepted, thousands of dollars would be saved publishing organizations during the course of the year. This material is all prepared with great care; the minutest details are covered before allowing it to go to press. It is issued for the guidance of music lovers and for their appeal. Thus it is generally a sales creator and, consequently, of considerable value to retail dealers.

Most of the publishing organizations have a high-salaried and at least a high-class advertising and publicity department. The leading publishers, too, have had long experience as retailers. They know, of course, the retailer's

problems in regard to consumer literature and they have the consumer's viewpoint. There are hardly any instances where such material is a total waste. It may not be used for the purpose for which it was designed, and, therefore, find the wrong abiding place, but its proper use, undoubtedly, serves its end, and that is to arouse interest and create sales.

This brings to mind the position of the trade paper as a medium of information for the dealer. Occasionally, it is said that trade papers use too much "plug" material and, looking back a few years, there was undoubtedly a basis for this opinion. To-day, however, the well-regulated trade paper eliminates the strictly "plug" news item. Naturally all new issues are mentioned in some form, and it is well they should be, for that is news if the writer's imagination has not been allowed to intrude upon the strictly news end of the song's release.

There should, however, be a standard to the style and a limit to the "puffery." If this is adhered to, news items on current successes, the opening of shows, the release of new numbers, the amount of energy placed behind their exploitation, the caliber of the house and the size of its appropriations given consideration, the columns of the trade press, whether it is mentioning a love song, a ballad, or a jazz number will be found most valuable to any wide-awake dealer.

Naturally, there is much other news material besides "plug" stuff which is most appropriate for dealer consumption and which aids him considerably in the conduct of his business. Over a short period this may not be so noticeable, but in any given quarter or yearly period we know the time spent in reading trade news will be found most profitable.

MEETING THE COOLNESS DEMAND

Strand Theatre in New York Uses Two Feist Numbers in Hot Weather Program

An original plan to give a touch of the cool country to those who must stay in the city over hot week-ends is bringing big results and making a rich man of its originator, Joseph Plunkett, director of the Mark Strand Theatre, New York City.

Mr. Plunkett has turned his theatre into what is in effect a country meadow. Artificial breezes cool the dim recesses of the big auditorium. The odor of fir trees which stand in the lobby fill the air, while overhead ice water runs through hidden pipes with a tinkling sound that suggests an April shower.

From the orchestra pit come the realistic singing of birds and the humming of bees. The curtain rises on the kind of woodsy scene that the audience has been dreaming about all the hot, humid day. Boys and girls in cool whites and greens form part of the picture, which is, however, merely a background for the most cooling feature of all, the lilting, airy melody of the Summer's favorite fox-trot songs, "Swinging Down the Lane" and "Saw Mill River Road." And while the Summer boys and girls sing the tired audience dreams of shady lanes and eventide on river roads.

PAUL SPECHT A HIT IN LONDON

Orchestra Featuring Several American Numbers—To Start on Long Vaudeville Tour

Paul Specht and His Orchestra, which has made a distinct hit in London playing at the Royal Palace Hotel and at the "Corner House," have made arrangements for an extended tour of England and the Continent over the leading vaudeville circuits.

Among the song hits featured by the orches-

Tell me a sto - - - ry, Tell me what you're al - - - ways dream - - - ing;

TELL ME A STORY

Light, Tuneful and Original FoxTrot

You can't go wrong with any FEIST song



FOUR SENSATIONAL SONG HITS

SUNG AND PLAYED FROM COAST TO COAST

LOVE

MY HEART IS CALLING YOU

INDIANA MOON

WHEN YOU WALKED OUT SOMEONE ELSE WALKED RIGHT IN

By IRVING BERLIN

THAT OLD GANG OF MINE

IRVING BERLIN, INC.

1607 BROADWAY

NEW YORK CITY

tra is "Yawning," published by Irving Berlin, Inc., New York, and "Nifty Lou," written by Byron Gay, the English rights to which have been secured by Bóosey & Co. The American publication rights to this number have not yet been released.

BIG FORSTER CAMPAIGN UNDER WAY

Exploitation Drive Introduces Several Numbers in Eastern Territory Which Have Met With Success in the Middle Western Field

The recently opened New York offices of Forster, Music Publishers, Inc., in the Hilton Building, 1591 Broadway, are actively engaged in an intensive exploitation campaign in Eastern territory on several numbers from the above catalog which have previously shown activity in the Middle West.

The office and staff are under the management of Dan Winkler, formerly sales manager of Fred Fisher, Inc., and who was previously connected with other leading publishing organizations. Mr. Winkler is widely known in professional, band and orchestra and trade circles. In addition, for a number of years he had close connections with the leading mechanical reproduction companies.

The present Forster campaign includes the introduction of "Rose of Sunny Italy," also Lee S. Roberts' latest foxtrot success "Oh! Harold." This latter number, in addition to its favor received by orchestras as an unusually good foxtrot, has had the added publicity of being used as the theme song in conjunction with the exhibition of Harold Lloyd's success, "Safety Last."

The Forster organization, seemingly, never started the Fall season with more meritorious numbers nor any that have received such quick recognition. Besides the above two songs it has released a novelty called "Animal Fair." It is among the numbers featured by John Fink, who has been acting as professional manager for the Forster Co. in Atlantic City, N. J.

Morris L. Adler, general sales manager of the company, has just returned to Chicago, following two weeks spent in Atlantic City and in the New York office.

BUSINESS WHILE ON THE OCEAN

Saul Bornstein Places Berlin Number With Daphne Pollard While on Trip to Europe

Saul Bornstein, general manager of Irving Berlin, Inc., who recently returned from Europe, evidently believes in making hay while



Saul Bornstein and Daphne Pollard the sun shines. On the trip across Daphne Pollard, the well-known English singing comedienne, was one of the passengers. Mr. Bornstein took the opportunity of placing the new Irving Berlin song, "When You Walked Out Someone Else Walked Right In," in Miss Pollard's hands and the publisher and singer are herewith shown going over the number.

Daphne Pollard has an inimitable way of putting over a popular song. To have her include this ballad in her coming programs will assist materially in giving the song popularity.

SCORE BIG POPULAR SUCCESS

Chappell-Harms, Inc., Has Big Call for "Roses of Picardy" and "The World Is Waiting for the Sunrise," Which Are Making a Hit

Two songs that are making a tremendous impression, judging from public appreciation, are "Roses of Picardy" and "The World Is Waiting for the Sunrise," published by Chappell-Harms, Inc., 185 Madison avenue, New York. These songs are being sung by a number of headliners throughout the country and promise to be among the sensational sellers of the season. Judson House has been using these songs with great success at the Strand Theatre and Vincent Lopez has created quite a sensation with "Roses of Picardy" at the Palace Theatre.

It is interesting to note that "The World Is Waiting for the Sunrise" was interpolated in "George White's Scandals" at the Globe Theatre, New York, and at the Colonial Theatre in Chicago, and in each instance these songs have won no small measure of individual favor.

A distinguished line of artists in the concert field have endorsed these ballads and they are now being featured on records and on music rolls. A recent Columbia release featured these two songs as played by Paul Specht and His Orchestra, popular Columbia artists.

NEW NUMBER BY SILVER AND COHN

By special arrangement with Frank Silver and Irving Cohn, writers of the unusual success, "Yes! We Have No Bananas," the publishers, Shapiro, Bernstein & Co., Inc., have released a new novelty entitled, "I Got the Yes! We Have No Banana Blues," words by Lew Brown, music by James F. Hanley and Robert King. The number has already been placed in one of the Broadway shows and is being programmed by several prominent vaudeville artists.

It is hardly expected that it will have the popularity of its predecessor, which, by the way, is having a good sale.

EDISON ARTISTS BACK FROM EUROPE

Among the recent arrivals from Europe were Helen Davis and Victor Young. They have been making a tour of Europe, in the course of which they gave a number of concerts and also several Edison Tone Tests. Both of these artists, who are very popular with the Edison retail trade, are planning an extensive tour through America during the forthcoming season. In chatting with The World Mr. Young said to be sure to mention the fact that he is back from Europe "without a monocle."

Songs that spell Profits

"Be First With a HEARST"

- Wonderful Child
- She's Got Another Daddy
- Beautiful Rose
- Home—My Lovin' Dixie Home
- In The Land of Sweet Sixteen
- Many Years
- Always Looking For A Little Sunshine
- Just a Little Gold Watch and Chain
- In Baby's Smile
- Love is Love For Ever
- Lonesome Two
- Piano Dream
- Step

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 469 SEVENTH AVE. NEW YORK CITY
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**PLAYER ROLL CABINETS
 PHONOGRAPH CABINETS
 PIANO BENCHES**

NEW ORLEANS

Dealers Optimistic Over Fall Prospects as Busy Summer Draws to Close—New Dealers—L. A. Guenard Planning to Move—The News

NEW ORLEANS, LA., August 7.—“Barring the unexpected, the Southern States will display an epoch-making business recovery by the time the Fall season sets in in earnest. The trade in talking machines, both from a jobber's and a retailer's standpoint, in the States along the Gulf seaboard are going to reflect a general business advance that will easily overshadow previous records in the history of the industry in this section of the country. Briefly, the territory within the warmer parallels crossing the United States is slated to chalk up returns for profitable operation that have heretofore seemed impossible, when one considers the sparseness of the population of the section, in comparison to the Nation's Northern half,” is the assertion of Manager W. W. Twigg, of the Diamond Music Co., local Edison jobber. Mr. Twigg only recently returned from an extended business trip throughout the States of Florida, Alabama, Mississippi and Texas.

New Edison Dealers

According to Mr. Twigg, he found business being conducted on a sound basis, with the merchants serenely satisfied regarding the present trend and equally optimistic of the possibilities for the future. Three important results, as far as the firm is concerned, were achieved on this trip. Manager Twigg succeeded in consummating arrangements whereby many new Edison representatives have just been added. The Jesse French Music Co., of Mobile, Ala., a large music house in that city, and the Heidelberg Furniture Co., of Jackson, Miss., are two of the more recent new accounts opened. The Oliver Music Co., of Houston, Tex., also has been placed on the list of new dealers. Musing on the subject of Summer trade, Manager Twigg cited a condition that now exists, as undeniable proof that a greater warm-weather business is featuring the present season. In fact, the Diamond Music Co. is experiencing difficulty in supplying dealers with sufficient stocks. Figures compiled by the house show that total business done in the first six months of 1923 was 40 per cent greater than that done during the same period of the last year and all indications point to an even busier season for the remainder of the year.

Retail Manager J. A. Billiet, of the same firm, reports that his end of the game is showing excellent results. July record sales are double those of the corresponding month of last year. Likewise, the month's total shows a decided increase over those of June, this year. The baby console model seems to have struck a favorable chord among his customers; they are extremely popular. Two new salesmen have been

added to the staff in order to cope with the business growth.

Big Demand for Victor

J. D. Moore, manager of the talking machine department of the Maison Blanche Co., feels highly elated over the fact that July, just concluded, has handsomely overlapped business done in the same period in 1922. Mr. Moore predicts that the Victor 400, 405 and 410 models, due very shortly, will unquestionably prove to be big business getters. Although they have not been displayed as yet in New Orleans, several sales have been practically concluded on the strength of the illustrations of the machines in the booklets. The record business of the department, both in the Victor and Brunswick lines, has shown up well. Of great assistance is the reordering system used by the house whereby if a customer wishes a record which does not happen to be in stock he or she may have it within the minimum of time, as it is ordered by telegraph that day from representatives of the house in Eastern cities.

R. W. Jackson to Visit Here

R. W. Jackson, manager of the St. Louis district branch of the Brunswick-Balke-Collender Co., was expected by Mr. Moore on one of his semi-annual visits to the territory in a supervisory capacity. It is expected that while Mr. Jackson is in town he will take up the matter of the Brunswick sub-station maintained here. The company was unable to secure the quarters desired when it located the station here last year. It is thought that Mr. Jackson will inspect several prospective sites, with the view of obtaining a lease on larger quarters for the ever-growing city business of the line. Mr. Moore states that the portables are in great demand and record sales have increased steadily.

L. A. Guenard Planning to Move

L. A. Guenard, Columbia dealer and Gennett and Okeh record distributor, is planning to remove from his University place location to a more desirable one, although he has not definitely decided upon the new location. Mr. Guenard voices the sentiment of the majority of the local record men when he states that the number, “Yes, We Have No Bananas,” is evidencing extreme popularity. An order of 500 copies of the number was disposed of within a very short time. Bessie Smith's “Gulf Coast Blues” are also sharing in the popularity race.

W. F. Nipper in New Post

W. F. Nipper, formerly connected with the O. K. Houck Music Co., of Memphis, Tenn., and also with the Hollenberg Music Co., of Little Rock, Ark., has joined the firm of Philip Werlein, Ltd., here in the capacity of whole-

At Last! A Perfect Repeating Device *Cesco Repeater*

Price
\$1.00



Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City

sale Victor traveling man. John A. Hofheintz, wholesale Victrola salesman for the same firm, spent two weeks with his wife and family motoring through the piny section of the State.

Manager Staples, of the firm of L. Grunewald & Co., regards present conditions as extremely satisfactory. “Yes, We Have No Bananas” is meeting with the hearty approval of Mr. Staples' customers, approximately 700 copies having been disposed of in a week's time.

Preparing for Holiday Stock

A huge general clearance sale on discontinued models was launched by Manager Howard Crigler, of the Dugan Piano Co.'s talking machine department. The cleanout began August 1. The machines were offered as special attractions, designed to reach at least 2,500 persons, who are known to be in a position to buy. Of course, it is not limited to that number and no prospective purchasers will be turned down on application. Mr. Crigler expects flattering results when the final reckoning is made on the sale. This weeding-out is being conducted in order to make way for the Christmas stock.

EVANS CO. LEASES NEW QUARTERS

BOSTON, Mass., July 25.—The Evans Music Co. has just leased the entire top floor at 86 Essex street for a period of years.

INCREASE YOUR PROFITS

The NEW EDISON

CONSOLE AND UPRIGHT MODELS \$100 UP

Write for Our New Dealer Proposition

SOUTHERN DISTRIBUTORS

DIAMOND MUSIC CO., Inc.

341 BARRONE STREET

NEW ORLEANS, LA.



ANNUAL OUTING OF THE TALKING MACHINE MEN, INC.

Every Prospect of the Annual Summer Get-together Party of Local Talking Machine Dealers and Friends Proving a Thoroughly Successful Affair—Elaborate Program Prepared

As The World closes its last form this month the members of the Talking Machine Men, Inc., and their friends are all set to start on the annual outing of that organization, scheduled to be held at Glen Head, Long Island, on August 14.

In past years the members of the organization have made a practice of traveling to the picnic grounds in automobiles, so the committee this year varied the program by chartering the steamer "Sea Gate" for the sail down the Sound to the popular resort. The headquarters for the outing will be at Karatsonyi's, a place noted for its shore dinners and facilities for entertaining.

The boat is scheduled to reach Glen Head just in time for luncheon and a complete program of athletic events has been prepared for the afternoon, including swimming races, a ball game between the "Bootleggers" and the "Prohibitionists," the former captained by Jimmy Davin and the latter by Morris Owens. The field sports include a 100-yard dash for dealers who are active members of the Association; a similar contest for clerks; a 220-yard relay race participated in by teams composed of the members of the Victor, Columbia, Brunswick, Sonora, Edison and Okeh divisions; fat men's walk of 220 yards, to reduce avoirdupois; two-mile race for members of the trade press; jobbers' race, swimming and diving contests, elimination dance, watermelon eating contest and other mirth-provoking events.

It was planned to run off the sports while the ball game was in progress in order to economize on time and the judges and clerks of the course, Max Landay, Herb Berkeley, J. Flanagan, Fred Roth, Jim Donnelly, Emil Schweiger and Louis Barg have prepared for a busy and interesting time acting as Solomons to decide the winners. The starters and timers are:

E. W. Geng, vice-president, and William Geng, general manager of the Buckley-Newhall Co., A. A. U. starters and timers, who also will have their hands full.

Despite the keen enjoyment occasioned by the sports, the gastronomic activities, scheduled for 6 p. m., consisting of a shore dinner such as only Karatsonyi's know how to prepare, and participated in by everyone and all starting from scratch, will easily be the leading sport of the day. The dinner will be followed by dancing in the park to music by Selvin's Orchestra, which also will supply musical entertainment on the boat to and from Glen Head.

There is every indication that the outing will be one of the most successful in the history of the Association, for the committee has worked hard to perfect all the details and the members at large have evinced much interest in the affair.

FRANK CAULFIELD CO. TO EXPAND

Baltimore Edison Dealer Plans to Double Original Capitalization in Order to Handle Rapidly Growing Volume of Business

BALTIMORE, Md., August 9.—As the result of a special meeting held by the stockholders of the Frank Caulfield Co., Edison dealer of this city, it was decided to double the original capitalization in order to meet the increased volume of business which it is now enjoying.

Frank Caulfield, president of the firm, has for a long time felt the need of additional capital to carry on the business on a larger scale and arranged to have P. R. Hawley, manager of the Girard Phonograph Co., Philadelphia Edison distributor, address the stockholders at the meeting.

Mr. Hawley cited numerous instances where dealers have demonstrated that it was merely

**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

the need of adequate financial equipment that prevented them from taking complete advantage of the business to be had and pointed out several reasons why the business of the Frank Caulfield Co. should double itself in and around Baltimore in a short time if sufficient capital were provided.

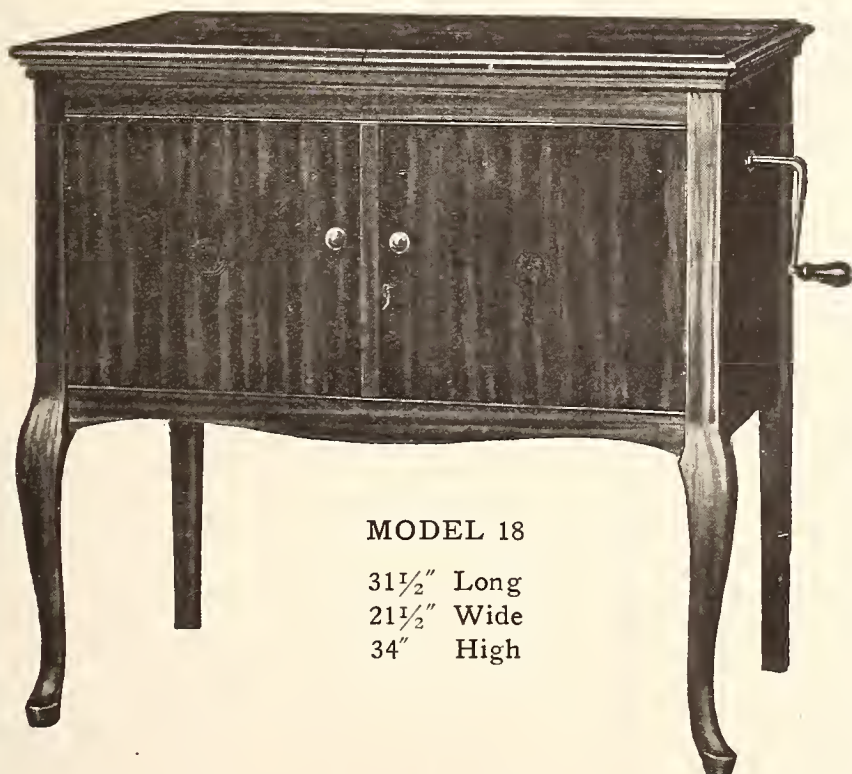
Following the meeting Mr. Caulfield stated his intention to put renewed effort into the business and will begin by organizing a new sales staff of ten men to work wholly in Baltimore and the nearby towns.

CELEBRATES 12TH ANNIVERSARY

TEMPLE, TEX., August 7.—The Best Furniture Co., Edison dealer of this city, has recently celebrated its twelfth anniversary in business and on this occasion received a very fine write-up in the local newspaper, the Temple Daily Telegram. The story described the steady growth of the organization and paid fitting tribute to the enterprise of D. B. Boyd, the president, and his wife, who have been considerable of a factor in the success of the business. Through up-to-date merchandising methods the Edison department of the Best Furniture Co. has been developed until at the present time it is one of the most important branches of the business. The department itself is modern throughout, with a large machine and record stock.

CHARMAPHONE MODEL NO. 18

Dealer's Price \$45.00



MODEL 18

31½" Long
21½" Wide
34" High

This latest addition to the Charmaphone line is probably the biggest value and largest seller we have ever manufactured.

It's an attractive cabinet that will create sales—the equipment is of a standard found only in machines selling at a much higher price.

Fine mahogany finish—excellent workmanship—double spring motor—fine nicked parts—Charmaphone tone arm and sound box.

Immediate Delivery.

CHARMAPHONE CO.

39 W. 32nd St., New York City

IN THE MUSICAL MERCHANDISE FIELD

MUSICAL MERCHANDISE WELL ADAPTED FOR DISPLAYS

Best Results Can Be Obtained From Window Displays Devoted Exclusively to One Line—Conglomeration of Articles Is Confusing and Fails to Register in Mind of Passer-by

The average talking machine dealer carefully plans his window displays to show his instruments to the best advantage so that passers-by will be attracted, with the object in view, of course, of increasing sales. Where musical merchandise is handled in connection with talking machines, however, the usual stunt is to place a number of small musical instruments in the window with talking machines and records, the latter dominating the display to the detriment of the window as a whole, thus reducing the possibility of making sales of either musical instruments or talking machines through the display.

There is only one right way to arrange a window when a variety of goods is handled, if the maximum results are to be obtained, and the merchant who has added a musical merchandise department to his business should make it a rule to devote a portion of his window display space exclusively to small goods. If there is only one window frequent changes of display should be made, alternating between musical merchandise and talking machines. In this manner justice can be done to both lines.

An excellent example of how not to dress a window was recently seen by the writer, who had occasion to pass a certain establishment. In this display was a conglomeration of talking machines, band instruments, stringed instruments, records, etc. It certainly was a bewildering array and the thought came to mind that the merchant carried his entire stock in the window, but there were entirely too many articles and the whole presented a neutral mass which certainly did not arrest the attention and, since this is the prime function of a well-arranged display, this particular one failed of its purpose.

Now, how much more forceful this display could have been had there been, say, one attractive model of a talking machine, with a

suitable background and perhaps a few records and other necessary accessories or an exclusive musical merchandise window! There are infinite possibilities in the display of musical merchandise which a little thought will bring to the mind of the dealer or head of this department. Orchestra, band instruments and stringed instruments lend themselves readily to

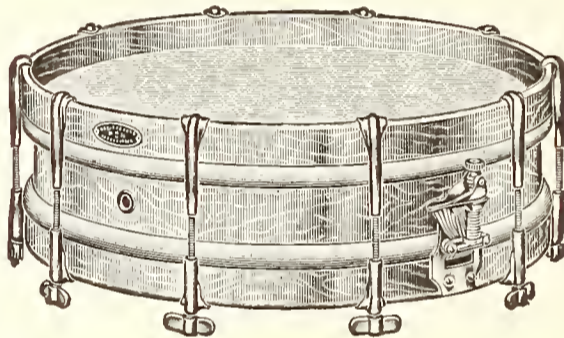
artistic displays and the results more than justify the expenditure of the effort required.

One talking machine dealer with two windows devoted one of them entirely to musical merchandise displays and these, with other sales promotion and publicity plans, helped to make this department one of the most important of the business. One week this aggressive dealer instituted a drive on saxophones, the next on some stringed instrument and another week it would be a certain band instrument. During the week of a drive on any particular instrument a carefully planned window display was devoted

There IS Something New in Fine Drum Making

It's the GRETSCHE Laminated Hoop
That won't—CAN'T!—Shrink or Warp

This exclusive feature is found in every Twentieth Century Drum. It's a guarantee of lasting durability—insurance against dissatisfied customers. And it is only one of several features that make GRETSCHE Twentieth Century Drums easy to sell and satisfactory to own. Send for our Confidential Trade Price List. Look over the big selection offered here. Compare the prices. And then, we believe, you'll want to stock these dependable drums.



Here Is the New
TWENTIETH-CENTURY
"ORCHESTRA"

A beautiful drum in polished rock-maple. Has the GRETSCHE laminated hoops and counter hoops, of course. Its tone is wonderfully snappy and responsive. Usually retails as follows:

A1300—Shell, 11x3 in.	Each.....	\$20.00
A1301—Shell, 14x4 in.	Each.....	21.00
A1310—Shell, 15x4 in.	Each.....	22.00

Write for Wholesale Prices

Write on your own letter-head for our Confidential Trade Price List, quoting nearly 3,000 articles of musical merchandise. For dealers only.

The FRED. GRETSCHE MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

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

exclusively to this one piece of goods. Direct-by-mail, newspaper and other forms of publicity were resorted to and the usual result was that the end of the week saw a fine record of sales of the instrument pushed and sales of other instruments were, in several instances, greater in volume than usual.

This dealer even goes to the trouble of arranging special lights to bring out the display to the best advantage during the evening and other little refining touches are given to the window at comparatively little expense which make the displays of this establishment stand out in contrast to the other displays of other retailers in his immediate vicinity.

It is now a generally recognized fact among live merchants in all lines that the window display is one of the best means of bringing the wares of the store to the people who pass by. These passers-by see a fine window display and remember it. If the displays are of such a type that they remain in the memory and if they are changed frequently enough there can be little doubt of the influence which they ultimately must have when any of these people are thinking of purchasing some musical instrument. The first thought which probably comes to the prospective purchaser is the store where the window attracted his or her attention.

You are paying rent for your window space and also for the people who pass your door and there is no sound reason why you should neglect to make the best of this opportunity or why carelessness in displays should be exercised. So get busy and make your window sell.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 138)

GOOD PROFITS

BANJOS	V	TRUMPETS
MANDOLINS	E	TROMBONES
LUTES	G	SAXOPHONES
GUITARS	A	CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave. Boston, Mass.

DEALERS ORDERING "SMALL GOODS"

Manufacturer of Store Equipment Receiving Many Orders for Musical Merchandise Equipment From Talking Machine Dealers—Steadily Increasing Demand for This Type of Equipment in Talking Machine Trade

"Musical merchandise is apparently making rapid strides towards becoming an established line among the talking machine dealers," said an executive of one of the leading companies installing store equipment. "During the past six months there has been a greater activity in the installation of musical merchandise equipment in talking machine stores than at any time in the past ten years. The orders we receive not only call for the construction of equipment for the display of musical instruments, small goods and sheet music, but many dealers who have maintained these departments in the past are adding new booths and new equipment in order to handle their increasing trade.

"Judging from the reports received from the dealers who have placed this business, talking machine merchants are finding in their musical merchandise departments an additional source of income. However, this should be expected (Continued on page 140)

JAMES R. FREW IN NEW YORK

James R. Frew, vice-president and manager of the four musical merchandise stores operated by the Euclid Music Co., in Cleveland, O., spent two weeks of his vacation in New York City motoring and visiting manufacturers and jobbers.

While spending a week-end at the Summer place of Irving Loehr, of C. Bruno & Son, Inc., Mr. Frew had a thrilling experience. He and Mr. Loehr had taken a canoe out on the waters off Fire Island and had rigged a sail on the boat. When they had reached the three-mile limit a squall came up and capsized the light craft. They floated about for about two hours, clinging to the overturned boat until they were picked up by the yacht of Joseph Beddell.

PUSHING MUSICAL MERCHANDISE

A growing volume of newspaper advertising of small musical instruments of all kinds by talking machine dealers has been noticeable of late. This is an indication of the increasing favor with which talking machine dealers are viewing the installation of small goods departments. More and more is the trade realizing the value of a side line, such as band and stringed instruments, as a source of profit.

BUSY SEASON FOR FRED. GRETSCH CO.

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and wholesaler of musical merchandise, has enjoyed good business straight through the Summer months. The popular demand centers on saxophones, trap drum outfits, tenor banjos, ukuleles, banjo ukes and violins. The new Twentieth Century all-metal orchestra drum has proved a very popular number of the Gretsch line. Attractive literature, in colors and well illustrated, has been prepared on this number.

BUYING EUROPEAN MERCHANDISE

Reports received from Samuel Buegeleisen, head of Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, state that Mr. Buegeleisen is enjoying himself on his European trip and, at the same time, thoroughly analyzing conditions abroad and securing some fine European merchandise.

Walter Gretsch, the popular treasurer of the Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and wholesaler of musical merchandise, is receiving the congratulations of his host of friends on the arrival of a daughter.

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. **WHY?** Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

116,800,000 people hear Hohner harmonicas on the concert and vaudeville stage each year. Many millions more read Hohner publicity in the national publications. This is only a part of the work being done to increase your sales of Hohner harmonicas.

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



“Yes! We Have No Bananas!” But here is The Lanin Orchestra, with their fox-trot version of the national slogan, dealing out joy in bunches.

On the other side of this record—A-3924—The Original Memphis Five jump into the breach with a spicy offering of “Pickles,” flavored with all the favorite fox-trot appetizers. You are certain to like both dishes.

COLUMBIA GRAPHOPHONE CO.
New York

DEALERS ORDERING SMALL GOODS

(Continued from page 139)

as there is no class of retailer who is in a better position to merchandise these products than the talking machine dealer. His clientele is primarily interested in music in one form or another and the relationship existing between the average talking machine dealer and his customer is such that any suggestions advanced by the dealer are usually regarded as worth while. We look for a steady increase in the installation of musical merchandise equipment for the talking machine dealer and we are making our plans accordingly.”

HEAVY DEMAND FOR UKULELES

C. Bruno & Son, Inc., wholesalers and importers of musical merchandise, New York City, report that there has been a heavy demand during the Summer months for ukuleles and banjo ukes. In the banjo uke field C. Bruno & Son, Inc., have presented the trade with a new instrument. This banjo uke is fingered as the ordinary ukulele or banjo uke, but has eight strings instead of four. The strings are of steel and are tuned in octave tuning. The new instrument supplies a new and pleasing effect and great volume of tone. It has already created for itself a big field, as the demand for this instrument has reached large proportions, with no drop in popularity evident.

CONFERENCE OF VICTOR TRAVELERS

Annual Convention of Members of Victor Co. Traveling Staff Held in Camden—Golf Tournament and Banquet Follow Business Session

CAMDEN, N. J., July 28.—The annual conference of the members of the staff of the traveling department of the Victor Talking Machine Co. was held at the headquarters of the company here on Monday, Tuesday and Wednesday of this week, with all the members of the staff from various sections of the country, together with the executives, in attendance.

The three days were spent in a complete review of existing trade conditions and the consideration of plans for increasing sales. A complete inspection of the plant was made and much interest was shown in the new record pressing plant. A series of conferences wound up the meeting.

On Wednesday afternoon a golf tournament was held at the Bala Golf Club, which was followed by a dinner in the evening with many of the executives of the company in attendance.

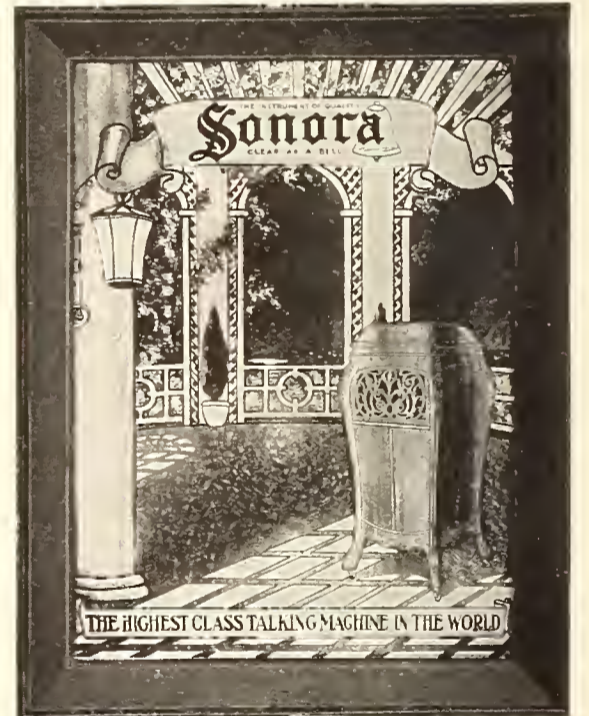
Members of the Victor traveling staff and the territories covered by them are as follows: R. A. Bartley, Philadelphia; B. F. Bibighaus, New York City; R. S. Cron, Chicago; W. T. Davis, Baltimore; R. A. Drake, Albany; F. C. Erdman, Cleveland; J. A. Frye, Boston; W. R. Lewis, Detroit; R. P. Hamilton, California; R. C. Hopkins, Newark; T. L. Husselton, Kansas City;

A. H. Levy, Brooklyn; E. J. F. Marx, Pittsburgh; A. C. Mayer, Cincinnati; L. S. Morgan, Milwaukee; K. B. Owen, New Haven; D. S. Pruitt, Atlanta; G. L. Richardson, Des Moines; C. C. Hicks, Minnesota; P. J. Ricklin, St. Louis, and F. L. Hough, Dallas.

POPULAR SONORA ELECTRIC SIGN

Dealers From Coast to Coast Using Artistic Colored Window Display Sign

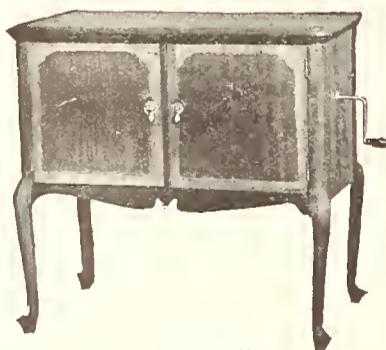
The accompanying illustration shows one of the many sales helps prepared by the advertising department of the Sonora Phonograph Co., New York, for the use of its dealers. This elec-



One of Several Sonora Sales Helps

tric sign has been received with enthusiastic approval by the Sonora dealers throughout the country and is featured in display windows from coast to coast. There are two different scenes presented in this sign, one being an interior and the other shown herewith. The ever-changing flashing color combinations make the sign especially attractive.

“LAUTER” TALKING MACHINES



Model D



Model G

Combination American Walnut and Brown Mahogany Two Tone Varnish Finish

Write Today for Cuts and Prices

Send us your specifications and give us an opportunity to figure on your requirements of UPRIGHT and CONSOLE TALKING MACHINES.

THE H. LAUTER COMPANY

West Washington and Harding Streets

Indianapolis, Ind.



MEMBER OF IMPORTANT COMMITTEE

J. N. Blackman Appointed to "Committee of One Thousand"—Making Rapid Headway Towards Getting New Subways for New York

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, is a member of the "Committee of One Thousand," recently appointed by Louis E. Pierson, president of the Merchants' Association of New York, to crystallize public sentiment upon the urgent need of building additional subways in Greater New York. This committee has been circulating petitions among the New York residents for the past few weeks and it is expected that several million names will be affixed to these petitions when they are finally delivered to the Board of Estimate for action. The Committee has already met with considerable success, for a week ago the Board of Estimate definitely approved two of the routes involved in the proposed subway additions. Mr. Blackman is the only member of the talking machine trade included in this committee.

BERLIN OFFERS NEW KING TUT SONG

Alex Gerber and Jack Egan's "Three Thousand Years Ago" Soon to Appear

There have been several King Tut songs, and at least two of them had some popularity. Up to the present time, however, they have not proved overwhelming successes. It is somewhat surprising, therefore, to see a large publishing organization accept a new song carrying a "Tut" title. The fact that Irving Berlin, Inc., will publish Alex Gerber and Jack Egan's "Three Thousand Years Ago," a comedy song of the "Tut" style, speaks well for its merit.

In this new offering the writers have tried to make comparisons between the present and ancient Egyptian days. The result is a comedy song with a long list of extra verses, five of which are reproduced in the piano copies. The vocal rendition of the number has been reserved to the team of Murray and Alan, now playing Keith vaudeville.

R. C. BOLLINGER CO.'S EFFECTIVE ADS

FORT SMITH, ARK., August 6.—The R. C. Bollinger Music Co., of this city, has been securing a very nice volume of business as a result of a special advertising campaign it has been running in the Fort Smith Times-Record and the Southwest American. The advertising used was three columns wide by about the same height. The copy featured Thomas A. Edison and the special budget plan of purchasing an Edison phonograph.

F. GRETSCH, JR., LEARNING BUSINESS

Fred Gretsch, Jr., son of Fred Gretsch, president of the Fred Gretsch Mfg. Co., manufacturer, importer and wholesaler of musical merchandise, 60 Broadway, Brooklyn, N. Y., has taken a position in the Gretsch factory for the Summer. Young Mr. Gretsch is a sophomore at Cornell University and believes in spending his vacation days at hard work

VISITORS TO EDISON FACTORY

Among the Edison jobbers who visited the Edison headquarters in Orange, N. J., during the past month were Laurence Lucker, of Minneapolis, president of the Edison Disc Jobbers' Association; P. Oehlman, of Cincinnati; A. A. Buehn, of Pittsburgh, and L. Blum, of the Cleveland territory.

EDISON DISC JOBBERS ASSOC. MEETS

Association Held Meetings in New York and at Factory on July 29 and 30

The executive committee of the Edison Disc Jobbers' Association met in New York City on Sunday, July 29, and adjourned to the Edison laboratories on Monday, July 30. Various private matters of importance were discussed, but nothing transpired of a character for news announcement. The jobbers from every section reported that business for the first six months this year has exceeded that for the first six months last year and the feeling regarding Fall business was of an optimistic sort.

NOW DR. ARTHUR MIDDLETON

During the commencement exercises of Simpson University, of Indianola, Ia., the degree of Doctor of Music was conferred on Arthur Middleton, the distinguished Edison artist, in honor of his 100 per cent Americanism and the promi-

nent position he has obtained as an artist. Mr. Middleton is an alumnus of Simpson University.

FISCHER BUSINESS INCORPORATED

Musical Merchandise House of Carl Fischer, New York, Chartered With Capital Stock of \$1,300,000 to Make Musical Instruments

The business of Carl Fischer, prominent New York musical merchandise and sheet music house, established in 1872, and maintaining large headquarters extending from 46 to 62 Cooper square, was incorporated recently with capital stock of \$1,300,000 to make musical instruments. The incorporators are Walter S. Fischer, who succeeded his father, the late Carl Fischer, founder of the business, as head of the institution; A. Fischer and Henry Gerson, who has long been in charge of the musical merchandise department of the business. It was stated by one of the officials of the company that an announcement regarding plans of the new corporation will be made shortly.

A Model in Beautiful Two-tone Wood Effect



Rosemary

All You Could Desire in Tone, Appearance and Price

Fischer—for bigger profits!

Sold direct to you—not through local jobbers or distributors—thus giving you the maximum discounts, and besides this *we pay the freight* thus still further increasing your profit.

Compare the Fischer in beauty of tone or smartness and elegance of construction with *any* instrument at anything like its price, and you'll agree that it is unsurpassed!

Three popular period styles are ready; ISABELLE, ROSEMARY, and PETER PAN, all superb instruments.

The Fischer sells fast, gives wonderful satisfaction, and each one sold makes other sales.

TODAY write for one of these easily-sold Fischers. When it arrives examine it critically. *If it isn't O. K. in every respect return it at our expense.*

Only an amazingly fine instrument can be offered on this basis. Write NOW and please give commercial and bank references if you have never done business with us.

MAYER BROS. & BRAMLEY, Inc.

417 West 28th Street New York City

Fischer—famous for musical quality for almost a century

Newark Recording Laboratory Individual and Commercial

RECORDING

15 West Park Street Newark, N. J.

Tel. Mitchell 1586

KANSAS CITY

Brisk Demand for Records Features Business—Fall Prospects Encouraging—Popularity Contest Stimulates Sales—The News

KANSAS CITY, Mo., August 6.—The outstanding feature of the talking machine business in this city during the month of July were the fine sales of records. This seems to have been general with all the companies. Business in machines has been fairly good, also, and all agree that the Fall prospects are encouraging, in spite of the low price of wheat. The building boom in this territory has slackened somewhat, but the report on the first six months, just issued by the Federal Reserve Bank, shows that during the period it has been the largest in the history of the country. Residences and apartments have led in the relative increase in the number of building permits and the amount of money invested in construction.

Fine Columbia Business

The local branch of the Columbia Co. has had a splendid business record this year. The business in June was larger than that in May, and the business in July exceeded that of June. In like manner, the sales of 1923 were in excess of those of 1922. According to C. L. Schwager, assistant manager of the Kansas City branch, this is largely due to the phenomenal sales of their records of the songs of Bessie Smith, the colored singer. Her records have been in demand in all parts of the territory, but especially in the South. The purchases have been made, it is stated, by both white and colored people, and the number of purchasers have been about equally divided between the races.

The new models of the Columbia consoles have met a large demand, and the orders for delivery in September have reached several thousand in the Kansas City branch office, according to Mr. Schwager. The plan has been to have the dealers unload as many of the old models as possible before the Fall business opens, and then have the new models to make a drive for business. The plan has appealed to the dealers, and has not only secured the advance orders for Fall delivery, but has stimulated selling during the Summer months.

Manager R. R. Sparrow, of the branch, has just returned from a three weeks' visit to relatives in Yellow Springs, O. He has also recently visited the executive offices of the com-

pany in New York, where he planned the campaign for the Fall and Winter. C. L. Schwager, assistant manager of the branch, will visit in New Orleans and the South during August.

T. G. Devine Transferred

T. G. Devine, who for a number of years has been traveling representative of the Columbia Co. in Kansas City territory, has been transferred to Canadian territory, and will make his headquarters in Montreal. He made a fine record here, and his many friends are rejoicing in his promotion. W. E. Parker, of Dallas, Tex., will take the place vacated by Mr. Devine.

It is interesting to note, though there is no special significance in the fact, it is stated, that the Columbia executives and salesmen are going North. The former manager of the Kansas City branch is now in Toronto, and the present manager came from New Orleans. The sales representative goes from Kansas City to Canada, and his successor comes from Texas.

Popularity Contest Boosts Sales

The C. S. Bradbury Electric Co. has recently closed a popularity contest, in which there was unusual interest. The grand prize was a Grafonola, console type, and it was won by Miss Marcia Wallace, who received 603,000 votes. The last day of the contest was the best, the sales including five machines on that day. This broke the record of the dealer in his five years of business.

New Victor Model Pleases

A sample of the new Number 400 console has reached the Victor wholesale department and is being shown to dealers who call. It is pronounced an unusually attractive model, and the English brown is quite popular. The new features in the mechanism are also appreciated. Orders for future delivery are being received in a satisfactory number.

The best seller among the Victor dealers has been "Yes, We Have No Bananas" during the past few months. It has been a great hit, and the dealers have been taking advantage of the fact by pushing the sales. One of the attractive window displays which has been widely used has been worked out around the stem of a bunch of bananas—the bananas all taken off. Under this, occupying the center of the window

display, is the title of the song, and around it copies of the song and samples of the records. The three Benson specials on sale August 1 have gone over bigger than any other specials with the Victor folks that have been released in a number of months.

Fred Jenkins, manager of the Victor Kansas City branch, has recently returned from a month's vacation in Colorado, where he enjoyed with his family the delights of the mountains. He tried to see some of the dealers on his way in, but they were all off on their vacations.

The J. W. Jenkins Sons Music Co. is putting on its twenty-sixth annual Summer sale, and while it especially features pianos, yet talking machines have their place in the sale, and are being moved in a satisfactory manner.

F. M. Briggs Resigns From Brunswick Co.

Owing to the recent death of his father, and the consequent demands upon his time to care for the estate, F. M. Briggs, manager of the talking machine department of the Kansas City branch of the Brunswick Co., has retired from the position, and has been succeeded by M. C. Schoenly, who was assistant in the department, and was previously manager of the phonograph department of the Schmelzer Co. Since taking charge of the department Mr. Schoenly has been going over the territory with representatives of the Brunswick Co.

Paul Bradford, general manager of the Brunswick Co. in Kansas City, states that the company will give more attention to the phonograph part of its business, now that it is going out of the tire business.

Edison Sales Maintain Volume

Edison business has been quite satisfactory in this territory throughout the greater part of the Summer. The rewards of the dealers have been in direct proportion to the efforts to secure business which have been put forth. The Phonograph Co. of Kansas City, Edison distributor, with headquarters at 1215 McGee street, has enjoyed a prosperous season, ample proof of the popularity of the Edison in this section of the country. Orders have been coming in in a satisfactory manner and the outlook for Fall and Winter business is most promising for those handling the Edison.

Edgar Music Shop Adds Brunswick

The Edgar Music Shop, of Tulsa, Okla., is a new Brunswick dealer. It celebrated the introduction of this new line into its fine shop by the addition of a mezzanine floor, and by holding "open house." There was special music by the White and Black Serenaders, and refreshments during the evening, and flowers for the ladies and souvenirs for the children.

Some Outstanding Windows

The Brunswick Shop, of this city, is showing some unusually attractive windows nowadays. H. E. Ferris, assistant to George C. Anderson, proprietor, is said to be responsible for working out the ideas. The displays are built around the record releases of the Brunswick Co.

Successful Prospect-Finding Plan

The Brunswick Shop, of Kansas City, Mo., is finding that a prospect-finding plan which it has introduced is working to its entire satisfaction. The shop is mailing out twenty-five cards a day, offering to call at the home of the owner of a Brunswick machine, and put the machine in good order without expense to the owner. To make it easy to arrange for the call, the card has six lines on it, one for each day of the week, in which there are spaces for the a. m. and p. m. dates. The recipient is asked simply to check the time it will be convenient for the representative of the Shop to call, and sign name and address. During the visit numerous suggestions as to prospective buyers in the neighborhood are secured, and these leads are followed up with great profit.

NEW EDISON RELEASES

Among the new releases of Thomas A. Edison, Inc., was a double selection by the Original Memphis Five. The two numbers are "Shufflin' Mose" and "The Great White Way Blues."

"TRUTH" IN MUSIC

is what makes the Edison
Diamond Disc Phonograph

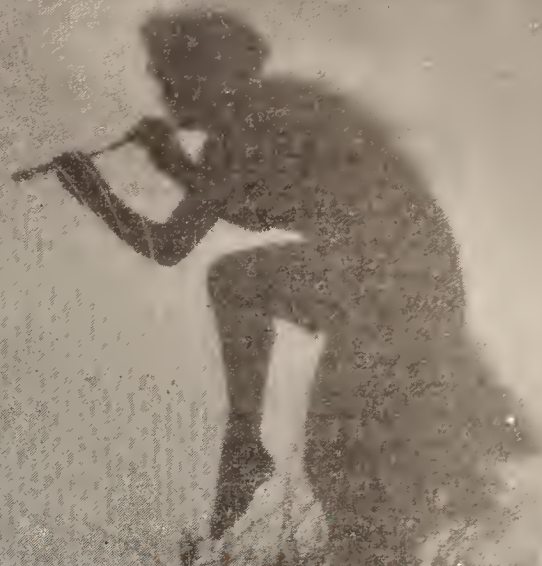
LIVE and GROW



New dealerships available
in Kansas, Missouri,
Oklahoma and Arkansas

The Phonograph Co.
1215 McGee St.
KANSAS CITY, MO.

Starr
 PHONOGRAPH



The Soul of the Artist

again finds expression when the record is Starr-played. The Starr searches out each shade, each refinement, each warm glow of inflection and tone color entrusted to the record. Through the Starr's singing throat of silver grain spruce, the tones pure, and untinged by obtrusive mechanical sounds come to the music lover's ear.

To realize new records delight, hear your favorite record Starr-played. Any Starr dealer will gladly give you this opportunity. Also ask to hear the ultimate in record perfection—The New Gennett Records.

THE STARR PIANO COMPANY
 RICHMOND, INDIANA
 NEW YORK — CHICAGO — LOS ANGELES —
 BIRMINGHAM — DETROIT — CINCINNATI —
 CLEVELAND — INDIANAPOLIS — BOSTON —
 LONDON, CANADA

STYLE III

THE "JUNIOR OPERETTA SERIES" OF RECORDS ANNOUNCED

Vulcan Record Corp., of New York, Introduces Novel Series of Non-breakable Records Based on Well-known Fairy Tales Augmented by Cleverly Written Lyrics and Appealing Music

The "Junior Operetta Series" is the name of a new series of records now being placed on the market by the Vulcan Record Corp., 15 East Fortieth street, New York. Fred Hedinger is secretary and general manager of the company and, as he has been identified with the talking machine industry for a number of years, his plans for manufacturing and marketing these new records are based on a thorough knowledge of the requirements of the trade.

The Junior Operetta Series was created to furnish children with a series of high-grade records on a par in every way with the records produced for adults. This series of records is based on the many well-known and popular fairy stories, such as "Little Red Riding Hood," "Cinderella," "Snow White," "Goldy Locks," "The Three Bears," etc. It is planned to present these fairy stories in a most original and interesting way by writing proper lyrics with suitable music for each story. Mr. Hedinger, in a chat with *The World*, emphasized the fact that the Junior Operettas are entirely different from any type of records heretofore produced, as they are not nursery rhymes and will not be merchandised as nursery rhymes.

The executives of the Vulcan Record Corp. have been engaged in the development and perfection of the Junior Operettas for over a year and they state that these records are being manufactured in order to stimulate and foster among children an appreciation for good music. They maintain that an understanding of good music is a fundamental factor in the child's education, and these records will aim to supply this important essential.

The first series of records in the Junior Operetta library will be devoted to a presentation of "Little Red Riding Hood," and this series is now ready for the trade. The rendition of this famous fairy tale comprises three double-faced ten-inch records, giving the story in detail. In writing the music and lyrics for "Little Red Riding Hood" there was used a full ten-piece band, a male quartet, a female duet, a well-known whistler and one of the foremost animal imitators. The three records are packed in a handsome container, suitably illustrated with scenes from the fairy tale, and with each container there is furnished a complete libretto, giving in detail the music and lyrics presented

on the various records. The first five parts of "Little Red Riding Hood" are in music and story form, while part six is a recitation of the story of "Red Riding Hood" in verse. The orchestra for this series of records was under the direction of Charles A. Prince, formerly musical director of the Columbia Graphophone Co. and nationally famed as an orchestra director.

Aside from the musical importance of the Junior Operetta Series a very important factor in the marketing of these records is the fact that



Label of "Junior Operetta" Records

they are absolutely indestructible. The records are being manufactured under a special patented process which has been in course of development for a number of years and the Vulcan Record Corp. is offering the records to the trade with the distinct understanding that they are unbreakable, and any records that are broken in ordinary handling will be replaced without charge. This will be one of the principal features in the company's sales and publicity campaign, especially as the Junior Operettas are intended for use by children and will, therefore, be subject to more than average wear and tear.

Mr. Hedinger states that "Little Red Riding Hood" is the first of a series of twelve, or perhaps twenty-four, operettas based on similar subjects, now in course of preparation. The company plans to market the records through jobbers and dealers, with the usual trade discounts and sales co-operation.

THE marked increase in the sales and popularity of Okeh Records for 1923 firmly establishes them as one of the fastest selling records on the market today.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

Our dealer proposition is an interesting one. It will pay you to investigate the advantages that accompany the handling of

Okeh Records

The Record of Quality

INDEPENDENT JOBBING COMPANY

122 East Centre Street, N.

Goldsboro, N. C.

SHERBURNE GUARANTEED ACCESSORIES

Add 100% Efficiency to
your Cabinets

Automatic Stop
Balanced Lid Support
Drop Hinge
Invisible Hinge

Write for blue prints and
particulars

SHERBURNE MFG. CO.

952 Penobscot Building
DETROIT, MICH.

THREE "EDISON" FISHERMEN

Members of L. H. Lucker's Staff Prove Excellent Fishermen—J. Unger Proves to Be the Champion Angler of the Organization

MINNEAPOLIS, MINN., August 6.—J. Unger, of the staff of Laurence H. Lucker, of this city, Edison jobber, recently spent a Sunday as the



Proof of Brother Unger's Skill as Fisherman guest of Mayor Ralph W. Hyneman, Edison dealer, at Rice Lake, Minn. Mr. Unger did splendid work as a disciple of Izaak Walton, as the accompanying photograph will indicate.

In the second photograph Mr. Unger is accompanied by A. L. Toepel, office manager, and L. R. Sours, credit manager for Laurence H. Lucker, who were also Mayor Hyneman's guests. According to this trio of fishermen one morning's catch consisted of eight bass, six pickerel and a dozen nondescripts, and Mr. Unger maintains that the fish were biting so rapidly that the members of the party were obliged to hide behind trees in order to bait their hooks.

WINNERS TO VISIT EDISON PLANT

As announced in *The World* last month, Harger & Blish, Edison jobbers, of Omaha, Neb., have been conducting a special sales contest, with the prizes consisting of a trip to the Edison headquarters at Orange and a stop-off at points of interest en route. The prize-winners will make the trip during the month of August. Plans are now being made for their reception at the Edison laboratories.

Assisted by a perfectly balanced male quartet, Lucy Gates has recorded two truly marvelous sacred song numbers on Record A-6227.

"Come, Come Ye Saints" and "O Ye Mountains High," from the famous "Songs of Zion," are these unusual offerings. Each is in every way worthy of this artist who recently thrilled a vast audience at the Salt Lake City Tabernacle.

COLUMBIA GRAPHOPHONE CO.
New York



JOIN RANKS OF VICTOR ARTISTS

Charles Dornberger and His Orchestra to Record for Victor Exclusively

One of the recent additions to the Victor record catalog is Charles Dornberger and His

"MUSIC COLIC" HITS RECORD SALES

Too Much Jazz Music, Cause of Disease Mentioned, Results in Musical Fast

The reason that some folks quit buying records is that they have music colic, in the opinion of the Koerber-Brenner Co., Victor distributor. "Here's the way we dope it out," says the company in its September Advance List:

"A lot of Victrola owners—most of 'em, maybe—indulge in an unrelieved diet of jazz. And that's about as bad as an unrelieved diet of pickles and candy. Zowie! But what a case of musical colic those folks do get!

Naturally, they stop the diet. And, what's worst of all, most of 'em don't replace it with more

wholesome, substantial musical nourishment.

"Educating people to like the music that's good for them—that's one of the most important things we have to do. When we get it done we'll all have our record business in such a shape that we'll never have to worry about it any more. It'll be a thing of profits and a joy forever.

"Of course, your salespeople talk up good music to customers, and suggest records for them to hear. That's fine. Keep them doing it. That way they'll gradually foster a taste for worthwhile music in folks whose tastes were originally depraved. But think how much easier it would be to sell good music, think how much more of it you could sell, if everybody had been taught from childhood to appreciate and love good music."

EDISON DEALER GETS PRIZE

HAZEN, N. D., August 7.—In a patriotic parade recently held in this community the honors for the best decorated car in the parade fell to the R C U Store. The second prize came to the Hazen Drug Co. The latter concern in its float featured the Edison phonograph and records.



Charles Dornberger's Orchestra to Record for Victor

Orchestra, who will make Victor records exclusively. Mr. Dornberger is now the musical director for George White's "Scandals," playing at the Globe Theatre, New York, and recognized generally as the most successful musical revue on Broadway. The orchestra has a scene entirely to itself in the second act and it is proving one of the hits of the show.

Charles Dornberger is one of the many musicians who succumbed to the lure of the saxophone, giving up a position as chief clerk in a California mercantile office to take up a job as saxophone player in an orchestra at \$4 a night. He advanced rapidly and played in Paul Whiteman's Orchestra for one year. His fame is now general and the success of his Victor records is assured. Mr. Dornberger and His Orchestra were among the organizations which welcomed Paul Whiteman and His Orchestra upon their return from Europe on the "Leviathan" Monday of this week.

NEW BERLIN COMEDY SONG

"Nobody Can Love Me Like My Old Tomato Can" Is Title of More Recent Addition to the Catalog of Irving Berlin, Inc.

A new comedy song has been accepted for publication by Irving Berlin, Inc. While it is the most recent addition to this catalog the sales and professional departments have already decided to exploit it widely. The number is entitled "Nobody Can Love Me Like My Old Tomato Can" and is from the pens of Billy Baskette, who has written a number of popular successes in the past, and William Downs. Several vaudeville singers have introduced the song and the early indications seem to point to wide popularity. This, together with the fact that the Berlin organization is showing unusual interest as to the future of this song, should insure a large sale for it.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

Presents a New Installation

LANDAY BROS.
945 Southern Boulevard, Bronx

This store is one of the seven equipped by us and gives a good illustration of how to display musical instruments as well as machines and at the same time give an attractive appearance to the establishment.

quality design

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.
Prices on request

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

LOS ANGELES

*Advertising of Low Terms Has Adverse Influence on the Trade—
Transfer of Okeh Jobbing Agency—Other Important Activities*

LOS ANGELES, CAL., August 3.—Talking machine business for July was up to its usual volume, according to reports from managers of departments, but there seems to be a tendency towards smaller first payments and longer terms. This is doubtless due to advertising of low terms which, in the opinion of many sales managers, may result in larger sales in the long run but is very destructive to short accounts. So long as one or two houses are allowed by the others to monopolize this low-term advertising, the former may attract an increased number of customers, but as soon as everyone begins to advertise in a similar fashion it merely becomes a case of educating the public to make small payments instead of

large and, when the task is completed, no dealer will have gained any advantage.

A. J. Kendrick in Town

A. J. Kendrick, popular sales manager of the phonograph division of the Brunswick-Balke-Collender Co., arrived in Los Angeles during the latter part of July and is spending several days here. He found matters in a most satisfactory condition in this territory, with sales showing a remarkable increase.

Okeh Jobbing Agency Transferred

W. E. Henry, Pacific Coast representative of the General Phonograph Corp. for Okeh records, who established headquarters in this city some three or four months ago, has transferred the distributing agency for southern California

to the Okeh Smith Co. C. N. Smith, proprietor of the Okeh Smith Co., secured the jobbing privileges for this part of the country early last month and started operations at once. Mr. Smith has been engaged in the record business for some time and has had considerable experience, retail and wholesale, in Eastern cities; he states that conditions are even better than he anticipated.

George W. Lyle a Visitor

George W. Lyle, president of the Phonograph Mfg. Corp., was a local visitor in the interests of the Strand phonograph, of which his corporation is the manufacturer. Mr. Lyle was accompanied by his youngest son, Edward, and they motored from San Francisco with Mr. and Mrs. Walter S. Gray. A new line of instruments, which have just been announced, was shown to Los Angeles dealers on the occasion of Mr. Lyle's visit and a number of orders were placed with the local distributor, the Walter S. Gray Co.

Cheney Jobber Returns From the East

R. L. Rayner, vice-president of the Munson-Rayner Corp., has returned from an extensive trip which he recently made to New York and other points. In addition to visiting the Cheney factory, Mr. Rayner secured several agencies for his house, which, besides jobbing the Cheney phonograph and Vocalion records, has an extensive phonograph supply business. The exclusive agencies for the Audak, Walter Camp's "Health Builders" and Campfone were among those for which Mr. Rayner made arrangements during his trip to the East.

Dave Langlan Buys Lankershim Store

Dave Langlan, popular assistant manager of the musical merchandise wholesale department of the Southern California Music Co., has purchased the Yates Music Co.'s store in Lankershim and will in the future conduct the store, which is advantageously located, under the name of the Lankershim Brunswick Shop.

Transfer Stock to New Store

Irving Westphal, manager of the phonograph department of the Southern California Music Co., returned last week from his two weeks' vacation and is already busy transferring all of the Brunswick and part of the Victor stock to the new store at 808 South Broadway. The Victor and Brunswick will be featured in the new store, and the Edison and Victor at the old store, 334 South Broadway. The grand opening of the new headquarters will not take place until September, although it will be open for business before then, it is hoped.

John Steel Hears His Voice Calling

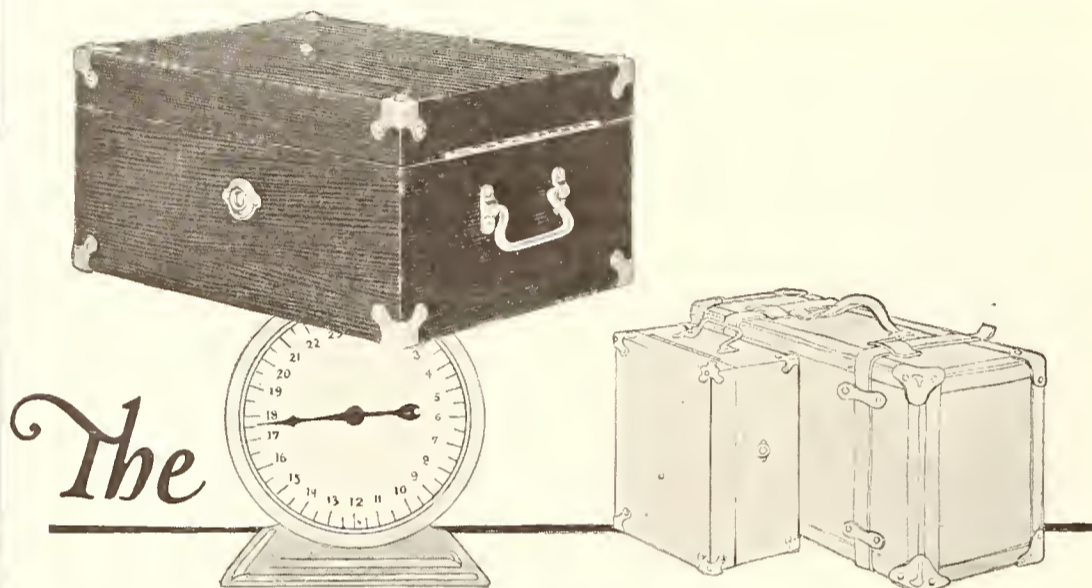
John Steel, the well-known and gifted tenor, who has been singing recently at the Orpheum, was driving home along Seventh street recently when he heard a voice which sounded strangely familiar to him singing "Just An Old Love Song." Ordering his chauffeur to stop—it was right opposite Richardson's, Inc.—he got out of the machine and instructed his man to drive around the block—it being after parking hours. When he asked about the voice, he learned that it was his Victor record, just released, which he had recorded three or four months before.

Brunswick Dealers Hold Meeting

The Brunswick dealers of Orange County were invited to be the guests of the Los Angeles Brunswick branch at St. Ann's Hotel, Santa Ana. John P. Murphy arranged for the affair and in addition to the announcement of some new records for future release by Howard L. Brown, Los Angeles manager, the wisdom of pushing the sale of high-class records of selections by the great composers was pointed out in a strong sales talk. The meeting was instructive and profitable for those present.

General Phonograph Corp. Official Here

W. C. Fuhri, of the General Phonograph Corp., visited Los Angeles this week in order that he might meet C. N. Smith, of the Okeh Smith Co., new Okeh jobber. Mr. Fuhri will leave soon for San Francisco with W. E. Henry, Pacific Coast representative of the General Phonograph Corp.



The

SPENCERIAN first of all a PORTABLE

A Fact!

On Olive Street, St. Louis, the following merchants are among our many customers:

Baldwin Piano Co.
E. A. Kieselhorst Piano Company
The Aeolian Co.
Smith-Reis Piano Company
Krite-Boyens Co.
Lehman Piano Co.
Field-Lippman Piano Company
May, Stern & Co.

YOU'LL agree a pound package carried a mile weighs 10 pounds. You'll agree too, a bulky bundle is twice as hard to carry as a compact one.

Your ideal portable must primarily be light in weight; compact in form.

The Spencerian is the lightest portable of quality made, weighing less than 18 pounds. Less than half the size of a suit-case, 15 x 11 x 7 inches, it is also the most compact.

Every Spencerian is absolutely guaranteed. It's the only portable that sells the year round. It plays all disc records. Write us today!

LIST PRICE (East of Rocky Mountains) \$30

The Artophone Corporation

1103 OLIVE STREET

ST. LOUIS, MO.

Temporary Location, 1213 Pine Street

Radio Industry Is Entering a New Phase

C. Kurtzmann, of Federal Telephone & Telegraph Co., Describes Development of Radio From "Fad" Stage to Permanent Position

We are about to witness the opening of the second stage of development of the radio industry. Like the telephone, the phonograph and the motion picture, it was apparently necessary that this new industry should first go through its infancy period—the plaything stage—before casting off its swaddling clothes and putting on the garments of adult life. Yet neither the telephone nor the phonograph, in this plaything period, ever gripped and held public imagination as hard as the radio, with its suggestion of magic and the mystery of luring sound out of the thin air.

With the possible exception of baseball and, to a certain extent, the motion picture no form of entertainment has ever been accorded the amount of general publicity that has been given to the radio, not because of any particular "pull" that anyone had with editors and publishers, but because of the pull of the thing itself on public interest. Unlike baseball it appeals to every member of the family—from the baby in its crib listening to the "Bedtime Stories" to grandmother in her easy chair, listening to a sermon on Sunday morning. Unlike the motion picture its place of enjoyment is in the home, rather than in the neighborhood theatre, however near at hand that may be. It is this combination of universal appeal and intimate quality that is, in part, responsible for the unique distinction of radio.

Advance in Broadcasting

Aside from the mystery and romance, much of the popularity of radio is due to the far-sightedness and the earnest efforts of the broadcasters to provide programs combining the elements that are really a part of its universal character. Having no precedent to guide them, they have had to find their own way in a new field of entertainment and they have provided programs of the broadest possible range, covering education, instruction, amusement and the useful news of the day, thus at once occupying a field that comprehends the functions of the newspaper, the lecture platform, the concert stage and the theatre, all in one. The steady improvement in the character and range of these programs from their small beginnings, and the possibilities of the future, can best be gauged by comparing the earliest output of the motion picture with the offerings of that indus-

try to-day. The same proportionate advance may be expected in the radio programs, even though they started on a higher plane of perfection. The future programs that will be developed, and the undreamed-of uses of the radio, beggar description.

The parallel between the telephone, the phonograph, the motion picture and the radio is well nigh complete, in that all had to go through their infancy stages before being accepted by the world as a useful and necessary adjunct to modern life in a more serious sense. All were looked upon with a certain amount of interest and indulgence, but credited with being passing fancies. Just as all these others have emerged from that early stage into one of great usefulness and profit, so is the radio just now emerging from its early period into one of permanence as a real industry with a future the magnitude of which is too great to be foretold.

Radio Here to Stay

Everybody predicted that there would be a reaction from the first wild rush of radio interest once it had ceased to be "a fad." It had been so with the others, why not with the radio? The interesting thing is that radio has passed from the first excess of excitement over into its permanent place without any marked retrogression of interest. The demand to-day for radio equipment is greater than at any previous time since people began to talk glibly about "antennae" and "static." But there is a marked change coming over the nature of the demand, indicating the change in the character of the relation of radio to the public. Formerly the demand was almost entirely for "parts," so that home-made sets could be assembled, thus adding instruction in electrical science and its kindred branches to the value of the radio itself. With the improvements in broadcasting, particularly with the co-operation of the American Telephone & Telegraph Co. in relaying important news from its sources, thus bringing the value of programs into the field of news distribution, the character of the demand has perceptibly changed.

The business man now recognizes that, in addition to its qualities as an entertainment provider for the home, for the farm, for the convalescent in his weary bed, the radio has entered upon a field of great usefulness as a con-

veyor of important information. It is no longer a thing merely to be talked about, marveled at and played with, but a necessary adjunct to his business establishment. Like himself, it goes from the home to the office and finds something to do in both places. It is the business man who does not want to buy a lot of parts which are to be assembled, any more than he would buy his automobile by parts and assemble it himself. He wants to buy his radio, in fact, as he would buy his car; made up of the most perfectly and soundly manufactured parts, assembled by experts and then given an outward form that can only be attained by the highest skilled body designers and builders. He does not want a lot of unsightly wires straggling about his office, nor wet batteries leaking over his office rugs. He wants the completely assembled set housed, or contained, in an attractive cabinet that will harmonize with his home or office furnishings, the whole forming an ornamental utility of supreme usefulness.

Where the Phonograph Dealer Comes in

That want is about to be fulfilled by Federal and other radio manufacturers. Heretofore the buyer of radio parts has gone to the electrical shop, which will continue to be the purveyor to that demand. But with the coming assembling of radio sets into handsomely designed and well-built cabinets the natural outlet is through the phonograph dealer. For the radio, which is already closely allied to the phonograph, will be of even closer kindred in this form and it is the phonograph dealer who is logically the best equipped to handle it.

Not only has he the necessary showroom for distribution, but his salesmen are trained in the selling of such a similar product that he can "talk" his goods with very little additional selling information. He is, likewise, accustomed to think in the comparatively large figures of his product, and he is financed and equipped to sell on a time basis, which has come to be an essential part of such transactions, as in the piano trade and in the marketing of the more expensive phonograph cabinets.

The Talking Machine Co., of Camden, N. J., has been chartered under Delaware laws to manufacture talking machines, with a capital of \$210,000.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS

- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- CABINET & ACCESSORIES CO., INC. 3 West 16th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- YAHN & LANGE DRUG CO.....Milwaukee, Wis.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
- ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
- MARTIN WEISS CO.....Dallas, Texas
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export:—CHIPMAN, LTD.

New York, London, Montreal, Wellington, Sydney, Melbourne, Perth, Havana, Mexico City, Buenos Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York



BRUNSWICK EASTERN SALES FORCE HOLDS CONVENTION

Members of Brunswick Phonograph Staff in East Convene at Asbury Park, N. J.—H. A. Beach in Charge of Meetings—Many Important Sales Topics Discussed

Asbury Park, N. J., was a Brunswick town during the week of August 6 when the Eastern forces of the phonograph division of the Brunswick-Balke-Collender Co. held their 1923 convention. Brunswick men from the Eastern sales division from Carolina to Canada gathered at the Jersey seashore city beginning Tuesday night and immediately started work on the convention proceedings.

The Brunswick phonograph welcomed the visitors upon their arrival, as a \$200 "Raleigh" was

convention proceedings. Mr. Beach gave interesting statistics as to Brunswick progress in the East, stating that the sales figures showed an increase of 75 per cent over the previous year, of which 50 per cent represented new accounts with established music dealers.

Promotional representatives of leading metropolitan newspapers in the East addressed the convention on Wednesday afternoon. They brought with them the plans of a proposed cooperative promotion campaign and the discus-

Louis Jay Gerson

Manufacturers' Representative

63 READE STREET
NEW YORK CITY

Telephone :
Worth 0146

Cable Address :
Gersondale, New York

Co., contributed to the meeting some interesting facts pertaining to selling. He told the delegates what the retailers want to know from a wholesale man and he told his story concisely and well. J. Louis Buchner, of the order department of the company, presented to the meeting an interesting paper on "Detail Requirements," which was an exposition on what a national organization must have in the way of detail reports in order to facilitate service.

Golf was the theme Thursday afternoon and C. F. Shaw, district manager of Baltimore, was in charge of the tournament, which was a signal success and which demonstrated the exceptional ability of quite a number of the delegates. On Friday morning F. W. Teele, credit manager of the Eastern division of the company, addressed the meeting on "Credits," his talk being directed primarily on how to help the dealer to avoid bad credit conditions. On Friday afternoon, in respect to the late President Harding, the meeting adjourned.

Among those who attended this very successful Brunswick convention were the following: Harry A. Beach, P. A. Ware, H. D. Leopold, H. L. Spencer, E. A. Strauss, C. F. Shaw, O. F. Jester, J. T. Callahan, H. H. Sheldon, Miss Florence Haenle, C. I. Abelowitz, E. L. Brown, F. Elliot, C. R. Salmon, W. C. Zabriskie, W. A. Hanft, J. L. Buchner, N. R. Mann, Edward Wallerstein, D. W. Causey, M. M. Kuhn, H. L. Obert, H. Zeigler, E. S. Ambler, W. J. Lorenzo, F. W. Teele.

O. W. RAY HOMEWARD BOUND

O. W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., who, with Mrs. Ray, has been spending the Summer on a tour of Europe, combining business with pleasure, is due back at his desk in Aeolian Hall on August 16.

Trade-mark registration has been granted by the U. S. Patent Office to the Societa Italiana di Fonotopia at Milan, Italy, for a design to be used in selling phonographs and records.



VICTOR DISTRIBUTORS

PERRY B. WHITSIT CO.

Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO



Those in Attendance at Meeting of Brunswick Eastern Sales Force in Asbury Park, N. J.

set up in the lobby of the Ocean Hotel, which was the convention headquarters. The meeting was opened on Wednesday morning by Harry A. Beach, Eastern sales manager of the Brunswick Co., who stressed the importance of the "Raleigh" as an instrument that was destined to be a leader in the Brunswick line during the coming season. He called attention to the attractive cabinet design of this model, also emphasizing its distinctive mechanical features. The remainder of the Wednesday morning session was devoted to a general outline of the

sessions in connection with the campaign indicated that there is considerable activity in Brunswick circles just now along these lines. P. A. Ware, sales promotion manager of the Eastern phonograph division, presided over the Wednesday afternoon session and introduced the newspaper representatives. Mr. Ware later discussed the Brunswick plans of tying up Brunswick activities with the newspaper campaign, bringing out important details of this work. Sales promotion activities, dealer advancement work and Brunswick publicity ideas aside from the newspaper campaign were briefly discussed by Mr. Ware at this session.

H. D. Leopold, manager of the record department of the Eastern division, presided at Thursday morning's session and discussed new record distribution plans, giving a resumé of the capacity and efficiency of the newly erected record pressing plant at Muskegon, Mich. He also told of the company's elaborate program for the East Coast, gave statistics of Brunswick record growth in the East and outlined to the delegates the newest Brunswick release plan. Miss Florence Haenle, in charge of the Brunswick Idea Shop, also talked on record promotion during the Thursday morning session.

Harry L. Spencer, of Kraft, Bates & Spencer, New England distributors for the Brunswick



Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

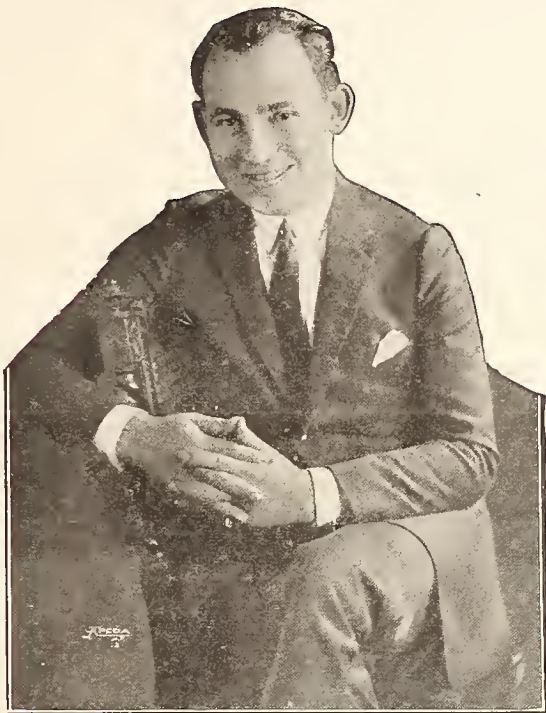
Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.



BENNY DAVIS

One of America's Foremost Song Writers
and Vaudeville Comedians Now
Exclusively with Emerson

Popular, versatile, and brilliant Benny Davis, the writer of such well-known hits as "Dearest," "Stella," "Margie," "Lost a Wonderful Girl," and many others, now takes his place in the bright constellation of exclusive Emerson Stars.

Such captivating, rollicking records as his latest: "My Sweetie Went Away," and "Stella"—Record No. 10650—will turn many a dull evening into a riot of good fun for the army of Emerson Record Users.

And his records sell at the new Emerson price—*only 50 cents*—the greatest news for record dealers and record users in the history of the Talking Machine business.

Read the inside story, on this same page, of why we decided to make this startling reduction.



Now— Emerson Records 50c

Sound economical reasons lie at the bottom of the startling new price reductions in Emerson Records.

Only after a thorough analysis of present conditions in the phonograph industry, and consultation with the most prominent and successful phonograph dealers in the country—who all agree with our decision—did we determine on a retail price of 50 cents for Emerson Records.

Several considerations entered into our final decision: Because of the established popularity and leadership of Emerson Records, we realized that if they were offered at the popular price of 50 cents the resulting greatly increased demand would materially lower all manufacturing and selling costs; and it has always been the policy of the Company to pass on to the dealer and the public any such reductions. Also we discovered that there was a well-defined need in the phonograph industry for a high-class record, marketed under a selling policy entirely in harmony with the best standards of the industry, which would sell for 50 cents.

The Emerson Company has solved the problem. It now offers the same high-quality Emerson Record—the best musically, artistically and mechanically that it is possible for it to produce—with the established Emerson Policy of selling *only to legitimate phonograph dealers*, at this substantial reduction in price. And we confidently believe that this new policy is bound to be the dominant factor in the industry within the next few months.

Think of the increased turnover—which is the key-note to profit—that this great reduction will mean to every high-class dealer in the country.

The biggest hits first at a fast-selling price and the same profit that you get from the higher priced records.

Emerson Phonograph Company, Inc.

Manufacturers of Emerson Records — Eastern Distributors
of Emerson Phonographs

105-111 West 20th Street, New York, N. Y.

WASMUTH-GOODRICH COMPANY

Manufacturers of Emerson Phonographs

Peru, Indiana

W. J. BRYAN RECORDS FOR GENNETT

"The Great Commoner," and Former Secretary of State, Makes Four Records for Starr Piano Co.—To Be Released at an Early Date

Interesting additions will be made to the Starr Piano Co.'s catalog of Gennett records shortly with the listing of four records by William Jennings Bryan, "The Great Commoner," and regarded as one of the greatest orators of the day. Three of the records are of religious character and one of the patriotic type, and they will all be listed in one of the early Gennett record supplements.

The first record by Mr. Bryan is of his well-known speech on "The Ideal Republic" and is backed up by the "National Emblem March," played by the Gennett Military Band. The second record is of his speech "Immortality," backed up by the hymn "The Virgin Birth"; the third, a recitation of the Lord's Prayer to musical accompaniment, backed up by "Nearer, My



W. J. Bryan Making Gennett Records

God, to Thee," sung by the Westminster Quartet, and the fourth, a recital of the Twenty-third Psalm, with a rendition of "Lead, Kindly Light" on the other side.

The accompanying photograph shows Mr. Bryan making one of his records at the recording studios of the Starr Piano Co. at Richmond, Ind., the record being made to the accompaniment of sacred music played by a quartet.

5000 SERIES RETAILS AT \$1.75

In an advertising announcement in this month's issue of The World the General Phonograph Corp. lists a price of one dollar and fifty cents for its double-faced twelve-inch Odeon and Fonotopia records in its 5000 series. This is an error, as the list price for these records is \$1.75 instead of \$1.50.



6,000 educational leaders at the Albany, N. Y., armory were amazed to discover that the **NEW EDISON PHONOGRAPH** could not be distinguished from the living artist when heard in direct comparison.

And, important to you, the opportunity to represent this miracle phonograph is still available to a few far-sighted merchants who can qualify.

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson Street DALLAS, TEXAS

LIVE DALLAS DEALERS DO BUSINESS

Aggressive Tactics Bring Prosperity in Texas City—A. H. Curry, of Thomas A. Edison, Inc., Addresses Real Estate Board

DALLAS, TEX., August 6.—The talking machine and record business in this territory has held up in a remarkable manner throughout the Summer and the expectations of most of the dealers here handling the leading lines of talking machines and records are that the Fall will witness one of the busiest seasons in some time. Business has not come to the "watchful waiters" in any great measure, but to those retailers who have the gumption to go out and "dig" in spite of heat or any other real or imaginary obstacles. The live members of the trade here have let nothing stand in the way of developing business. Every means of increasing sales has been consistently utilized. Window displays, advertising and other forms of publicity, canvassing, etc., have all been instrumental in building up substantial sales volumes for those merchants who have made use of them. Fall campaigns are now being planned and these will be put in effect as soon as the vacation season closes.

A. H. Curry, vice-president and in charge of the phonograph division of Thomas A. Edison, Inc., and president of the Texas-Oklahoma Phonograph Co., Edison jobber of this city, recently made an address before the Dallas Real

Estate Board at a luncheon held in the Oriental Hotel. During the course of his talk Mr. Curry stated that he considered real estate in Dallas and El Paso to be the best investment of any town or city in the country, and Mr. Curry has traveled from coast to coast and from border line to border line!

THESE THINGS SOMETIMES HAPPEN

Constant playing of "Yes, We Have No Bananas" on a talking machine was responsible for George Gonzales, proprietor of a novelty store at 129 Nassau street, being brought into Tombs Court, New York, the other day on a summons obtained by Edward A. Wealti, a lawyer with offices across the street. Magistrate Oberwager had the two men shake hands and said he would decide later whether to issue a complaint against Gonzales.

DEATH OF CANADIAN EDISON JOBBER

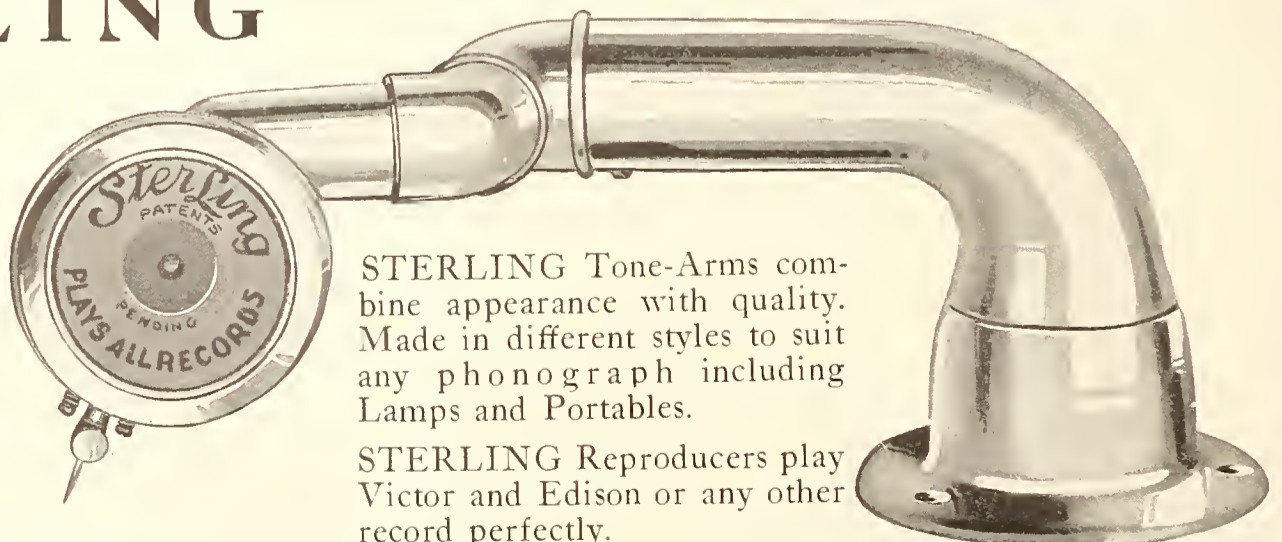
ST. JOHN, N. B., CANADA, August 6.—The death of the Hon. Senator William Henry Thorne in his seventy-ninth year at the Montreal General Hospital recently is deeply regretted by the phonograph trade here. The Hon. W. H. Thorne was head of the firm of W. H. Thorne & Co., Ltd., Edison jobbers, and for many years he was actively connected with the distribution of the Edison here.

STERLING

TONE ARM AND REPRODUCER

STERLING Edison and Victor attachments are universally used by music lovers because of their superior quality and perfect reproduction of any make record. It pays therefore to be a **STERLING Dealer**.

If your Jobber cannot supply you with **STERLING** write direct to factory.



STERLING Tone-Arms combine appearance with quality. Made in different styles to suit any phonograph including Lamps and Portables.

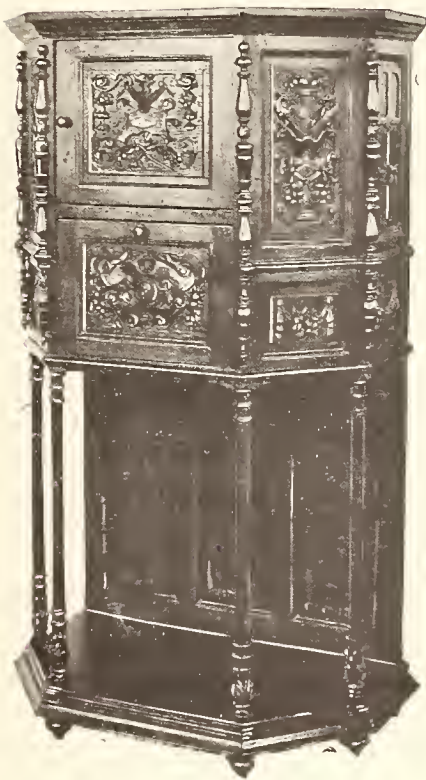
STERLING Reproducers play Victor and Edison or any other record perfectly.

STERLING DEVICES MANUFACTURING CO.,

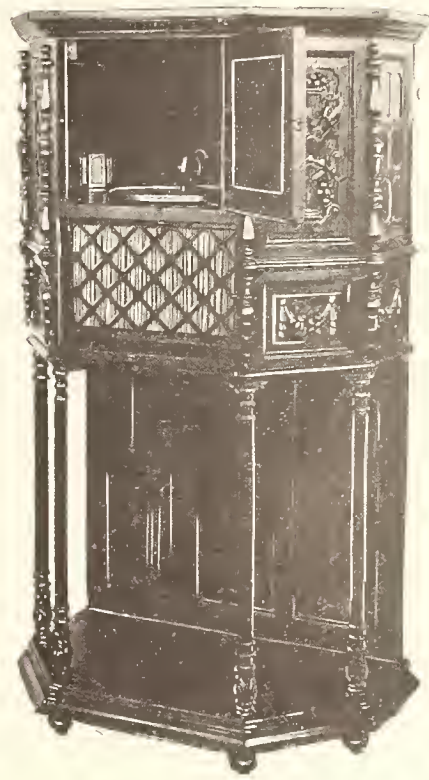
412 Orleans Street, Chicago, Ill.



THE ORSENIKO PERIOD PHONOGRAPH



HEVER
CHARLES II
PERIOD



A very popular model on account of its well balanced proportions.

Finished in antique oak color.

Electrically Operated

THE ORSENIKO COMPANY, Inc.

Showroom: 383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

MAKES OUTSIDE SELLING PROFITABLE

Live Edison Dealer Carries Phonograph Demonstrations Into the Homes of His Prospects by Means of Automobile Truck

Among the recent visitors to the Edison laboratories in Orange, N. J., was Sylvester Cavanaro, Edison dealer, of Riverhead, L. I. He is a firm believer in outside canvassing and



Sylvester Cavanaro and His Truck

stated that his business during the Summer period has been excellent. In fact, he is now going to add another truck for canvassing purposes. In the illustration Mr. Cavanaro is seen standing beside one of the trucks which he has found so profitable in facilitating outside selling. Instruments loaded on this vehicle to be carried to homes of prospects for demonstration purposes have been found to increase the possibilities of making sales.

APPOINTED OKEH JOBBER IN DALLAS

Texas Radio Sales & Engineering Co., of Dallas, Appointed Okeh Jobber

DALLAS, TEX., August 6.—The Texas Radio Sales & Engineering Co., of this city, has just been appointed a jobber for Okeh records, manufactured by the General Phonograph Corp., of New York. W. C. Fuhri, general sales manager of the latter company, was a recent visitor to Dallas and closed this deal while here.

In addition to handling the Okeh line as a jobber the Texas Radio Sales & Engineering Co. is making plans to carry other products in the talking machine field and is also a distributor for the Radio Corp. of America, manufacturer of Radiolas. The company is well known in this territory and is planning an aggressive campaign to interest the dealers in this section in the sales possibilities of the Okeh records.

CLEVER STUNT BOOSTS RECORD SALES

Placards Over Records in Window Display Prove Excellent Sales Stimulators

A most effective show window device for selling phonograph records has been utilized during the past week by the New Edison Shop, Fifth avenue, New York, and a marked increase of sales has been noted. The scheme was to hang descriptive placards bearing the words "Big Hit," "Classical," "Dance to This," "Sacred," etc., on the various records on individual stands in the show window. By way of experiment, several different records were labeled "Big Hit" during the week, with most satisfactory results, one record in particular, which was overstocked at the early part of the week, having been re-ordered from the factory five successive times. In addition, a local news placard service has just been subscribed to by the Edison Shop, with the result that a steady stream of customers of the "silent salesman" has been more than doubled.

CABINET HARDWARE ACTIVITY

H. A. Guden Co. Closing Healthy Business—Hardware for Portables in Active Demand

The H. A. Guden Co., Inc., New York, manufacturer of cabinet hardware, has been receiving substantial orders during the past few weeks, indicating that talking machine manufacturers are preparing for an active Fall trade. This company has specialized in the manufacture of cabinet hardware for a number of years and an interesting feature of this business this Summer has been the receipt of good-sized orders from manufacturers of portables. Judging from the present outlook this company will enjoy an active demand for needle cups, stay arms and, in fact, its general line of cabinet hardware this coming season. The executives of the concern are now making plans to give the trade maximum service and co-operation.

PROFITS

Profits to the Manufacturer

Saving in Cost

Profits to Dealer

Selling Satisfaction

Profits to Consumer

No Repair Bills

Send for Sample and Prices



TRIANGLE No. 1 TONE-ARM

Every part made in our own factory

Special Tone-Arms and Reproducers made to order—quantity only

Triangle Phono Parts Co.
722 Atlantic Avenue, Brooklyn, N. Y.



BOSTON'S NATIONAL MUSIC EXHIBITION

H. L. Katz, President of National Exhibition Association, Tells of Plans Under Way for Big Show Opening November 26

Boston is to have a National Music Exhibition during the week beginning November 26. H. L. Katz, president of the National Exhibition Association, reports that the early reservation of the exhibit section, and contracts already signed and delivered, presage the success of the affair. This exposition, he states, is commended by leading professional trade and civic interests and endorsements of the enterprise have been received from such prominent personages as M. Pierre Monteux, conductor of the Boston Symphony Orchestra, and the Mayor of Boston. Boston is strategically situated for exposition purposes, drawing upon the entire New England section, and it is expected that it will stir up great public interest. The exhibition will be held in the building of the Massachusetts Charitable Mechanics Association, which is excellently situated, for crowds going to and from the concert hall, picture gallery and other floors offering general attractions, pass through the aisles of the exposition halls devoted to the exhibits.

During the course of the week an elaborate schedule of public entertainments in the concert hall under the direction of the management is planned for both afternoons and evenings. A notable feature of the various exhibits will be a contrast between the instruments of other days and those of the present time, showing what a remarkable advancement has been made. In the picture gallery inspiration of music, as depicted by noted artists, ancient and modern, will be shown. It is predicted by Mr. Katz that the affair will be a great success in every way.



PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Write for catalog on

New Portable

AND

New Console

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.

MANUFACTURERS

RAHWAY

NEW JERSEY

WEEKLY VOCALION RECORD RELEASES NEW EDISON WINDOW DISPLAY FEATURES SINGLE RECORD

Beginning on Friday, September 28, the New Vocalion Records Will Be Issued to Dealers Each Week, to Be Placed on Sale at Once

The Aeolian Co. has announced that plans have been completed for the weekly release of all new Vocalion records, the first of the weekly releases to be effective as of Friday, September 28, 1923. It is felt by the company that the weekly release plan will prove of decided advantage to the dealer in permitting him to offer something new to his customers each week and thereby keep their interest sustained. For some time past the company has been issuing special releases of Vocalion records during the interim between monthly supplements and dealers were enthusiastic over that practice.

In announcing the new plan, it is stated that dealers will be privileged to place the new records on sale each week on the day they are received from the wholesale headquarters, rather than be compelled to wait for a fixed release date.

A definite advertising policy is now being developed in connection with the new release plan which will soon be made known both to Vocalion record distributors and dealers.

PLAN BIG CANVASSING DRIVE

F. Bowman & Son, Allentown (Pa.) Dealers, Purchase New Cars to Aid in Drive—Tone-tests Prove Big Business Asset

ALLENTOWN, PA., August 8.—Evidently F. Bowman & Son, Edison dealers, of this city, intend to get business by going after it. According to Earl Bowman, member of the firm, they have just purchased several new cars with which to conduct a really intensive campaign of canvassing throughout this section and are already making plans for their Fall tone-test, with which they expect to close practically all of the sales still pending at that time.

Mr. Bowman states that they have had at least one tone-test each year since the Edison laboratories originated them about eight years ago and that they still prove themselves to be by far the biggest sales asset.

JAMES WATTERS AGAIN WITH PATHE

James Watters, connected for many years with the Pathé Frères Phonograph Co. as secretary, has returned to the fold and rejoined the ranks of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., on Monday last, in charge of the radio division of the company. During Mr. Watters' absence from the Pathé organization he was connected with one of the prominent radio concerns and is well qualified to assume his new duties.

G. E. HORTON'S PRESENT ACTIVITIES

G. E. Horton, of the Horton-Gallo-Creamer Co., New Haven, Conn., having spent some time calling upon the trade, is now taking care of the inside details of this Victor distributing house. Mr. Horton is a son of the late Henry Horton and is giving his particular attention to dealer service. E. C. Gallo, in charge of the organization, reports that dealers in his territory are enjoying excellent business conditions and looks forward to big business this Fall.

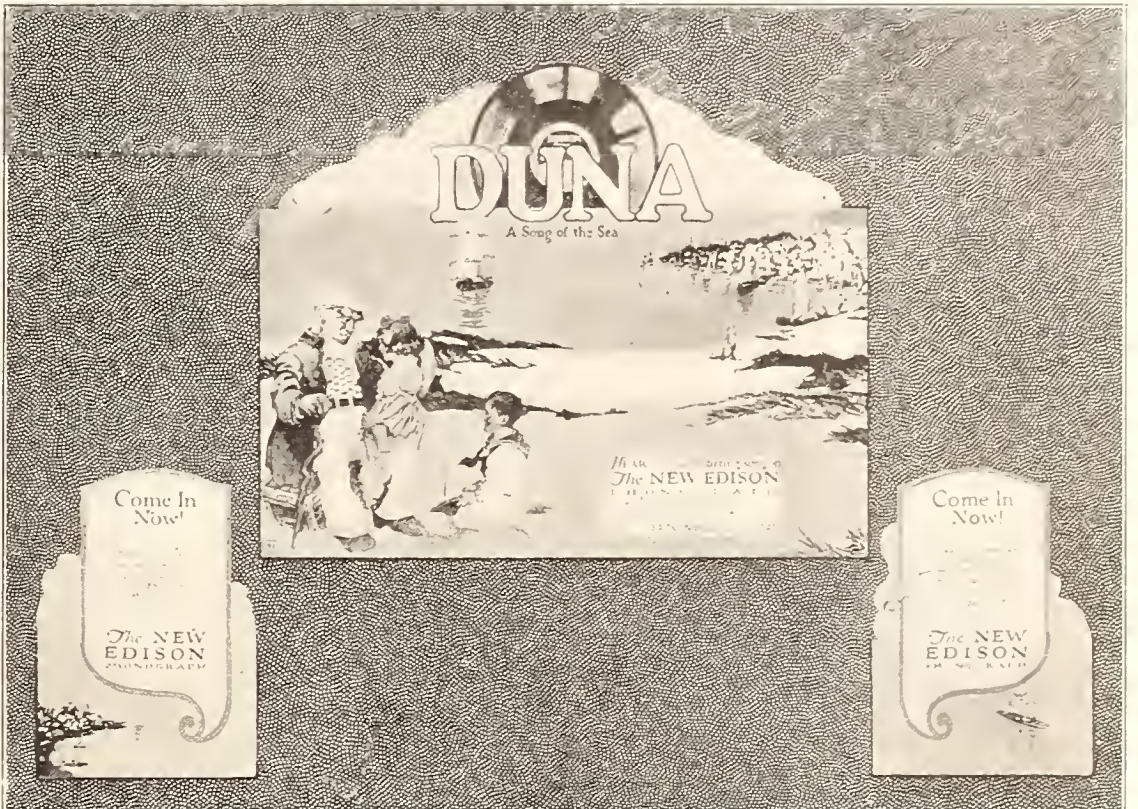
CHANGES NAME TO HUNT PIANO CO.

PORTLAND, ME., August 8.—The Miller & Hunt Co., prominent talking machine and music dealer, of this city, has changed the corporate name of the firm to the Hunt Piano Co. The officers of the company remain as follows: Ralph W. E. Hunt, president, and Burton R. Miller, treasurer. The concern handles the Victor line of talking machines and records and a complete line of the leading makes of pianos and small musical instruments.

Thomas A. Edison, Inc., Releases First Display Under New Policy of Featuring Individual Records—Striking Colors and Artistic Arrangement Produce Effective Exhibit

Thomas A. Edison, Inc., has now adopted the policy of featuring individual Edison records in window displays prepared for the use of Edison dealers. This policy has been adopted on the grounds that a general record display has a primary interest only for people who already

sumer public is, without doubt, most interested. The first display in line with this new policy is released for September. It is built around "Duna, the Song of the Sea." The central piece is done in striking colors and is highly pictorial of the character of the selection. The two side



Artistic New Edison Display Featuring Individual Records

own phonographs, and that a phonograph display should logically feature the performance rather than the phonograph itself, whereas the window display featuring a single record interests both owners and prospective owners in that it features the result in which the entire con-

pieces feature the idea "Come in Now" and pictorially tie up with the center piece. This display is one of the most effective of many fine exhibits produced by Thomas A. Edison, Inc., and it should prove a real stimulator of record sales.

VICTOR WHOLESALE DISTRIBUTORS



The Dependability of
Blackman Service

must be tested

to be appreciated

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 25TH ST. N.Y.C.

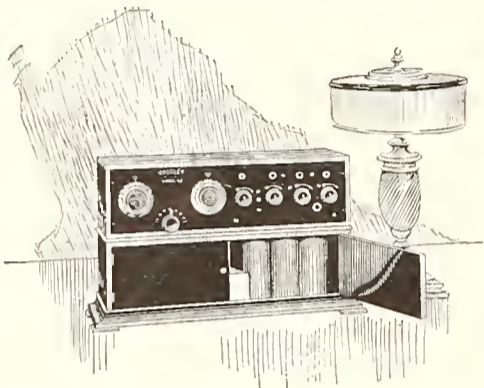
ONE SUGGESTS THE OTHER

HEALTHY TONE TO TRADE IN TOLEDO

Industrial Situation Active—Dealers Report Big Retail Gains as Compared With Last Year—News Happenings of the Month

TOLEDO, O., August 8.—Merchants are enjoying a volume of trade well above that of a year ago. While there is a temporary seasonable lull the recession is but slight. Dealers are confidently looking to the Autumn to provide a healthy stimulus to trade. And this is not expecting too much, for local industries are operating on a basis considerably in excess of normal. There are practically no idle workers. Each is slowly building a reserve which is reflected in savings bank deposits.

At the Toledo Talking Machine Co. sales for the past month again show an increase. Merchants are being urged by Chas. H. Womeldorf, general manager, to place orders for machines now and not wait until the Fall demand is upon them. Further, the Victor weekly record release which will start in September is



Big Profits in Radio

Radio offers you the biggest opportunity in years to make tremendous profits. Over \$100,000,000 worth of radio equipment was sold last year. The coming Fall and Winter will see that figure greatly increased.

Are you prepared to cash in on this great volume of business?

Crosley Radio products will enable you to do this. The Crosley line of instruments and parts is one of the best-known lines in America. Consistent advertising and exceptional performance have placed Crosley instruments in a class by themselves.

Ranging in price from the Model VI, a two-tube set at \$28, to the beautiful Console Model XXV, at \$150, Crosley instruments truly substantiate our slogan, "Better—Cost Less."

For Sale by Good Jobbers Everywhere
Write for Complete Catalog

Crosley Manufacturing Co.
826 Alfred Street Cincinnati, O.

THE CROSLEY MODEL X-J With Battery Cabinet

The Crosley Model X, price \$55, a 4-tube radio frequency receiver, consisting of one stage of tuned radio frequency, detector and two stages of audio frequency amplification, has established itself as the most popular and successful receiver ever marketed. Now comes a companion, the Crosley Model X-J, price \$65, embodying all the good points of the Model X, together with greater refinement of detail.

The battery cabinet, price \$15, makes the set absolutely self-containing and greatly adds to its beauty.

BOSTON — 1923

National Music Exposition

Mechanics Building, Boston, Mass. :: November 26 to December 1, Inclusive

Preferred Exhibit Spaces for Those Who **ACT NOW!**

For full information write to THE NATIONAL EXHIBITION ASSOCIATION, Inc.
18 Boylston Street, Boston

sure to have a highly stimulating effect upon record sales. The trade is optimistic over the sales value of the Red Seal double disc records which will soon be in the stores. A local Victor dealer service inaugurated by this house consists of special hangers, announcements, etc.

Harry L. Wasserman has purchased the Victor stock of the Talking Machine Shop and has opened an exclusive Victor store at 434 North St. Clair street under the title United Music Co. Mr. Wasserman was formerly located in Detroit.

The Lion Store Music Rooms are enjoying a Summer sales increase. Lawson Bell, assistant manager, reports Cheney, Victor and Brunswick machines share in the growth. The store outing day was one of the features of the Summer. A. J. Pete, manager of the department, was chairman. Mr. Pete is now vacationing at Wampers Lake, Mich.

The Cable Company is featuring the special Benson Orchestra release, "In a Tent," through an elaborate window. A tent upon the beach, with corresponding fittings and setting, is attracting much favorable attention and aiding sales, Manager W. A. Grubbs states.

At the Goosman Piano Co. Columbia and Vocalion record sales are growing each month.

Fred N. Goosman, president, has been named chairman of a committee of retail merchants to promote the annual outing of the retail merchants' board.

The Talking Machine Shop has taken on the Columbia line of machines and records, Fred Frame states, and an aggressive sales campaign will soon be started.

The J. W. Greene Co. is experiencing a very excellent Summer machine and record business. Cheney, Brunswick and Victor machines are dealt in here. A fitting tribute to the late President Harding is paid in a window set apart to his memory. His likeness, surrounded with good music, is the center of the display.

At Grinnell Bros. plans are being formulated for a Fall campaign to start soon after the turn of the month. The sales plan of concentrating upon one number at a time instead of scattering efforts is effective in closing sales.

At the LaSalle & Koch Co. Music Shop Manager F. O. Edwards reports gratifying sales the past month, with portables still in favor.

PRESIDENT'S VOICE STILL LIVES

Although the Nation will mourn the loss of the late President Warren G. Harding, it is gratifying to know that something of the benevolent spirit of the man and his voice still lives through the medium of talking machine records, made by the President for the Victor Talking Machine Co. during the drive last year of the American Red Cross, which is still receiving royalties from the sale of these records.

MOTORS

Ready for Delivery

Double Springs; plays 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

GOURLIE CO. MAKES PHONE PAY

Live Miami, Fla., Concern Boosts Sales of Records by Demonstrations Over Phone

MIAMI, FLA., August 8.—The Gourlie Music Co., of this city, has taken advantage of the telephone in selling the new talking machine records each month. Advertising in the local newspapers calls attention to the new releases and suggests that readers telephone and ask to have any of the new records played over the phone.

They have the phone in a booth and the record called for is played, the open phone being put face to the horn and near enough for the record to be heard over the phone. As many records are played as the customer asks for and those that are selected are delivered by the company. This stunt has speeded up record business in a most satisfactory manner.

Hohner Expansion Is Necessary

Considerable changes have been made in the arrangement of the New York headquarters of M. Hohner, manufacturer of the well-known Hohner harmonica and accordion. These changes have been made possible through the addition of another floor, thus making two floors available for the carrying on of the greatly increased business of the company. A new showroom is being constructed; two new private offices and a new stockroom.

FOR SALE

A VICTOR talking machine and jewelry business in a Pennsylvania town on the main line of the Pennsylvania Railroad. An excellent opportunity. Details on application. Address "Box 1318," care Talking Machine World, 383 Madison Ave., New York.

Victor Wholesalers



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THOS. W. HINDLEY'S NEW POST

Becomes Western Distributor of Emerson "Music Master" Phonograph, With Headquarters in Chicago—Has Had Wide Experience

CHICAGO, ILL., August 7.—Thomas W. Hindley, well known in the talking machine trade throughout the country, has been appointed Western distributor of the Emerson "Music Master" phonograph, manufactured by the Washmuth-Goodrich Co., Peru, Ind. Mr. Hindley has opened offices at 22 Quincy street, where he has a complete line of Emerson phonographs on display. Mr. Hindley was formerly associated with the Columbia Graphophone Co., Landay Bros., Edison Shop and the Hallet & Davis Piano Co., all of New York City. Going West he managed the phonograph department of Kohler & Chase, San Francisco; the Hauschildt Music Co., Oakland, and Orton Bros., Butte, Mont. For the past eight and one-half years he was manager of the Aeolian Co. branches in Providence, Boston and Chicago.

INTEREST IN COMING GOLF MATCHES

Contestants for the Eldridge R. Johnson and J. Newcomb Blackman Trophy Cups Will Display Their Skill Early in September

An event of considerable interest among the Victor jobbers is the series of coming golf matches to determine who will be the final possessor of the Eldridge R. Johnson gold trophy cup. This match will be played by Lew Collings, of Collings & Co., Newark, N. J.; C. A. Grinnell, of Grinnell Bros., Detroit, Mich., and French Nestor, of the French Nestor Co., Jacksonville, Fla. The match for the final possession of the J. Newcomb Blackman trophy cup will be played between Louis Buehn, of the Louis Buehn Co., Philadelphia, Pa.; C. G. Campbell, of the Knight-Campbell Music Co., Denver, Col., and Fred P. Oliver, of the Blackman Talking Machine Co., New York, N. Y. The matches will be played the first week in September on a neutral course to be selected by a special committee in charge of the matches and will be thirty-six-holes medal play with suitable handicaps, eighteen holes to be played in the morning and eighteen holes in the afternoon. The above mentioned jobbers have each won the cup for one year and these matches will determine the permanent owners.

In order to give each contestant an equal chance and under as nearly the same conditions as possible the course on which the match is to be played will not be announced until ten days before the event. Owing to the great value of the cups, as well as the very high honor in

ITALIAN Popular Music



MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted

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ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

More Business for the Victor Trade!
PAUL WHITEMAN and HIS ORCHESTRA

Returned from Europe on the S. S. "Leviathan"
On Monday, August 13th



Lauri Wylie in the London Times, under date of March 25th, says the following of Whiteman's sensational London engagement: "There are only two men the thought of whom might reconcile me to forswear my native land and transform myself into an American citizen. They are Abraham Lincoln and Paul Whiteman. The dead man stands for American freedom, thought and principle. The living one represents modern American tyranny in its most efficient and devastating development. America has taken us in thrall not merely by the magic of the dollar, but by her efficiency in jazz. And Paul Whiteman is the King, the Emperor, the Great Pandrum, the embodiment of Jazz."

Immediately upon his return, fresh from the greatest success of his career
PAUL WHITEMAN AND HIS ORCHESTRA
will devote several weeks to the making of
NEW VICTOR RECORDS

in which will be embodied the greatest musical thrills ever recorded

Watch for Paul Whiteman's New Records

Management
UNITED ORCHESTRAS

160 W. 45th Street

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New York City

winning them, considerable rivalry is anticipated and a large gallery of friends will be on hand to follow the matches. Joseph C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., is chairman of the special golf arrangement committee in charge of the details.

BRUNO BUYS BLOUT WHOLESALE STOCK

C. Bruno & Son Take Over Wholesale Stock and Accounts of Emanuel Blout—Latter to Continue to Operate Retail Stores

Emanuel Blout, who for a number of years has been a wholesaler of Victor talking machines and records, with headquarters at 2793 Broadway, New York, as well as maintaining a retail department at that address, and retail stores in the Fordham section of New York City, in Poughkeepsie, N. Y., and Bayonne, N. J., announces, under date of August 8, the sale of his wholesale stock and trade accounts receivable to C. Bruno & Son, Inc., Victor wholesalers, at 351 Fourth avenue, New York, which represents the latest of several wholesale changes that have taken place in the metropolitan district during the past few months.

JOHN CROMELIN ENTERS NEW FIELD

Well-known Talking Machine Executive Joins Insurance Company—Has Host of Friends in Trade Both Here and in Europe

John Cromelin, formerly vice-president and general manager of the Columbia Graphophone Co., New York, and more recently general sales manager of the General Phonograph Corp., has forsaken the talking machine industry to enter the insurance field. Mr. Cromelin is now identified with the Connecticut Mutual Life Insurance Co., with offices in the Pershing Square Building, Forty-second street, New York, and his many friends in the trade will be glad to learn that he is making rapid headway in his new work.

Mr. Cromelin is one of the veterans of the talking machine trade, having been associated with the industry for more than twenty years and having held important executive positions both here and abroad. His many years as an executive have given Mr. Cromelin an invaluable experience which will undoubtedly be an important factor in his success in the insurance field.



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play. We still have a limited quantity of our Model 35 at the same price, \$12.50. Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

HUSTLERS SCORE IN CANTON TRADE

Dealers Adopt Aggressive Methods and Successfully Compete With Cheap Automobile Dealers—Retailers Preparing for Expected Fall Boom—Activities of the Month

CANTON, O., August 7.—Hustlers are doing the business these days despite competition of the cheap automobile, which is having considerable adverse effect on the talking machine business. A survey of the larger stores this week disclosed that all dealers are prepared to take care of increased business expected during the early weeks of the Fall season, when quite a revival in the industry is predicted. Record sales have taken on new life and this month's list appears to be one of the most acceptable released in the whole year. Industrially the city continues to boom and workers are being paid high wages.

Philip Dorm, representing the Eclipse Music Co., Cleveland, visited with local talking machine dealers the past week, calling on the

George C. Wille Co., William R. Zollinger & Co., and others.

W. E. Pyle, manager of the talking machine department at William R. Zollinger & Co., expects to leave on his vacation on August 20.

With the pottery industry operating at top speed, and other industries working full time, the Carrollton, O., store of the Alford & Fryar Piano Co., Starr and Cheney dealer, of Canton, is enjoying a big business, according to Al Waltamath, who is in charge of the new branch.

Miss Margaret Gallagher, in charge of the record department of William R. Zollinger & Co., has resigned her position.

Talking machine sales showed a gain of 15 per cent at the store of the Garver Bros. Co., Strasburg, the month of July. Total sales to date this year at the Garver store have been \$432,182.93, an increase over the corresponding period a year ago of \$99,743.20.

Two well-known talking machine stores will figure prominently in the dedication of Cleveland avenue, when the celebration is held on Halloween. The George C. Wille Co. and the

Rhines Edison Shop, both located on this thoroughfare, are lending co-operation to the committee in charge of the promotion.

Eight Canton talking machine dealers have pledged their co-operation in helping make Trade Extension Week next month a success. An extensive publicity drive in which special edition newspapers will be distributed throughout the countryside for a distance of 50 miles is planned. C. M. Alford, local Cheney and Starr dealer, is chairman of the committee on stunts.

DEALERS ORDERING STRINGS

Standard Musical String Co. Making Rapid Progress in Talking Machine Trade—Attractive Display Cases Available for Dealers' Use

The Standard Musical String Co., Brooklyn, N. Y., manufacturer of Truesolo strings, has been spending considerable time and effort in the introduction of this product to the talking machine trade. The results of this campaign to date have been very successful and talking machine dealers throughout the country have placed substantial orders for Truesolo strings, with the idea of featuring them during the year.

In order to co-operate with the dealers in the introduction of these strings the company has prepared several attractive display cases that can be used to splendid advantage in the dealers' windows and on counters. Talking machine dealers in general are evincing keen interest in the sales possibilities of Truesolo strings among their patrons and for the coming Fall and holiday season the Standard Musical String Co. has prepared an intensive sales campaign.

VISITORS TO COLUMBIA OFFICE

There was a Pacific Coast delegation recently at the executive offices of the Columbia Graphophone Co., 1819 Broadway, New York, and among the visitors were P. S. Kantner, manager of the Columbia Co.'s San Francisco branch; W. F. Stidham, manager of the Los Angeles branch, and W. H. Lawton, representing the company at Seattle. The visitors conferred with Geo. W. Hopkins, general sales manager of the company, regarding plans for the Fall season and, without exception, they were enthusiastic in predicting that the remainder of 1923 would be one of the most active seasons in Columbia history. S. S. Larmon, manager of the Cleveland branch, was also a visitor.

FOR SALE IN SOUTHERN CALIFORNIA

Only Victrola agency in the best and fastest growing town of 11,000 people in the State. Established 16 years. Just installed new modern fixtures, will sell at invoice \$9,500. Reason for selling, have a book and stationery business and cannot look after both stores. Address L. B. Weber, Weber Music Co., 112 East Center St., Anaheim, Cal.

SPLENDID FACILITIES

We have surplus equipment and factory facilities for manufacturing twenty-five phonograph cabinets per day. Can make deliveries for Fall and holiday trade. We solicit inquiries. Lyradion Manufacturing Co., Mishawaka, Ind.

POSITION WANTED—Young man who has had eight years of experience in the phonograph business and all its branches, including selling of all makes, also pianos, and repair all makes of machines. Permanent position desired. Address "Box 1315," care Talking Machine World, 383 Madison Ave., New York, N. Y.

Comparative Tests Invited

Silent Motors have proved their supremacy to the satisfaction of a great number of the largest manufacturers of Machines in America and foreign countries.

Produced in Three Types

Model S. S. guaranteed to play in excess of two records, especially constructed for Portables or table machines.

Model K. K. guaranteed to play in excess of three records.

Model H. H. guaranteed to play in excess of five records.

Samples and information supplied upon request.

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EUROPEAN HEADQUARTERS

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W. LIONEL STURDY, MANAGER

Trade Leaders Vacationing—Anticipate a Brisk Fall Business—H. Germain, Treasurer of Plaza Music Co., New York, a Visitor—Portables Meet With Popular Favor—Wireless Conditions in an Unsettled State—Gramophone Co., Ltd., Announces New Instrument—D. J. Blaikley Made President of Gramophone Association—Other News of Interest

LONDON, ENGLAND, August 2.—Throughout the gramophone trade and its associated industries these days leading men are taking a well-earned rest, leaving their executive and junior staffs to discuss among themselves holiday plans ahead or fulfilled. This is not to imply that they have nothing else to do because, although not by any means brisk, there is a certain amount of business to look after.

By all anticipations a good Fall season is assured. Plans are well forward in design and production of new models and, judging by the great activity prevalent even at this time among supply houses, an early sales start should be made this year. I am inclined to the belief that foreign gramophone goods will not enjoy such freedom of sale in our market as last year.

Herman Germain Visits London

Among distinguished visitors to London recently was Herman Germain, treasurer of the Plaza Music Co., New York, which handles Banner records, albums of nursery rhyme discs, etc. Though not quite so elusive as the Scarlet Pimpernel, Mr. Germain was "here, there and everywhere" around the trade during his short time here and I was fortunate in passing a pleasant hour with him, gleaned much of American business hustle in contrast to our perhaps less strenuous activity. One object of Mr. Germain's visit was to appoint a suitable firm to represent the Plaza products in the British market. To this end I understand negotiations are still proceeding.

Portable Gramophones Having Their Day

There is an all-the-year-round demand for good portable gramophones, but it cannot be said their sales are unaffected by weather conditions. Given such a real fine spell of sunshine as we have been experiencing open-air enjoyment, naturally, takes precedence of indoor amusements. Hence, at this time, do we find that of all gramophone sales it is the day of the portable. It would not be a difficult matter to itemize no less than fifty varieties, ranging in price from 30s to £10. Wherever one may go evidence accumulates in the shape of special window displays, demonstrating that dealers are alive to the big sales value of portable ma-

chines. This branch of our trade is, therefore, a good, paying proposition, capable still of greater development than has been accomplished.

British Wireless Conditions Unsettled

Wireless trade at present shows little sign of revival in the British market. Following the extraordinary boom last Autumn and Winter a period of stagnation was experienced and the slump in sales seems to inspire a general belief that it is to prove more of a seasonal trade than at first thought. The opening of new transmitting stations and the promise of more still leaves a fair amount of territory unprovided for. The progressively increased service may, however, reasonably be expected to exert a good influence upon sales of receiving sets.

The "Gramola" Causes a Stir

The talk of the trade these last few days centers around the news that the Gramophone Co., Ltd., plans to issue, within the near future, an instrument of table grand design to retail, oak £5, mahogany £6. It will not bear the imprint of "His Master's Voice" trade-mark, but be marketed under the above name as manufactured by the Gramophone Co., Ltd. This action indicates the adoption of a really competitive policy which has seriously concerned the many other manufacturers and assemblers of similarly designed instruments round about these prices!

Important Gramophone Law Action

Much interest has been manifested in gramophone and musical circles in an action by Frederic Austin, musical composer and author of the musical setting of Gay's opera "Polly," now running at the Savoy Theatre, against the Columbia Co. for an injunction and damages for alleged infringement of his copyright through the sale of gramophone records, entitled "Selections From Polly." Defendants denied the allegations. Mr. Luxmore, K. C., who appeared for plaintiff, said that the first gramophone record of the work was naturally of great value to his client, who gave the first right of production not to the defendant company, but to the Gramophone Co., Ltd., makers of "His Master's Voice" records. The defendant, he continued, had infringed the plaintiff's copyright by making a manuscript, orchestral score and band parts, reproducing a great deal of the plaintiff's music and had put upon the market double-sided records a week before the Gramophone Co.'s authorized records. Evidence was given pro and con by a number of leading musicians and composers. Justice Astbury, in handing down his decision on July 24, made a very interesting resumé of the history of the musical

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a speciality

REX GRAMOPHONE COMPANY

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setting of "Polly" and, in closing, stated that he was of opinion "that the defendants had infringed Mr. Austin's copyright in his music by making, or authorizing to be made, an orchestral score and band parts wherein substantial parts of Mr. Austin's music were reproduced, and by making therefrom gramophone records, by means of which substantial parts of the plaintiff's music had been mechanically performed.

"There would be judgment for the plaintiff for the injunction claimed and an inquiry as to damages. Defendants must pay the costs of the action."

On the application of Sir Duncan Kerly, K. C., for the defendants, his lordship granted a stay of inquiry and of delivery up of the records, on notice of appeal being given within twenty-one days.

Annual Meeting of Gramophone Association

At the annual general meeting of the A. G. M. I. M. and W. D., held at the Federation offices recently, D. J. Blaikley (Boosey & Co.) was unanimously elected president, with H. J. Cullum, M. B. E. (Perophone & Lockwoods), vice-president. The retiring president, Louis Sterling, emphasized the great value of the Association during the five years of its activity. The committee for the ensuing year comprises: Gramophone Trade Section: J. E. Hough, A. J. Mason, Geo. Murdoch, E. C. Paskell, H. Moorby Smith, Louis Sterling; Musical Instrument Trade Section: M. F. Cooksey, Geoffrey Hawkes, A. G. Houghton, Frank Samuel, George Wallis.

Demonstration of an Improved Gramophone

The "Bestone" is well and favorably known throughout the English markets, but to christen a series of new models a special press demonstration was given in London on July 18. This brought a full attendance of representatives of the trade and public press, professional musicians and members of the nobility. Albert Sammons, the famous violinist, gave a number of selections to a delighted audience and after each piece the same record was played on one

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 158)

of the new Bestones. The contrast was sufficiently effective as a test of good reproduction, confirming that the all-metal unit design of the Bestone models is based upon really scientific acoustical lines.

It might be as well to explain some of the novel features of the Bestone all-metal unit which is embodied in all new models. The metal motor board, motor, tone arm and interior horn or amplifying chamber comprise a complete unit separate from the case and easily detachable if necessary. Being made of polished aluminum the unit is both light and strong and rustless. It is a fine piece of engineering skill, highly efficient in sound delivery and sonority. Heartly good wishes for success to the British Gramophone & Wireless Co., Ltd., who, by the way, have recently taken over the sales of the Bestone products from the C. H. Roberts Mfg. Co., Ltd., who will continue the manufacturing side.

A New Record for the British Market

An important item of news that will create much interest in trade circles, especially this side of "the pond," concerns the marketing of another gramophone record proposition. Pending final settlement of negotiations and policy actual details are not at present available. However, *The World* is in a position exclusively to announce the coming of the "Parlophone" record in ten and twelve-inch sizes, with an entirely new repertoire appropriate to English taste. It will be handled by a strong company with a generous financial backing, early registration of which, in London, may be expected. The promoters and those directly concerned with the success of this venture, I am assured (and, in part, can confirm), are men of experience, possessing a wide and intricate knowledge of the gramophone business and its requirements, applicable to conditions prevailing in the English field. The "Parlophone" record prices, I understand, will coincide with what are known as standard. Arrangements for recording are well advanced; a big initial list is planned for early issue and thereafter regular monthly additions will be made.

Miscellaneous News Items

Allotment of space at the great 1924 British Empire Exhibition is almost complete. Plans are now under way for the building which will house the musical instrument exhibits. Arrangements are in the hands of the Federation.

Compared with the returns for the month of May the official figures relating to exports during June show a decrease of over £8,000,000, or about \$40,000,000.

The secretary of the Gramophone Dealers' Association, Robert R. Brown, has tendered his resignation. During his period of office, about sixteen months, Mr. Brown was instrumental in increasing the membership by over 220. G. H. Russell takes over the vacant position for the time being.

The British Industries Fair will be held at the

White City at the end of April and the beginning of May next year.

"His Master's Voice" Co. announces that recent price reductions have had the effect of still further increasing the demand for its instruments. Good!

J. E. Hough, Ltd., continue to make regular monthly issues of "Winner" records bearing right up-to-date hits. As a result a very steady demand is experienced at this time, when in many directions gramophone trade remains exceedingly slack.

RUPP SUCCEEDS A. GOLDBERG

PASSAIC, N. J., August 4.—Rupp's Music Store will succeed the music firm of Abraham Goldberg, located at 353 Passaic street. The new store will carry musical instruments and accessories of all kinds.

RUBOTTOM LEAVING W. B. MYERS

MT. VERNON, ILL., August 6.—Ray Rubottom, who for eighteen months has been manager of the music department of the W. B. Myers store, has just resigned to accept the position of manager of the O'Connell Music Store in Washington, Ind. He will have full charge of the store, which is the largest of its kind in Washington.

TREMBLEY MUSIC HOUSE SOLD

PETALUMA, CAL., August 6.—The Trembley Music House, 37 Main street, has just been purchased by Valencia & Percy, of San Francisco, who are already in possession. The new firm will be exclusive Victor representatives, with M. W. Valencia personally in charge of the store. A number of improvements in decoration are in progress at this establishment.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

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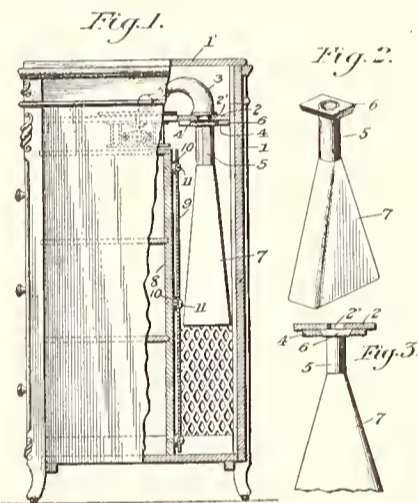
383 MADISON AVE. NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—**Phonograph.** Carl J. Hofmann, New York, assignor of one-half to Edwin M. Hecksher, Belle Harbor, N. Y. Patent No. 1,455,913.

The invention relates to certain new and useful improvements in phonographs and more particularly in the mode of attaching and supporting the horn or amplifier within the cabinet, so that the sole contact between the horn and the other elements of the phonograph is by means of a relatively loose connection between the upper end of the horn and the under side of the tone arm support or other fixed part of the frame, preferably in the form of a slip joint which admits of the horn being readily applied and removed or substituted by a horn of different character, the particular advantages of such an arrangement being the substantial elimination of all noises or sounds incidental to the operation of the machine, except the sounds specifically designed to be reproduced, which latter are delivered and amplified by the horn with the fullness and integrity of tone and quality which have not been capable of realization with machines of the standard type, in which the horns are usually rigidly attached to the casing or cabinet at various points and which, therefore, transmit all of the sounds and noises produced by the operation of the motor and other



movable parts of the mechanism, to the serious impairment of the reproduction of the phonograph record.

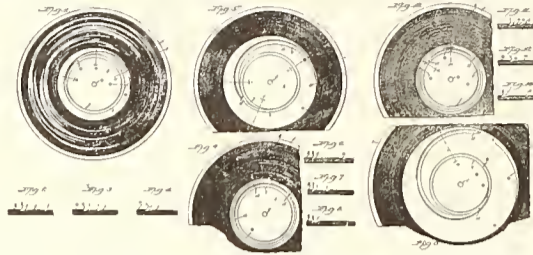
Figure 1 is a side elevation, partly in section, of a cabinet phonograph having the improvements aforesaid associated therewith. Fig. 2 is a perspective view of the horn and one element of the slip joint for connecting or suspending the same within the cabinet. Fig. 3 is a fragmentary rear elevation showing the joint between the horn and its support.

Phonograph Record. Walter C. Hadley, New York. Patent No. 1,456,434.

The object of the present invention is to provide a phonograph record which may be used on any of the well-known phonograph machines provided with an automatic stop, so constructed that it may be possible to accurately set the stop mechanism to be operated at a definite point and, having been once set, it may be permanently locked and operate with any record embodying this invention, no matter what the width of the reproducing surface may be.

Figure 1 shows a plan view of a disc record embodying the present invention. Fig. 2 is a section on the line 2-2 in Fig. 1. Fig. 3 is a section on the line 3-3 in Fig. 1. Fig. 4 is a section on the line 4-4 of Fig. 1. Fig. 5 is a top plan view of a slightly modified form, a portion of the record being broken away. Fig. 6 is a section on the line 6-6 in Fig. 5. Fig. 7 is a section on the line 7-7 in Fig. 5. Fig. 8 is a section on the line 8-8 in Fig. 5. Fig. 9 is a top plan view of a portion of a disc record illustrating another modification. Fig. 10 is a top plan view of a disc record illustrating another modification. Fig. 11 is a section on the line 11-11 in Fig. 10. Fig. 12 is a section on the line 12-12 in Fig. 10. Fig. 13 is a top plan view of a portion of a disc record illustrating another modification. Fig. 14 is a section on the line 14-14 in Fig. 13.

other modification. Fig. 11 is a section on the line 11-11 in Fig. 10. Fig. 12 is a section on the line 12-12 in Fig. 10. Fig. 13 is a top plan



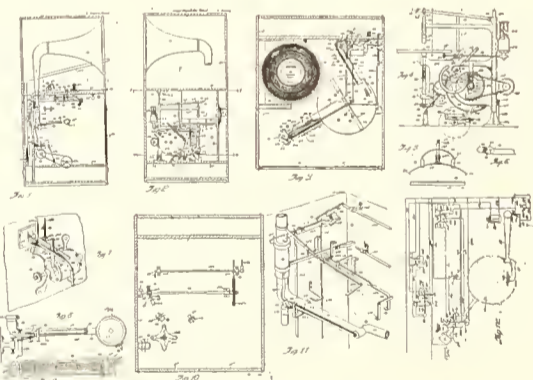
view of a portion of a disc record illustrating another modification. Fig. 14 is a section on the line 14-14 in Fig. 13.

Automatic Record-transferring Mechanism for Phonographs. George A. Behlen, Greenville, S. C., assignor of one-half to C. C. Rush, same place. Patent No. 1,456,614.

This invention relates to an automatic record-transferring mechanism for phonographs and it has for its object to provide a simple and reliable mechanism whereby a plurality of records may be placed in a magazine and the machine set in motion, the machine, without further attention, playing the records in succession and, if desired, over and over again indefinitely.

The invention contemplates the provision of mechanism whereby the machine may be coin controlled or manually controlled from a distant point. Furthermore, means are provided whereby the playing of any record may be interrupted and such record returned to the magazine and another substituted whenever desired.

Figure 1 is a vertical sectional view from front to rear of the machine; Fig. 2 is a vertical sectional view, but looking toward the opposite side of the casing from that illustrated in Fig. 1; Fig. 3 is a horizontal sectional view upon line 3-3 of Fig. 2, with certain of the parts omitted and showing the turntable swung to playing position; Fig. 4 is a detail view of the table carrying frame and the operating mechanism therefor looking from the opposite side of said frame from that illustrated in Fig. 2; Fig. 5 is a detail of the record-gripping device; Fig. 6 is a detail of a yieldable finger hereafter



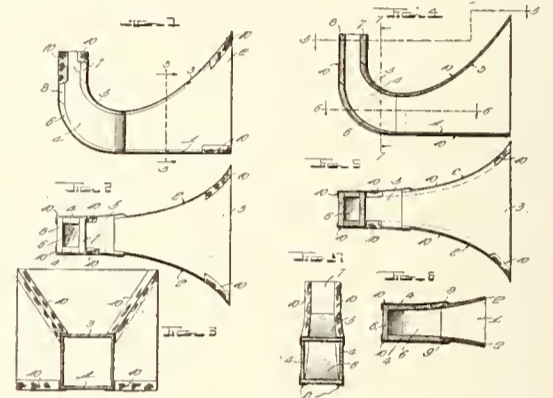
described; Fig. 7 is a perspective view of the transfer motor and associated parts; Fig. 8 is a side view of the tone arm and sound box; Fig. 9 is a sectional view through the magazine; Fig. 10 is a horizontal section on line 10-10 of Fig. 2; Fig. 11 is a perspective view of a part of the tone arm and adjacent parts; Fig. 12 is a diagrammatic view, illustrating the electrical connections to the various parts.

Amplifier for Sound Reproducing Machines. Paul Raddis, Miami, Okla. Patent No. 1,456,678.

This invention relates to an improved amplifier or horn for sound reproducing machines and it has for its principal aim to provide an amplifier of this class which is such in construction as to act as a resonator for decidedly affecting the quality of the tones reproduced to an extent to deaden or mute undesirable scraping and scratching noises and reinforcing the vibrations to produce clear and harmonious tones.

The aim is to construct a horn or amplifier of suitable design and shape from specified pieces of wood treated in a way to permit them to retain their natural or inherent tone resonating and amplifying qualities and obviating the necessity of bending and treating the wood by methods now utilized which seem to be detrimental to the production of mellow and clear tones.

Figure 1 is a side elevational view of an amplifier constructed in accordance with this invention. Fig. 2 is a top plan view thereof. Fig. 3 is a section taken on the line 3-3 of Fig. 1. Fig. 4 is a central longitudinal sectional view

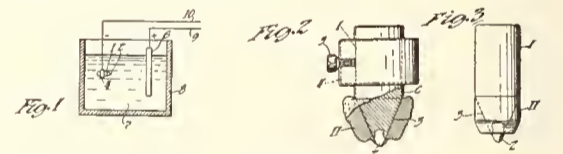


through the amplifier. Fig. 5 is a section taken substantially on the plane of the line 5-5 of Fig. 4. Figs. 6 and 7 are sections taken on the lines 6-6 and 7-7 respectively of Fig. 4.

Stylus Mounting. Thomas A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,456,687.

This invention relates to stylus mountings and more especially to mountings for phonographic styli formed of a jewel, such as diamond or sapphire, and in which the stylus is partially enclosed in a metal holder and projects from a reduced end portion thereof. The principal object of the invention is to provide an improved mounting of this character whereby the stylus will be firmly and rigidly held in its holder so as to effectually prevent the same from being loosened in use.

Figure 1 is a diagrammatic view partly in elevation and partly in section, of an electroplating cell illustrating the preferred method of applying a reinforcing collar to a stylus mounting in accordance with the invention. Fig. 2 is an enlarged view, in elevation, partly in



section, of a stylus mounting in a suitable support therefor, after the reinforcing collar has been electro-plated on the reduced end portion of the holder of the mounting. Fig. 3 is an enlarged view in side elevation of a finished reinforced stylus mounting embodying the invention.

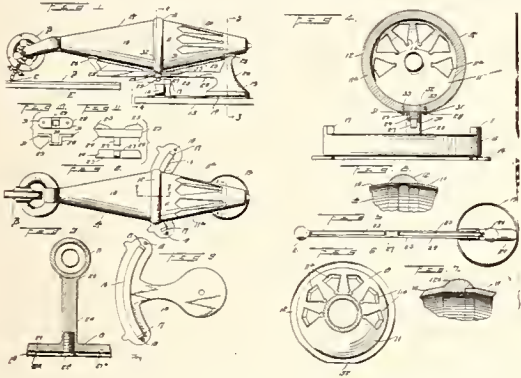
Phonograph Amplifier Mounting. Vincenzo Minelli, Pittston, Pa. Patent No. 1,456,903.

This invention relates to a mounting or supporting means for phonograph amplifiers. A prime object is to provide means which may be efficiently disposed on and secured to a support separate from as well as on a phonograph cabinet, when desired, for mounting a phonograph amplifier, particularly of the general type covered by Letters Patent No. 1,395,053 issued on October 25, 1921, in order that such an amplifier may be used as an attachment for and in place of the usual amplifier means of phonographs to enable the advantages of such an improved amplifier to be attained in existing phonographs as well as one which is initially equipped with such an amplifier.

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

Another object is to provide in an article of this kind a base to swivel a supporting pedestal or frame, and with co-operating means on the base and securing means for sections of the amplifier to limit the swinging movement of the amplifier.

Figure 1 is a side elevation illustrating improvements in connection with a phonograph turntable and with the mounting secured to a support separate from the phonograph cabinet. Fig. 2 is a plan view of the amplifier and mounting, the turntable and support of Fig. 1 being omitted. Fig. 3 is a cross-sectional view on the line 3—3 of Fig. 1. Fig. 4 is a cross-sectional view on the line 4—4 of Fig. 1. Fig. 5 is a top plan view of the amplifier support. Fig. 6 is a cross-sectional view on line



6—6 of Fig. 2. Fig. 7 is a cross-sectional view on line 7—7 of Fig. 2. Fig. 8 is a view similar to Fig. 7 but taken through a modified form. Fig. 9 is a plan view of the base section. Fig. 10 illustrates the amplifier attaching bracket in plane and inside elevation. Fig. 11 fragmentarily illustrates the supporting arm at the stop lug in side elevation and inverted plan.

Phonograph Tone Rectifier and Amplifier. Charles A. Tremain, Bellingham, Wash. Patent No. 1,457,678.

This invention relates to improvements in tone rectifiers and amplifiers for phonographs, and the object is to produce a simple and inexpensive device which when placed between a phonograph turntable and the record thereon will improve the reproduced tone both as to quality and volume.

This object is attained with the device illustrated in the accompanying sheet of drawings, in which Figure 1 is a plan view of the device,

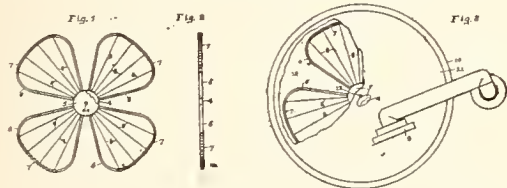


Fig. 2 is a side elevation of Fig. 1, and Fig. 3 is a plan view of a phonograph turntable and reproducer with the device in operative position thereon.

Similar characters refer to similar parts throughout. Certain parts are broken away to show other parts hidden thereby.

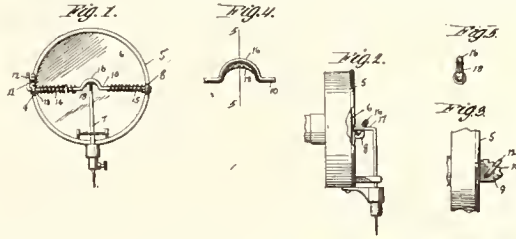
Broadly, the device comprises a thin, flat, sonorous body adapted to intervene between the turntable of a phonograph and the record thereon.

Tone Regulator. Charles O. Tucker, Hutchinson, Kan. Patent No. 1,457,327.

The primary object of the invention is the construction of a tone regulating or modifying

attachment for phonographs, wherein pressure may be exerted on the needle to a more or less degree so that the varying resistances produced will correspondingly change the vibrations to effect the modified tones desired.

Figure 1 is a face view of the sound box, provided with the attachment. Fig. 2 is a side view of the sound box, provided with the attachment, parts being shown in section. Fig. 3 is a detail view, showing the adjusting means

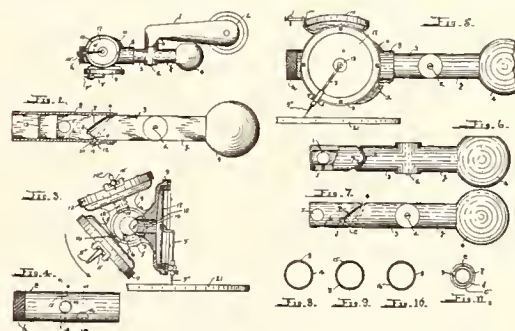


for the rod. Fig. 4 is a detail view of the bent portion of the rod and the pressure contacting surface therein. Fig. 5 is a section view, taken on the line 5—5 of Fig. 4.

Phonograph. Ralph W. Morrison, Omaha, Neb. Patent No. 1,457,313.

This invention relates more particularly to the sound conducting tube and the sound reproducer of a phonograph, and has for its object, broadly, to provide such a construction that at least three diaphragms may be used and that sounds may be reproduced from any of the disc records now in use. The invention includes a sound reproducer adapted to be rotated for adjustments longitudinally of the sound conducting tube to dispose its apertures in register with the apertures of said tube, and to provide a required weight or pressure for the several styli in their playing positions, and also to dispose each stylus, when in its playing position, at the same distance from the axis of movement of the tone arm.

By use of the herein described invention, the sound reproducer may be rotated for moving it longitudinally of the sound conducting tube to dispose the stylus of any desired diaphragm in a playing position, and simultaneously therewith supplying the required pressure for the stylus in the groove of the disc record, no adjustments being required for operation after the sound reproducer has been disposed in its playing position. In the accompanying drawings Figure 1 is a plan view of the device. Fig. 2 is a view in side elevation of the sound conducting tube, the sleeve for the three-part sound reproducer being in section. Fig. 3 is an end view showing the arrangement of the parts of the sound reproducer, parts being in section. Fig. 4 is a side view of the sound conducting tube showing the sound reproducer mounted thereon. Fig. 5 is a side view of the sound conducting tube and sound reproducer. Fig. 6 is a plan view, partly in section, of the sound conducting tube. Fig. 7 is a side view of the sound conducting tube. Fig. 8 is a sectional view on line



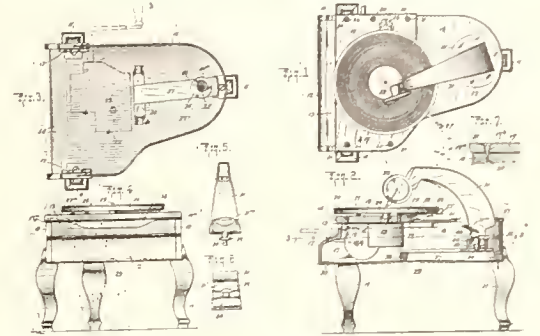
8—8 of Fig. 4. Fig. 9 is a sectional view on line 9—9 of Fig. 4. Fig. 10 is a sectional view on line 10—10 of Fig. 4. Fig. 11 is a detail relating to Figs. 6 and 7, being a transverse section through the sound conducting tube taken in the endless groove thereof.

Phonograph. Herman Rothkirch, New York. Patent No. 1,458,596.

This invention has for its object to provide a phonograph which is of maximum efficiency in the reproduction of the records being played and in which all objectionable as well as foreign

noises are eliminated from said reproduction.

Figure 1 is a plan view of the improved phonograph. Fig. 2 is a sectional elevation thereof. Fig. 3 is a horizontal section on the line 3—3 of Fig. 2. Fig. 4 is a front elevation.



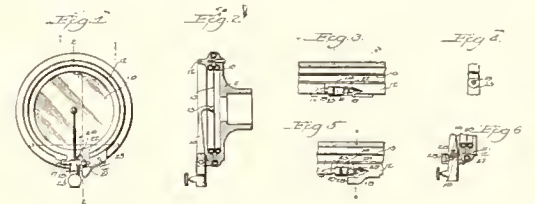
Figs. 5 and 6 are detail views of the tone arm. Fig. 7 is a view of a detail of the invention.

Mounting for Stylus Levers. George W. Slight, Brooklyn, N. Y. Patent No. 1,459,695.

This invention relates to mountings for stylus levers in sound boxes. The general object is the provision of a simple and efficient mounting for stylus levers in sound boxes, provided with a self-compensating means for taking care of the wear in the bearings.

These objects are accomplished by providing a stylus lever, having a trunnion extending at right angles thereto, forming bearings in the casing, one of which is a groove extending at an angle to the axis of the trunnion, and mounting on the casing a spring which tends to draw the trunnion along the groove to compensate for wear.

Figure 1 is a side elevation of a sound box, showing the mounting. Fig. 2 is a section along the line 2—2, Fig. 1. Fig. 3 is a section along

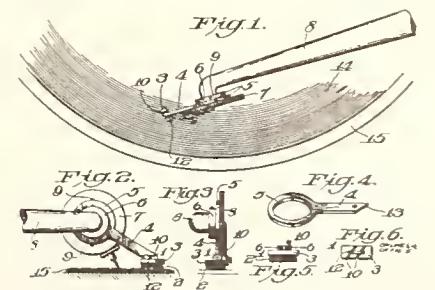


the line 3—3, Fig. 1. Fig. 4 is a section along the line 4—4, Fig. 1. Fig. 5 is a bottom plan view of a modification of the self-compensating mounting. Fig. 6 is a section along the line 6—6, Fig. 5.

Phonograph Record Cleaner and Clarifier. John O'Donnell, Jr., Philadelphia, Pa. Patent No. 1,459,549.

This invention consists of a novel construction of a phonograph record cleaner and clarifier, wherein is employed a brush or cleaning means for removing particles of dust from the sound grooves of a phonograph record positioned upon the latter in advance of the stylus thereof, said brush being so arranged as to clean the sound grooves of any particles of dust, while also clarifying the reproduction of the sound without retarding or impeding the vibrations of stylus, stylus holder or sound box diaphragm.

Figure 1 represents a plan view of a phonograph record cleaner and clarifier embodying the invention, showing the relative position the parts assume with respect to a record when the latter is being played. Fig. 2 represents a rear



elevation of Fig. 1. Fig. 3 represents a front elevation of Fig. 2. Fig. 4 represents a perspective view of the brush-supporting arm, seen in Figs. 1 to 3, in detached position. Fig. 5 represents a side elevation of a brush detached from its holder. Fig. 6 represents a section on line 6—6, Fig. 5.

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for September, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 19095 That Old Gang of Mine... Billy Murray-Ed Smalle 10
- Hi Lee Hi Lo... Billy Murray-Ed Smalle 10
- 19104 The Girl of the Olden West... Henry Burr 10
- Ten Thousand Years from Now... Henry Burr 10
- DANCE RECORDS**
- 19096 Cigarette Tango... International Novelty Orch. 10
- The Cup of Sorrow—Tango, International Novelty Orch. 10
- 19101 I'm Drifting Back to Dreamland—Waltz, The Benson Orch. of Chicago 10
- Just for To-Night—Waltz, The Benson Orch. of Chicago 10
- 19102 Nobody Knows But My Pillow and Me—Fox-trot, The Benson Orch. of Chicago 10
- I Never Miss the Sunshine—Fox-trot, The Benson Orch. of Chicago 10
- 19103 The Cat's Whiskers—Fox-trot, The Benson Orch. of Chicago 10
- In a Tent—Fox-trot, The Benson Orch. of Chicago 10
- 19105 Long Lost Mama—Fox-trot... Tennessee Ten 10
- Papa Better Watch Your Step—Fox-trot, The Collegians 10
- 19106 Where the Ganges Flows—Medley Fox-trot, The Great White Way Orch. 10
- Dreams of India—Fox-trot, The Benson Orch. of Chicago 10
- 19108 Blue Hoosier Blues—Fox-trot, The Great White Way Orch. 10
- Annabelle—Fox-trot... Brooke Johns and His Orch. 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 45353 Sweet Spirit, Hear My Prayer... Merle Alcock 10
- Suo-Gan—Lullaby... Merle Alcock 10
- 19080 Light Cavalry Overture—Part I (Von Suppé), Victor Symphony Orch. 10
- Light Cavalry Overture—Part II (Von Suppé), Victor Symphony Orch. 10
- 19097 (1) Ding, Dong, Bell; (2) Evening Song (Primo)... Hazel Gertrude Kinsella 10
- (1) Ding, Dong, Bell; (2) Evening Song (Secondo), Hazel Gertrude Kinsella 10
- 19098 (1) Marching On; (2) Playing Tag; (3) Village Dance (Primo), Hazel Gertrude Kinsella 10
- (1) Marching On; (2) Playing Tag; (3) Village Dance (Secondo)... Hazel Gertrude Kinsella 10
- 19099 (1) Lullaby; (2) A Jolly Time (Primo), Hazel Gertrude Kinsella 10
- (1) Lullaby; (2) A Jolly Time (Secondo), Hazel Gertrude Kinsella 10
- 19100 (1) At Twilight; (2) Ghosts; (3) The Merry Shepherd (Primo)... Hazel Gertrude Kinsella 10
- (1) At Twilight; (2) Ghosts; (3) The Merry Shepherd (Secondo)... Hazel Gertrude Kinsella 10
- 19041 Salut à Pesth... Victor Arden-Phil Ohman 10
- Dance of the Demon... Victor Arden-Phil Ohman 10
- 19094 Gulf Coast Blues—Sugar Blues—Medley Fox-trot, Tennessee Ten 10
- Down-Hearted Blues—Medley Fox-trot, Tennessee Ten 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 80923 Arabian Melody (Mélodie Arabe) (Glazounow) —Violoncello Solo... Pablo Casals 10
- 81006 Valse Sentimentale (Schubert-Franke)—Violin Solo... Toscha Seidel 10
- 80562 Heaven at the End of the Road (Osgood)—Tenor Solo... Charles Hackett 10
- 80997 Roses of Picardy (Wood)—Tenor Solo, Tandy Mackenzie 10
- A6227 Come, Come, Ye Saints (From "The Songs of Zion") (Clayton)—Soprano Solo, Lucy Gates and Male Quartet 12
- O Ye Mountains High (From "The Songs of Zion") (Penrose)—Soprano Solo, Lucy Gates and Male Quartet 12
- A3924 Yes! We Have No Bananas (Silver-Cohn)—Fox-trot... The Lanin Orchestra 10
- Pickles (Rosoff)—Fox-trot, The Original Memphis Five 10
- A3935 That Red-head Gal (Van-Schenck-Lodge)—Fox-trot... The Columbians 10
- Carolina Mammy (James)—Fox-trot, The Columbians 10
- A3917 I Cried for You (Freed-Arnheim-Lyman)—Fox-trot... The Columbians 10
- Love Is Just a Flower (Schonberg-Lyman)—Fox-trot... The Columbians 10
- A3931 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly") (Cohan)—Fox-trot... The Columbians 10
- Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly") (Cohan)—Waltz, The Columbians 10
- A3927 Stella (Jolson-Davis-Akst)—Fox-trot, The Happy Six 10
- Ritzi Mitzi (Conrad-Bibo)—Fox-trot, The Happy Six 10
- A3929 Two-Time Dan (Turk-Robinson)—Fox-trot, Frank Westphal and His Orchestra 10
- Off Again On Again Blues (Daly)—Fox-trot, Frank Westphal and His Orchestra 10

- A3926 Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot... Ray Miller and His Orchestra 10
- March of the Mamikins (Onivas)—Fox-trot, Ray Miller and His Orchestra 10
- A3923 House of David Blues (Schoebel-Meyers-Mills)—Fox-trot... Chicago Blues Dance Orchestra 10
- Blue Grass Blues (Schoebel-Meyers-Mills)—Fox-trot... Chicago Blues Dance Orchestra 10
- A3928 Some Day You'll Cry Over Someone (Charles)—Fox-trot... Yerkes' S. S. Flotilla Orchestra 10
- I Can't Forget You (Akst)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
- A3930 Dusting the Keys (Claypoole)—Piano Solo—Fox-trot... Frank Westphal 10
- Pianola (Westphal)—Piano Solo—Fox-trot, Frank Westphal 10
- A3933 Waitin' for the Evenin' Mail (Baskette), Al Jolson, Comedian 10
- When You Walked Out Someone Else Walked Right In (Berlin)—Tenor Solo... Frank Crumit 10
- A3934 Eddie (Steady) (Cantor) (From "Ziegfeld Follies")... Eddie Cantor, Comedian 10
- Oh! Gee, Oh! Gosh, Oh! Golly, I'm in Love (Breuer) (From "Ziegfeld Follies"), Eddie Cantor, Comedian 10
- A3932 Oh! How She Lied to Me (White-Donaldson)—Tenor Solo... Frank Crumit 10
- That's My Baby (Clare-Friend-Murphy)—Tenor Solo... Frank Crumit 10
- A3925 Blue Hoosier Blues (Friend-Meskill-Baer)—Duet... Furman-Nash 10
- I'll Hop, Skip and Jump (Into My Mammy's Arms) (Pease-Nelson-Bibo)—Duet, Furman-Nash 10
- A3938 Swingin' Down the Lane (Jones)—Male Quartet... Shannon Four 10
- Underneath the Mellow Moon (Hall)—Male Quartet... Shannon Four 10
- A3937 Who's Sorry Now? (Snyder)—Tenor Solo, Lewis James 10
- Sweet Pal (Miller)—Tenor Solo... Lewis James 10
- A3918 Sweet Mama, Tree Top Tall (Lasses White), Parson Jenks (Bernard-Briers), Al Bernard, Comedian 10
- A3936 Bleeding Hearted Blues (Austin) (Fletcher Henderson at Piano), Bessie Smith, Comedienne 10
- Midnight Blues (Thompson-Williams) (Fletcher Henderson at Piano), Bessie Smith, Comedienne 10
- A3939 Yodling Blues (Williams) (Fletcher Henderson at Piano)... Bessie Smith, Comedienne 10
- Lady-Luck Blues (Williams) (Fletcher Henderson at Piano)... Bessie Smith, Comedienne 10
- A3919 I Done Done What You Told Me to Do—Male Quartet... Fisk University Jubilee Singers 10
- Were You There?—Male Quartet, Fisk University Jubilee Singers 10
- A7579 The Governor's Own March (Adams), Columbia Band 12
- Right Guide March (Reeves)... Columbia Band 12
- MID-MONTH LIST**
- DANCE MUSIC**
- A3924 Yes! We Have No Bananas (Silver-Cohn)—Fox-trot... The Lanin Orchestra 10
- Pickles (Rosoff)—Fox-trot, The Original Memphis Five 10
- A3927 Stella (Jolson-Davis-Akst)—Fox-trot, The Happy Six 10
- Ritzi Mitzi (Conrad and Bibo)—Fox-trot, The Happy Six 10
- A3929 Two Time Dan (Turk and Robinson)—Fox-trot, Frank Westphal and His Orchestra 10
- Off Again On Again Blues (Daly)—Fox-trot, Frank Westphal and His Orchestra 10
- A3923 House of David Blues (Schoebel, Meyers and Mills)—Fox-trot... Chicago Blues Dance Orch. 10
- Blue Grass Blues (Schoebel, Meyers and Mills), Fox-trot... Chicago Blues Dance Orchestra 10
- A3925 Blue Hoosier Blues (Friend, Meskill and Baer), Duet... Furman and Nash 10
- I'll Hop, Skip and Jump (Into My Mammy's Arms) (Pease, Nelson and Bibo)—Duet, Furman and Nash 10

BRUNSWICK RECORDS

- 50035 Walkure—Magic Fire Spell (Wagner)—Piano-forte Solo... Josef Hofmann 10
- Pastorale and Capriccio (Scarlati)—Pianoforte Solo... Josef Hofmann 10
- 15054 Still Wie Die Nacht (Calm as the Night) (Böhm)—Soprano With Orch.—In German, Florence Easton 10
- Treue Liebe (True Love) (Kücken)—Soprano With Orch.—In German... Florence Easton 10
- 5191 Lead, Kindly Light (Newman-Dykes)—Mixed Voices With Orch... Collegiate Choir 10
- God Be With You Till We Meet Again (Tomer), —Mixed Voices With Orch... Collegiate Choir 10
- 5190 Charity (Dickinson-MacDermid)—Baritone With Orch... John Barclay 10
- Bells of the Sea (Lamb-Solman)—Baritone With Orch... John Barclay 10
- 5189 By the Waters of Minnetonka (Cavanass-Lieurance)—Contralto With Orch., Elizabeth Lennox 10
- The White Dawn Is Stealing (Eberhart-Cadman)—Contralto With Orch... Elizabeth Lennox 10
- 20011 Midsummer Night's Dream (Mendelssohn)—Overture—Concert Orch., Capitol Grand Orch.—Erno Rapeé, Conductor (Capitol Theatre, New York) 10
- Midsummer Night's Dream (Mendelssohn)—Wedding March—Concert Orch., Capitol Grand Orch.—Erno Rapeé, Conductor (Capitol Theatre, New York) 10
- 2458 Someone Else Walked Right In (Irving Berlin)—Comedienne With Orch... Marion Harris 10
- Dirty Hands! Dirty Face! (Monaco-Jolson-Leslie)—Comedienne With Orch... Marion Harris 10
- 2459 Papa Better Watch Your Step (Wells-Cooper)—Comedienne With Orch... Margaret Young 10
- Somebody's Wrong (Marshall-Egan-Whiting)—Comedienne With Orch... Margaret Young 10
- 2460 Wonderful One (Whiteman-Grofe-Terriss)—Tenor With Orch... Allan McQuhae 10
- Mellow Moon (Hall)—Soprano and Contralto With Orch... Irene Audrey-Emily Earle 10
- 2454 Love Tales (Ryan-Rose)—Fox-trot—For Dancing... Gene Rodemich's Orch. 10
- Bebe (Silver-Coslow)—Fox-trot—For Dancing, Gene Rodemich's Orch. 10
- 2455 When June Comes Along With a Song (From

- "The Rise of Rosie O'Reilly") (George M. Cohan)—Fox-trot—For Dancing, Gene Rodemich's Orch. 10
- Wolverine Blues (Spikes - Spikes - Morton) — Shimmy Fox-trot—For Dancing, Gene Rodemich's Orch. 10
- 2456 Someone Else Walked Right In (Irving Berlin)—Fox-trot—For Dancing... Isham Jones' Orch. 10
- Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot—For Dancing... Isham Jones' Orch. 10
- 2457 Alma de Bohemio (Firpo)—Tango—For Dancing, Joseph C. Smith and His Orch. 10
- Seduccion (Noceti)—Tango—For Dancing, Joseph C. Smith and His Orch. 10
- 2453 I Cried for You (Freed-Arnheim-Lyman)—Fox-trot—For Dancing... Bennie Krueger's Orch. 10
- Tell Me a Story (M. Schonberger-J. Schonberger)—For Dancing... Bennie Krueger's Orch. 10
- 2441 Annabelle (Brown-Henderson)—Fox-trot—For Dancing—Orch. Arr. by Walter Haenschel, Carl Fenton's Orch. 10
- Carolina Mammy (Billy James)—Fox-trot—For Dancing... Carl Fenton's Orch. 10
- RECORDS FOR THE COLORED CATALOG**
- 2461 My Sweetie Went Away (Turk-Handman)—Fox-trot—For Dancing... The Cotton Pickers 10
- Duck's Quack (Maguire)—Fox-trot—For Dancing, The Cotton Pickers 10
- 2462 My Pillow and Me (Brymn-Smith-Clarence Williams)—Piano by Clarence Johnson, Lizzie Miles, Comedienne 10
- Black Man (Be on Yo' Way) (Spencer Williams)—Piano by Spencer Williams, Lizzie Miles, Comedienne 10
- 2463 Down-Hearted Blues (Hunter-Austin)—Piano by Clarence Johnson... Edna Hicks, Comedienne 10
- Gulf Coast Blues (Clarence Williams)—Piano by Clarence Johnson... Edna Hicks, Comedienne 10
- 2464 Bleeding-Hearted Blues (Austin)—Piano by Porter Grainger... Lena Wilson, Comedienne 10
- Chirpin' the Blues (Hunter-Austin)—Piano by Porter Grainger... Lena Wilson, Comedienne 10
- 2465 Voo-Doo (Hegamin-Hammes)—Piano by Arthur Gibbs... Ham Tree Harrington, Comedienne 10
- I'm Gone, Dat's All (Smith-Burris)—Piano by Arthur Gibbs... Ham Tree Harrington, Comedienne 10

AEOLIAN CO.

(VOCALION RECORDS)

- OPERATIC-STANDARD**
- 70004 Una Voce Poco fa (A Little Voice I Hear) (From "Il Barbiere di Siviglia") (Rossini)—Soprano, in Italian; Aeolian Orch. Accomp., Evelyn Scotney 12
- Theme and Variations (H. Proch)—Soprano, in Italian; Aeolian Orch. Accomp., Evelyn Scotney 12
- OPERATIC**
- 52050 Adamastor, re dell' onde profonde (Adamastor, King of the Ocean) (From "L'Africana") (Meyerbeer)—Baritone, in Italian; Aeolian Orch. Accomp... Giacomo Rimini 12
- STANDARD**
- 30175 Torna a Surriento (Come Back to Sorrento) Neapolitan song (de Curtis)—Tenor, in Italian; Aeolian Orch. Accomp... Giulio Crimi 10
- 60009 Robin Adair (Scotch Air) (Keppel)—Soprano, Aeolian Orch. Accomp... May Peterson 10
- Flow Gently, Sweet Afton (Burns-Spilman)—Soprano, Aeolian Orch. Accomp., May Peterson 10
- 24046 The Sunshine of Your Smile (Cooke-Ray)—Tenor, Orch. Accomp... Colin O'More 10
- Wonderful World of Romance (Simpson-Wood)—Tenor, Orch. Accomp... Colin O'More 10
- 14615 Excerpts from "Pinafore"—Part 1 (Intro.: "We Sail the Ocean Blue," "I'm Called Little Buttercup," "I Am the Monarch of the Sea," "A Maiden Fair to See," "Captain of the Pinafore") (Gilbert-Sullivan)—Orch. Accomp., Aeolian Mixed Quartet 10
- Excerpts from "Pinafore"—Part 2 (Intro.: "Let's Give Three Cheers for the Sailor's Bride," "Fair Moon," "When I Was a Lad," "Baby Farming," "Farewell, My Own," "For He Is an Englishman") (Gilbert-Sullivan)—Orch. Accomp... Aeolian Mixed Quartet 10
- INSTRUMENTAL**
- 14617 Schon Rosmarin (Fair Rosmarin) (Kreisler)—Violin Solo, Piano Accomp., Marie Dawson Morrell 10
- Rondino (On a Theme by Beethoven) (Kreisler) Violin Solo, Piano Accomp., Marie Dawson Morrell 10
- 14616 Capitol March (Rapee-Akst), Lt. F. W. Sutherland and His 7th Reg. Band 10
- On, Wisconsin! (Purdy)—March, Lt. F. W. Sutherland and His 7th Reg. Band 10
- DANCE**
- 14603 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly") (George M. Cohan)—Fox-trot, The Bar Harbor Society Orchestra 10
- Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly") (George M. Cohan)—Waltz, The Bar Harbor Society Orchestra 10



A "Wow" of a Tune

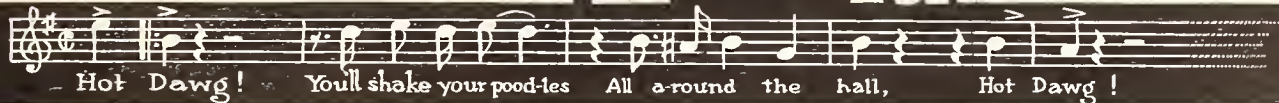
HOT DAWG

A Doggone Catchy Fox Trot With Plenty of Mustard

"You can't go wrong With any FEIST songs"



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Hot Dawg! You'll shake your pood-les All a-round the hall, Hot Dawg!

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 162)

- 14604 Love Is Just a Flower (Lyman-Schonberger-Billings)—Fox-trot... Selvin's Orchestra
14613 In a Tent (Magine-Koehler-Lyons)—Fox-trot... Selvin's Orchestra
14620 Tell Me a Story (M. and J. Schonberger)—Fox-trot... The Ambassadors
14621 Dreamy Melody (Koehler-Magine-Naset)—Waltz... Selvin's Orchestra
14622 Love Tales (Rose-Ryan)—Fox-trot... Ben Bernie and His Orchestra
14623 Stingo Stungo (From "Geo. White's Scandals of 1923")... The Ambassadors
14614 Lou'siana (Donaldson-Kahn)—Orch. Accomp... Aileen Stanley
14630 If I Knew You Then As I Know You Now... Irving Kaufman
14619 You Don't Know the Half of It... Savoy-Brennan
14576 Cohen Visits Tutankhamen's Tomb... Monroe Silver
14562 Senza 'a Varca (Without a Boat) (Bovio-Falvo)... Neapolitan Folk Song
30172 V'Moltchanyi notchi tainoi (In the Silence of Night)... Tenor, in Russian; Aeolian Orch.

TALKING

- 14619 You Don't Know the Half of It (From "Greenwich Village Follies")... Comedy Dialogue, Savoy-Brennan
14576 Cohen Visits Tutankhamen's Tomb... Comedy, Monroe Silver
14562 Senza 'a Varca (Without a Boat) (Bovio-Falvo)... Neapolitan Folk Song
30172 V'Moltchanyi notchi tainoi (In the Silence of Night) (Fet-Rachmaninoff)—Tenor, in Russian; Aeolian Orch.

NEAPOLITAN

- 14562 Senza 'a Varca (Without a Boat) (Bovio-Falvo)—Neapolitan Folk Song—Tenor, in Italian; con Orchestra Napoletana... Raffaele Balsamo
30172 V'Moltchanyi notchi tainoi (In the Silence of Night) (Fet-Rachmaninoff)—Tenor, in Russian; Aeolian Orch.

SPECIAL VOCALION RECORDS FOR SEPTEMBER

- 24045 Carmé (Canto Sorrentino) (G. B. de Curtis)—Sopranos, in Italian; Aeolian Orch. Accomp., Nellie and Sara Kouns
30172 V'Moltchanyi notchi tainoi (In the Silence of Night) (Fet-Rachmaninoff)—Tenor, in Russian; Aeolian Orch.

SACRED

- 14606 Sweeter as the Years Go By (Morris)—Male Quartet, Orch. Accomp... Criterion Quartet

INSTRUMENTAL

- 14609 Danube Waves—Donau Wellen—Sulle Onde Del Danubio—Na Falsch Dunaju (Ivanovici)—Waltz... Vocalion International Band
14608 Moment Musical (Schubert), Adler's String Quartet
14612 Siamese Patrol (Lincke)—Accordion Solo, A. Palet Gallarini
14611 Aeolian Symphony Dance (Strauss)—Egyptian Trot, Arr. by Adrian Schubert, Yerkes' Metropolitan Dance Players

DANCE

- 14611 Aeolian Symphony Dance (Strauss)—Egyptian Trot, Arr. by Adrian Schubert, Yerkes' Metropolitan Dance Players
14607 Grüsse an die Heimat (Kromer)—Baritone, in German; Orch. Accomp... Erich Bye
14610 Yente Koift a Kapory (Gus Goldstein)—Com-

- edy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
14618 Yentes Silberne Chasone (Gus Goldstein)—Comedy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
14631 Your Time Now (T'will Be Mine After a While) (Spencer Williams)—Piano Accomp. by Fletcher Henderson... Lena Wilson
14632 Sad and Lonely Blues (Grainger-Wilson)—Piano Accomp. by Porter Grainger... Viola McCoy
14633 Bleeding Hearted Blues (Lovie-Austin)—Piano Accomp. by Porter Grainger... Viola McCoy
14634 Kind Lovin' Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson, Ethel Waters
14635 Down South Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson, Ethel Waters

VOCALION RACE BULLETIN

- 14631 Your Time Now (T'will Be Mine After a While) (Spencer Williams)—Piano Accomp. by Fletcher Henderson... Lena Wilson
14632 Sad and Lonely Blues (Grainger-Wilson)—Piano Accomp. by Porter Grainger... Viola McCoy
14633 Bleeding Hearted Blues (Lovie-Austin)—Piano Accomp. by Porter Grainger... Viola McCoy
14634 Kind Lovin' Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson, Ethel Waters
14635 Down South Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson, Ethel Waters

DANCE

- 14636 Gulf Coast Blues (Clarence Williams)—Fox-trot, Fletcher Henderson and His Orchestra
Down-hearted Blues (Alberta Hunter)—Fox-trot, Fletcher Henderson and His Orchestra

EDISON DISC RECORDS

ALREADY RELEASED

- 80751 Figlia dei Re—L'Africana... Marjo Laurenti
82294 Laisse-moi (Let Me Gaze) Preceded by "Il se fait tard" ("Tis Growing Late), From Faust, Alice Verlet-Giovanni Zenatello
51184 Romanza del Fiore—Carmen... Giovanni Zenatello
82295 The Valley of Laughter... Anna Case
51192 March of the Mannikins—Characteristic Fox-trot—Piano Solo... Ray Perkins
51198 A Kiss in the Dark (From "Orange Blossoms")—Waltz—Piano Solo... E. L. Stevens
51182 I Never Miss the Sunshine (I'm So Used to the Rain)—Fox-trot... Atlantic Dance Orch.

FLASHES

- 51182 I Never Miss the Sunshine (I'm So Used to the Rain)—Fox-trot... Atlantic Dance Orch.
51189 Louisville Lou—Fox-trot... Paul Victorin's Orch.
51190 I Dream of a Castle in Spain—Tango Fox-trot, Atlantic Dance Orch.
50926 Eddie (Steady)—Fox-trot... Green Bros. Novelty Band
50941 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly")—Fox-trot, Broadway Dance Orch.
51181 Night After Night—Fox-trot... Kaplan's Melodists

GENERAL LIST

- 59507 Die Greene Yente... Morris Goldstein-Lizza Tuchman
59506 Der Telegraf... Sam Silberbusch and Sadie Wachtel
51188 Th' Breath of an Irish Smile... Walter Scanlan
51191 Carolina Mammy—Fox-trot... Paul Victorin's Orch.
80752 Final Trio—Faust, Consuelo Escobar de Castro, Albert Lindquest and Virgilio Lazzari
51180 Maggie! (Yes, Ma'am) Come Right Up-stairs, Billy Jones and Ernest Hare
Yes, Sir! That's Lazy Bones... Anna Chandler

- 82296 The Ringers... Arthur Middleton
51193 My Sweetie Went Away (He Didn't Say Where, When or Why)... Anna Chandler
80753 Wedding March—Midsummer Night's Dream, American Symphony Orch.
51194 My Sweetie Went Away—Fox-trot, Charlie Kerr's Orch.
Ophelia—Fox-trot... Charlie Kerr's Orch.

EDISON BLUE AMBEROL RECORDS

- 4757 Barney Google... Billy Jones-Ernest Hare
4758 Silver Threads Among the Gold—Transcription—Piano Solo... Franz Falkenburg
4759 Breeze of Spring—Polka Brillante, American Symphony Orch.
4760 In the Second Cavalry... Thomas Chalmers
4761 Sound Now the Trumpet Fearlessly—I Puritani, Harvey Hindermeyer-Vernon Archibald
4762 Mother in Ireland... Walter Scanlan
4763 Down Among the Sleepy Hills of Tennessee—Fox-trot... Kaplan's Melodists
4764 No One Loves You Any Better Than Your M-A-Double-M-Y—Fox-trot, Charlie Kerr's Orch.

OKEH RECORDS

- 4864 Honeymoon Home (Carlo-Sanders) (From the musical comedy "Elsie")—Fox-trot, Markels Orchestra
Two Lips Are Roses (Bryan-Carlo-Sanders) (From the musical comedy "Elsie")—Tango, Rega Dance Orchestra
4865 Just for To-Night (Oscar Geiger) (Jules R. Herbubeaux, Director)—Waltz, Guyon's Paradise Orchestra
4868 Papa Blues (Leslie-Wendling-Kortlander)—Fox-trot... Pete Wendling
4870 South Sea Eyes (Harry Akst) (Hawaiian guitar effect by Virginia Burt)—Tenor with Orch., Billy Jones
Honolulu Honeymoon (DeWitt-Bowers) (Hawaiian guitar effect by Virginia Burt)—Contralto with Orch... Virginia Burt
4862 Henpecked Blues (Jules Buffano) (Jules R. Herbubeaux, Director)—Fox-trot, Guyon's Paradise Orchestra
Louisville Lou (Milton Ager) (Jules R. Herbubeaux, Director)—Fox-trot, Guyon's Paradise Orchestra
4867 Lonesome Journey Blues (Thomas Morris)—Fox-trot... Thomas Morris Past Jazz Masters
When the Jazz Band Starts to Play (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters
4866 Yes! We Have No Bananas (Silver-Cohn) (Singing Chorus by Billy Jones)—Fox-trot, Blue Diamond Dance Orchestra
I've Got the Ain't Got Nothin', Never Had Nothin' Blues (Sizemore-Shrigley) (Jules R. Herbubeaux, Director)—Fox-trot, Guyon's Paradise Orchestra
4871 Bullets and Bayonets (J. P. Sousa) (Capt. Patrick Conway, Conductor)—March, Conway's Band
Invincible America (H. J. Woods) (Capt. Patrick Conway, Conductor)—March, Conway's Band
4872 Kohala March—Standard Hawaiian Instrumental... Ferera and Franchini
Pua Mohala—Standard Hawaiian Instrumental, Ferera and Franchini
4873 Papillions (Ole Olson) (Butterflies)—Piano Solo... Elinor Remick Warren
Country Dance No. 1 (Ludwig-Van Beethoven)—Piano Solo... Elinor Remick Warren
4874 Molly Bawn (Samuel Lover)—Tenor with Orch... Gerald Griffin
A Puff o' Me Pipe and a Song (Kershaw-Scanlan) (From the musical comedy "Maytime in Erin")—Tenor with Orch... Gerald Griffin
4869 Beside a Babbling Brook (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
4858 Little Rover (Don't Forget to Come Back Home) (Walter Donaldson) (From the musical comedy "Make It Snappy")—Fox-trot, Finzel's Arcadia Orchestra of Detroit

(Continued on page 164)

THREE	RECORD	RECORD	BREAKERS
ALA MOANA	3000 YEARS AGO	STRUTTIN' BLUES	
That Sensational Hawaiian Tune You Hear Everywhere	The comedy song that is causing so much talk	A Real Blues Song	
IRVING	BERLIN, Inc.	1607 Broadway	New York City

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 163)

- Morning Will Come (Intro, by Al Jolson in "Bombo") (Jolson-De Sylva-Conrad)—Fox-trot...Finzel's Arcadia Orchestra of Detroit 10
- 4859 Who's Sorry Now? (Ted Snyder)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- Honolulu Nights (Andy Sheridan) (Hawaiian steel guitar effect by Virginia Burt)—Waltz, Rega Dance Orchestra 10
- 4860 Little Rover (Don't Forget to Come Back Home) (Kahn-Donaldson)—Tenor Solo with Piano Accomp. by Justin Ring...Billy Jones 10
- That's Why I Cried Over You (Sym Winkel)—Tenor with Orch...Lewis James 10
- 4861 Barney Google (Rose-De Beck-Conrad) (With Singing Chorus)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- Nothing But (Busse-Ward-Grofe)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- 4863 Oh! Harold (Lee S. Roberts)—Collegiate Walk or Fox-trot...Markels Orchestra 10
- Keep It Under Your Hat (Cantor-Tobias-Breau)—Fox-trot...Markels Orchestra 10
- 4857 Down Among the Sleepy Hills of Tennessee (Geo. W. Meyer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- March of the Mannikins (D. Onivas)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- 8071 Chirpin' the Blues (Hunter-Austin)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- Triffin' Blues (Daddy, Don't You Trifle on Me) (Grainger-Ricketts)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- 8073 Barefoot Blues (Clarence Williams)—Contralto with Orch., Eva Taylor and Clarence Williams' Blue Five 10
- Do It a Long Time, Papa (W. Benton Overstreet)—Contralto with Orch., Eva Taylor and Clarence Williams' Blue Five 10
- 8074 Lonesome Daddy Blues (Bogan-Callens)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- Don't Mean You No Good Blues (Bogan-Callens)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- 8075 The Bull Blues (E Flat No. 1 Blues) (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters 10
- Just Blues, That's All (Thomas Morris)—Fox-trot...Thomas Morris Past Jazz Masters 10
- 8076 Bleeding Hearted Blues (Hunter-Austin)—Contralto Solo, Piano Accomp...Alice Carter 10
- I Just Want a Daddy (Thomas Dorsey)—Contralto Solo, Piano Accomp...Alice Carter 10
- 8077 Deceitful Blues (Perry Bradford)—Contralto Solo, Piano Accomp...Kitty Brown 10
- I Don't Let No One Man Worry Me (Perry Bradford)—Contralto Solo, Piano Accomp...Kitty Brown 10
- 8078 Nobody in Town Can Bake Sweet Jelly Roll Like Mine (Williams-Williams)—Contralto Solo with Piano Accomp. by Clarence Williams...Sara Martin 10
- If You Don't Like It, Leave (Clarence Todd)—Contralto Solo with Piano Accomp. by Clarence Williams...Sara Martin 10
- 8080 Satisfied Blues (A Barrel-House Blues) (Lemuel Fowler)—Contralto Solo, Piano Accomp., Helen Baxter 10
- Daddy Ease It to Me (Lemuel Fowler)—Contralto Solo, Piano Accomp...Helen Baxter 10

ODEON RECORDS

- 3056 Pelican (El Pelicano) (Chapson) (Recorded in Europe) Orch.—Parisian Novelty Fox-trot, Marek Weber and His Orchestra 12
- Salome (R. Stolz) (Recorded in Europe) Orch.—Viennese Novelty Fox-trot, Marek Weber and His Orchestra 12
- 3058 Rendezvous (I Part) (E. Waldteufel) (Recorded in Europe)—Orch., M. Michailow and His Orchestra 12
- Rendezvous (II Part) (E. Waldteufel) (Recorded in Europe)—Orch., M. Michailow and His Orchestra 12
- 5018 Orpheus in Hades—Overture, Part I (Orpheus in der Unterwelt) (Jaques Offenbach) (German) (Recorded in Europe)—Symphony Orch., Eduard Moerike and the Orchestra of the German Opera House, Berlin 12
- Orpheus in Hades—Overture, Part II (Orpheus in der Unterwelt) (Jaques Offenbach) (German) (Recorded in Europe)—Symphony Orch., Eduard Moerike and the Orchestra of the German Opera House, Berlin 12
- 5019 Flying Dutchman—Senta's Ballade, Part I (Der fliegende Hollander—Senta Ballade, 1. Teil) (Richard Wagner) (Recorded in Europe)—Soprano with Chorus Accomp. Sung in German...Emmy Heckmann-Bettendorf 12
- Flying Dutchman—Senta's Ballade, Part II (Der fliegende Hollander—Senta Ballade, 2. Teil)

- (Richard Wagner) (Recorded in Europe)—Soprano with Chorus Accomp. Sung in German...Emmy Heckmann-Bettendorf 12
- 53305 Elisir D'Amore—Una furtiva lagrima (A Furtive Tear) (Donizetti)—Tenor with Orch., Sung in Italian...Giacomo Lauri-Volpi 12
- 63004 Manon—Il sogno (The Dream) (Massenet)—Tenor with Orch., Sung in Italian, Giacomo Lauri-Volpi 10
- 3053 Come Into My Arms (Komm' in meine Arme, schone Frau) (Ven a Mis Brazos) (R. Benatzky) (Recorded in Europe)—Orch., Dajos Bela and His Orchestra 12
- Just Once (Irgend einmal) (Una Vez Solamente) (H. Krome) (Recorded in Europe)—Orch...Dajos Bela and His Orchestra 12

GENNETT LATERAL RECORDS

- (A GREEN LABEL GENNETT)
- 10076 The Old Refrain (Mattullath-Kreisler)—Tenor, Kashmiri Song (Woodforde-Fiden)—Tenor, Henry Moeller 10
- 10077 Orientale (Cui)...Henry Moeller 10
- A Song of India (Chanson Indoue) (Rimsky-Korsakow)—Scipione Guidi, Violin, Piano Accomp...Thos. Griselle 10
- 5178 The Song of Triumph—Baritone...Homer Rodeheaver 10
- Into the Woods My Tenor Went—Baritone, Homer Rodeheaver 10
- 5165 Valse La La (Glantz-DeBueris)—Saxophone Solo...Nathan Glantz 10
- 5169 Irish Boy—One Step...Flanagan Bros. 10
- The Rights of Man (Irish Hornpipe)—Intro: "Hennessy's Hornpipe"...Flanagan Bros. 10
- 5170 Barcarolle (Offenbach), Art Landry and His Call of the North Orch. 10
- Melody in F (Rubinstein), Art Landry and His Call of the North Orch. 10
- 5176 Honolulu Rag (Ferera)—Hawaiian Guitars, Ferera and Franchini 10
- Hawaiian Blues (Motzan-Jerome), Frank Ferera's Hawaiian Quartette 10
- 5174 Jazzin' Babies Blues (Jones)...Richard M. Jones 10
- 12th Street Rag (Bowman)—Piano Solo, Richard M. Jones 10

POPULAR SONG HITS

- 5162 Chirpin' the Blues (Hunter)...Porter Grainger 10
- Just Thinkin' (A Blues) (Grainger-Ricketts)—Viola McCoy, Piano Accomp...Porter Grainger 10
- 5163 I Cried for You (Now It's Your Turn to Cry Over Me) (Freed-Arnheim-Lyman)—Baritone, Elliott Shaw 10
- If I Knew You Then as I Know You Now (Brown-Joyce-Hanley)—Baritone...Elliott Shaw 10
- 5172 Maybe Someday (Spikes Bros.)...Richard Jones 10
- All Night Blues (Jones)—Callie Vassar, Piano Accomp...Richard Jones 10
- 5175 Long Lost Mama (Woods) (Cannot be broadcasted)...Porter Grainger 10
- Wish I Had You (And I'm Gonna Get You Blues) (Grainger-Ricketts) (Can be broadcasted)—Viola McCoy, Piano Accomp., Porter, Grainger 10
- 5177 That Thing Called Love (Bradford)—Contralto—Piano Accomp., Perry Bradford...Julia Jones 10
- Liza Johnson Got Better Bread Than Sally Lee (Bailey)—Contralto—Piano Accomp., Perry Bradford...Julia Jones 10

LATEST DANCE MELODIES

- 5164 Sittin' on the Inside Looking at the Outside (Waitin' for the Evenin' Mail) (Baskette), Fox-trot...Ladd's Black Aces 10
- I Ain't Never Had Nobody Crazy Over Me (Durante-Stein-Roth)—Fox-trot...Ladd's Black Aces 10
- 51671 I Cried for You (Now It's Your Turn to Cry Over Me) (Freed-Arnheim-Lyman), Howard Lanin's Arcadia Orch. 10
- My Sweetie Went Away (She Didn't Say When, Where, Why) (Turk-Handman)—Fox-trot, Howard Lanin's Arcadia Orch. 10
- 5168 Barney Google (Rose-Conrad)—Fox-trot—Joe Thomas' Saxotette (cannot be broadcasted), Eddie Elkins' Orch. 10
- When You Walked Out Some One Else Walked Right In (Berlin)—Fox-trot...Eddie Elkins' Orch. 10
- 5171 You Tell Her—I Stutter (Rose-Friend), Art Landry and His Call of the North Orch. 10
- Rip Saw Blues (Landry-Hager-DeKay-Megson), Art Landry and His Call of the North Orch. 10
- 5179 Roses of Picardy (Weatherly-Wood) (cannot be broadcasted)—Fox-trot, Biltmore Hotel Orch., Hazay Natzy, Director 10
- Just One Night (Nur Eine Nacht) (Geiger) (cannot be broadcasted)—Waltz, Biltmore Hotel Orch., Hazay Natzy, Director 10
- 5180 Annabelle (Brown-Henderson)—Fox-trot—Joe Thomas' Saxotette (cannot be broadcasted), Biltmore Hotel Orch., Hazay Natzy, Director 10
- Electric Girl (Wheeler-Smith-Holmes)—Fox-trot, Biltmore Hotel Orch., Hazay Natzy, Director 10
- 5183 When June Comes Along With A Song (From Musical Comedy "The Rise of Rosie O'Reilly")

- (Cohan)—Fox-trot—(cannot be broadcasted), Bailey's Lucky Seven 10
- First, Last and Always (Akst-Davis)—Fox-trot, Bailey's Lucky Seven 10
- 5184 Choo Choo Blues (Barr-Creager), Art Landry's Syncopatin' Six 10
- Snake Rag (Oliver)...King Oliver's Creole Jazz Band 10
- FOREIGN SELECTIONS
- S5161 A Las Tres De La Manana (Vals) (Robledo), Orquesta "Villa Hermosa" 10
- Reflejos De Luna (Vals) (David), Orquesta "Villa Hermosa" 10
- S5166 Un Tequila Con Limon (La Chula Tanguista) (Jaun Rica)—Fox-trot...Gonzalez y su orquesta 10
- El Capote De Paseo (Pasodoble flamenco) (G. Monreal)...Banda Mexicana de Gonzalez 10

PATHE PHONOGRAPH & RADIO CORP.

- HAWAIIAN
- 020964 Ciribiribin—(Waltz)—Hawaiian Guitars with Whistling...Louise-Ferera Hawaiian Troupe 10
- O Mari—(Waltz), Louise-Ferera Waikiki Orchestra 10
- STANDARD VOCALS
- 021011 The Kingdom Within Your Eyes...Frank Sterling 10
- On The Road To Mandalay...Turner Roe 10
- INSTRUMENTAL
- 021013 March of the Dwaris—Piano Duet, F. Longo-D. Onivas 10
- La Lisonjera (The Flatterer)—Piano Duet, F. Longo-D. Onivas 10
- SACRED
- 021012 Rock of Ages...Cathedral Male Quartet 10
- Abide With Me (Organ Acc.)...Earle F. Wilde 10
- INSTRUMENTAL
- 021014 Bird Raptures (Whistling)...Margaret McKee 10
- Valse Lala (Saxophone Solo)...Paul Gordon 10
- BANDS
- 021015 Liberty Lads (March)...American Republic Band 10
- On, Wisconsin (March)...American Republic Band 10
- CHILDREN'S RECORDS
- 021016 Bedtime Tales, No. 1, Gilbert Girard-Russell Hunting 10
- Bedtime Tales, No. 2, Gilbert Girard-Russell Hunting 10
- 021017 Bedtime Tales, No. 3, Gilbert Girard-Russell Hunting 10
- Bedtime Tales, No. 4, Gilbert Girard-Russell Hunting 10
- POPULAR VOCAL
- 021036 The Life Of A Rose (from "Geo. White's Scandals")...Arthur Wilson 10
- Just A Girl That Men Forget...Charles Cinway 10
- 021037 That Old Gang of Mine...Apollo Male Trio 10
- Love (My Heart Is Calling You)...John Ralph 10
- 021038 When You Walked Out Someone Else Walked Right In...Robert Judson 10
- Say It With A Ukelele, Arthur Wilson-Frank Sterling 10
- DANCE
- 021028 If I Knew You Then As I Know You Now—Fox-trot...Les Stevens Clover Gardens Orch. 10
- Dreams of India—Fox-trot...Casino Dance Orch. 10
- 021029 The Gold Digger (from "Geo. White's Scandals")—Fox-trot, Joe Gibson and his Moulin Rouge Orch. 10
- Now That I Need You You're Gone—Fox-trot, Hotel Biltmore Orch. 10
- 021030 Wild Papa—Fox-trot, Don Parker's Western Melody Boys 10
- Struttin' Jim—Fox-trot...Original Memphis Five 10
- 021031 Cut Yourself A Piece of Cake—Fox-trot, Casino Dance Orch. 10
- Hi Lee Hi Lo—Fox-trot...Casino Dance Orch. 10
- 021032 Midnight Rose—Fox-trot...Casino Dance Orch. 10
- 'Way Out In Kentucky—Fox-trot, Don Parker's Western Melody Boys 10
- 021033 Love (My Heart Is Calling You)—Fox-trot, Don Parker's Western Melody Boys 10
- Lou'siana—Fox-trot...Casino Dance Orch. 10
- 021034 Rose of the Morning (From "Passing Show")—Fox-trot...Jos. Samuels' Orch. 10
- If Love Were All—Waltz...Casino Dance Orch. 10
- 021035 Last Night on the Back Porch (I Loved Her Best of All)—Fox-trot...Les Stevens C. G. Orch. 10
- My Lady and Me—Fox-trot...Jos. Samuels' Orch. 10

EMERSON RECORDS

- LATEST DANCE HITS
- 10651 Hi Lee, Hi Lo—Novelty Fox-trot, Pennsylvania Syncopaters 10
- Annabelle—Fox-trot...Pennsylvania Syncopaters 10
- 10652 That Old Gang of Mine—Fox-trot, Emerson Dance Orch. 10
- Bonnie—Fox-trot...Emerson Dance Orch. 10
- 10653 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly")—Fox-trot, Emerson Dance Orch. 10
- Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly")—Waltz, Emerson Dance Orch. 10

- 10654 Midnight Rose—Fox-trot.....Emerson Dance Orch. Chicadee—Novelty Fox-trot...Emerson Dance Orch.
- LATEST SONG HITS
- 10649 Cut Yourself a Piece of Cake—Tenor Solo, Ac-comp. by Lada's Orch.....Irving Kaufman
- Hi Lee, Hi Lo—Tenor and Baritone Duet, Ac-comp. by Lada's Orch...Irving and Jack Kaufman
- 10650 Stella—Tenor Solo, Orch. Accomp.....Benny Davis
- My Sweetie Went Away—Tenor Solo, Orch. Accomp. Benny Davis
- STANDARD AND NOVELTY SELECTIONS
- 10655 The Bells of St. Mary's—Tenor Solo, Orch. Accomp. Walter Scanlan
- When I Looked in Your Wonderful Eyes—Tenor Solo, Orch. Accomp. Walter Scanlan
- 10656 The Argentines, the Portuguese and the Greeks—Comedy Song, Orch. Accomp. Eddie Cantor
- You Don't Need the Wine to Have a Wonderful Time—Comic Character Song, Orch. Accomp., Eddie Cantor

REGAL RECORDS

DANCE RECORDS

- 9511 Bebe—Fox-trotHollywood Dance Orchestra
- Annabelle—Fox-trot, Castle-by-the-Sea Dance Orchestra
- 9512 Cut Yourself a Piece of Cake (Vocal Chorus, Arthur Hall)—Fox-trotSix Black Diamonds
- Hi Lee Hi Lo (Vocal Chorus, Arthur Hall)—Fox-trotSix Black Diamonds
- 9513 The Life of a Rose ("Scandals of 1923")—Fox-trotJos. Franklin's Orchestra
- First, Last and Always—Fox-trot, Jos. Franklin's Orchestra
- 9514 My Sweetie Went Away (Vocal Chorus, Bob Thomas)—Fox-trotMissouri Jazz Band
- Bugle Call Rag—Fox-trot.....Missouri Jazz Band
- 9515 Some Day You'll Cry Over Someone—Fox-trot, Hollywood Dance Orchestra
- Marcheta—Tango-Fox-trot..Glantz and His Orchestra
- 9516 Nijigo Novgo (From "Helen of Troy, N. Y.")—Fox-trotRegal Dance Orchestra
- The Gold Diggers (From "Scandals of 1923") (Vocal Chorus, Arthur Hall)—Fox-trot, Regal Dance Orchestra
- 9517 Every Step Brings Me Closer to My Lovin' Honey Lamb—Fox-trot.....Roy Collins Orchestra
- Ritzi Mitzi—Fox-trot ...Roseland Dance Orchestra
- 9518 Dreamy Melody—Waltz...Clark's Marimba Orchestra
- Broken-Hearted Melody—Waltz, Clark's Marimba Orchestra

POPULAR VOCAL RECORDS

- 9519 I'll Hop, Skip and Jump Into My Mammy's Arms—Tenor Solo—Orch. Accomp., Vernon Dalhart
- Oh! How She Lied—Comedy Solo—Orch. Accomp. Billy West
- 9520 Just a Girl That Men Forget—Tenor Solo—Orch. Accomp.Vernon Dalhart
- Midnight Rose—Tenor Solo—Orch. Accomp., Hugh Donovan
- 9521 When You Walked Out, Someone Else Walked Right In—Comedienne—Orch. Accomp., Mammy Jinny
- My Lady and Me—Tenor Solo—Orch., Accom., Vernon Dalhart

HAWAIIAN RECORD

- 9522 Come Back to Erin—Hawaiian Guitars and Xylophone.....Ferra's Hawaiian Serenaders
- Wearing of the Green—Hawaiian Guitars and Xylophone.....Ferra's Hawaiian Serenaders

BANNER RECORDS

DANCE RECORDS

- 1225 Cut Yourself a Piece of Cake—Fox-trot—Vocal Chorus, Arthur HallMissouri Jazz Band
- Hi-Lee-Hi-Lo—Fox-trot—Vocal Chorus, Arthur HallMissouri Jazz Band
- 1226 First, Last and Always—Fox-trot, Hollywood Dance Orch.
- Annabelle—Fox-trotHollywood Dance Orch.
- 1227 My Sweetie Went Away—Fox-trot—Vocal Chorus, Bob ThomasSix Black Diamonds
- Nijigo Novgo (From "Helen of Troy, N. Y.")—Fox-trotRoy Collins' Orch.
- 1228 Bebe—Fox-trotPavilion Royal Dance Orch.
- Marcheta—Tango Fox-trotRoy Collins' Orch.
- 1229 Every Step Brings Me Closer to My Lovin' Honey Lamb—Fox-trotBanner Dance Orch.
- Bugle Call Rag—Fox-trot.....Banner Dance Orch.
- 1230 The Gold Diggers (From "Scandals of 1923")—Fox-trot—Vocal Chorus, Arthur Hall, Missouri Jazz Band
- Ritzi Mitzi—Fox-trotSam Lanin's Orch.
- 1231 Someday You'll Cry Over Someone—Fox-trot, Hollywood Dance Orch.
- Life of a Rose ("Scandals of 1923")—Fox-trot, Jos. Franklin's Orch.
- 1232 Dream Melody—WaltzXylo Novelty Orch.
- Broken-Hearted Melody—Waltz, Clark's Marimba Orch.
- POPULAR VOCAL RECORDS
- 1233 When You Walked Out Someone Else Walked

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

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**SOUTHERN
VICTOR WHOLESALERS**
The Corley Company
RICHMOND VIRGINIA

The
Toledo Talking Machine Co.
Toledo, Ohio
*Wholesale Victor
Exclusively*

Right In—Orch. Accomp., Mammy Jinny, Comedienne
Oh! How She Lied—Comedy Solo—Orch. Ac-comp. Billy West
1234 I'll Hop, Skip and Jump Into My Mammy's Arms—Tenor Solo—Orch. Accomp., Vernon Dalhart
My Lady and Me—Tenor Solo—Orch. Accomp., Vernon Dalhart

1235 Midnight Rose—Tenor Solo—Orch. Accomp., Billy Burton
Just a Girl That Men Forget—Tenor Solo—Orch. Accomp.Vernon Dalhart
HAWAIIAN RECORD
2101 Come Back to Erin—Hawaiian Guitars and XylophoneFerra's Hawaiian Serenaders
Wearing of the Green—Hawaiian Guitars and XylophoneFerra's Hawaiian Serenaders

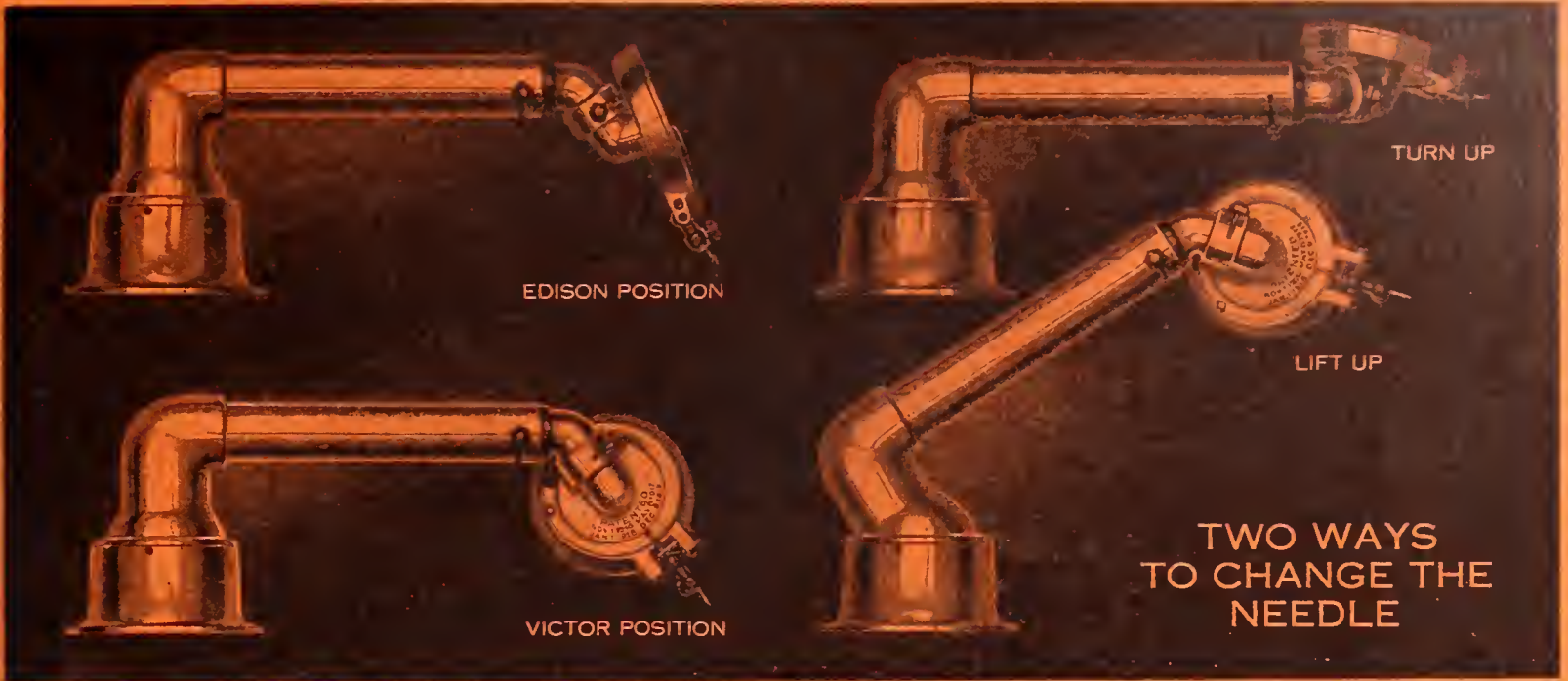
TEST IT. 
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD

W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE
VICTOR
Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest

A C B Z A C D F 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
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INDEX TO ADVERTISERS
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 P Q N
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TWO WAYS TO CHANGE THE NEEDLE

The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

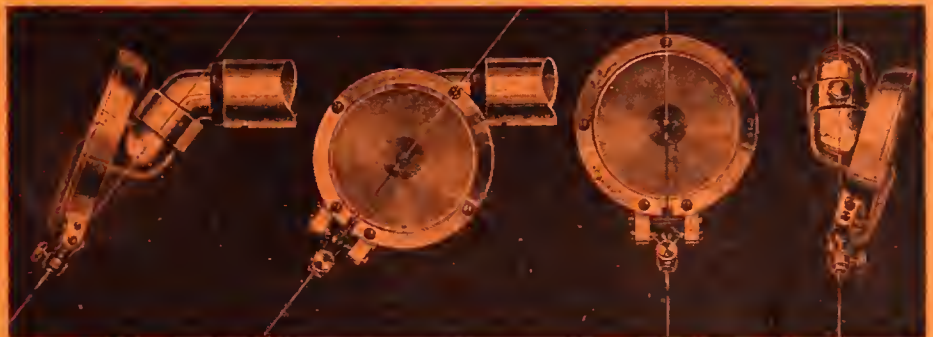
To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

In everything except
 actual physical presence,
 the **NEW EDISON Re-**
Creates the living artist
 —you see the instrument;
 but you *hear* the artist's
 true performance.



See Pages 26, 27,
 28 and 29

JOBBERs OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA
 AND BLUE AMBEROL RECORDS

CALIFORNIA
 Los Angeles—Edison Phonographs,
 Ltd.
 San Francisco—Edison Phonographs,
 Ltd.

COLORADO
 Denver—Denver Dry Goods Co.

GEORGIA
 Atlanta—Phonographs, Inc.

ILLINOIS
 Chicago—The Phonograph Co.
 Wm. H. Lyons (Amberola only).

INDIANA
 Indianapolis—Phonograph Corpora-
 tion of Indiana.

IOWA
 Des Moines—Harger & Blish.

LOUISIANA
 New Orleans—Diamond Music Co.,
 Inc.

MASSACHUSETTS
 Boston—Pardee-Ellenberger Co.
 Iver 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.
 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 Phono-
 graph Co.

UTAH
 Ogden—Proudfit Sporting Goods Co.

VIRGINIA
 Richmond—The C. B. Haynes Co.,
 Inc.

WISCONSIN
 Milwaukee—The Phonograph Co. of
 Milwaukee.

CANADA
 Montreal—R. S. Williams & Sons
 Co., Ltd.
 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).

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, September 15, 1923

Victrola

REG. U. S. PAT. OFF.

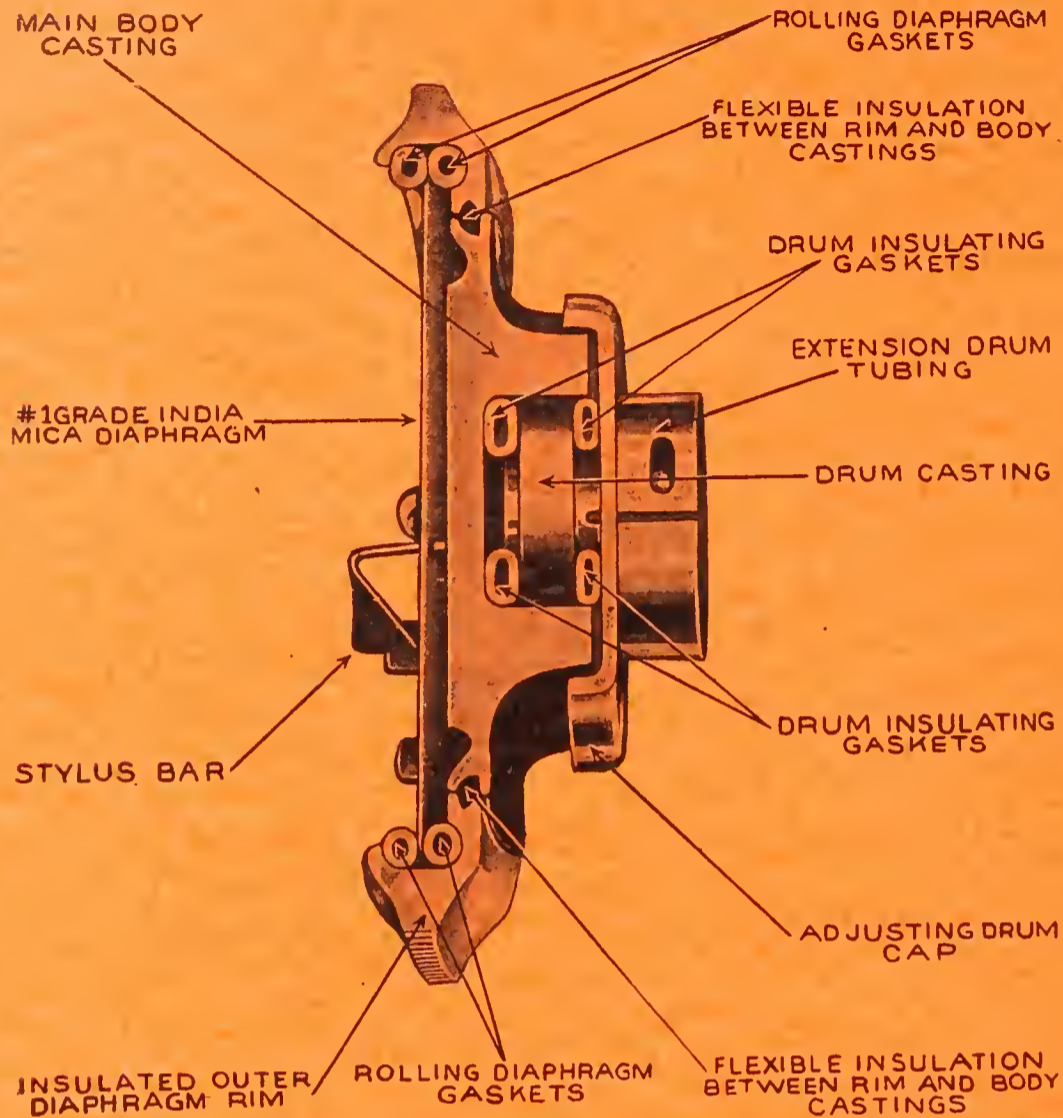
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"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

Look Below the Surface!



SAWED-THROUGH SECTION OF SONORA REPRODUCER

Cash In on Sonora's Fall Advertising Campaign

ABOVE is shown a half-tone reproduction of the illustration used in the first ad of Sonora's "Look Below the Surface" campaign, now running in city newspapers throughout the United States. Beginning with September, Sonora ads will appear regularly throughout the fall. These newspapers have a combined circulation of more

than twelve million each week. Think what this means to Sonora dealers, and what it can mean to you.

The campaign is based on Sonora's interior construction features, the most thorough and costly of any phonograph made, and is bound to stimulate a tremendous and universal demand for Sonora. Cash in on this demand. Wire today for our proposition.

Sonora Phonograph Company, Inc.

279 Broadway, New York

Canadian Distributors: Sonora Phonograph, Ltd., Toronto



The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 9

New York, September 15, 1923

Price Twenty-five Cents

A. H. CURRY RETIRES FROM HIS IMPORTANT EDISON POST

Chas. Edison Pays Tribute to His Work as Vice-president and Manager of Edison Phonograph Industry for Past Two Years—Will Concentrate on Edison Jobbing Business in Dallas

Chas. Edison, chairman of the board of directors of Thos. A. Edison, Inc., on September 8 issued the following statement:

"The board of directors of Thomas A. Edison, Inc., announces with regret the resignation of Mr. A. H. Curry, who has been vice-president and manager of the Edison phonograph industry during a successful two years' regime. Mr. Curry's clean fighting qualities, hitting ability and business sagacity have been of inestimable aid in placing the Edison phonograph industry in its present healthy condition. Mr. Curry leaves on October 1, approximately in accordance with his original idea. A successor to Mr. Curry will be introduced shortly."

A. H. Curry, whose resignation from the vice-presidency of Thomas A. Edison, Inc., was announced in the foregoing official communication, has been the manager of the Edison phonograph industry for the past two years. On the eve of his departure for his Edison jobbing headquarters in Dallas, Tex., Mr. Curry kindly agreed to review for *The World* some of the many progressive accomplishments of the Edison Co. during the past two years—improvements which have been apparent to the entire phonograph industry. He modestly disclaimed any individual responsibility for these developments, and insisted that he was merely of assistance because of his practical knowledge of general business principles and his long experience as an Edison dealer, Edison traveler, Edison jobbing house manager and Edison jobbing house proprietor. He said in part:

"A few years ago the phonograph industry was in the grip of the greatest business depression it had ever known. The men selected to take the helm of any manufacturer's business had a man-size job cut out for them. The buyer orgy was over; sensible conservative business policies were needed—selling methods and expenses had to be tempered with veteran business judgment.

"The progress of Thomas A. Edison, Inc., in the face of this condition and during the past two years is found in such noteworthy accomplishments as the reduction in the prices of records, both disc and Amberol; the reduction in the prices of certain disc phonographs and of Amberol phonographs; and the introduction of a new line of low-priced disc models of remarkable value. Needless to say, these price reductions and attractive additions to the Edison line have greatly reduced the selling resistance offered to Edison dealers. Better trade discounts have been passed along to jobbers and dealers. The dealer's margin of profit was never so great, and there is, therefore, now a much greater incentive for dealer activity.

"A safe and sane phonograph order system has been installed which is advantageous to the dealer, jobber, Edison sales division and the Edison production division. Over-stocks, the constant danger signal in the phonograph field, are prevented by this shrewd system, which, nevertheless, provides for excellent service.

"One year ago the Edison Co. conceived and launched the idea of instantaneous record release, which has proved a boon to the entire phonograph industry. This clever plan prevents over-stock anywhere along the line and insures rapid turnover by jobbers, dealers and the factory.

"The foregoing record of accomplishments was made possible, to a great extent, by decided economies in the Edison phonograph industry at Orange—savings which have been reflected in the various discounts passed on to the Edison trade and in improvements in the Edison product.

"Obviously, the Edison phonograph business was never on a more solid foundation and never so well equipped to forge ahead to a lofty pinnacle of lasting prosperity. In fact, it is safe to predict that it will continue to improve from year to year for the next decade at the same rate it has grown in 1923 as compared with 1922."

Regarding his plans for the future, Mr. Curry stated that he has some rather revolutionary merchandising ideas which, when applied to Edison dealers, served by his Edison jobbing house, the Texas-Oklahoma Phonograph Co., of Dallas, will double or perhaps treble their sales of Edison phonographs and probably at a reduced cost of selling. At the moment Mr.



A. H. Curry

Curry declined to discuss these plans in detail. He said, however, that it is his intention to diligently devote himself to the Edison jobbing business and asserted that he will find unbounded pleasure in renewing direct contact with all of his old dealer friends in Texas and Oklahoma and will interest himself in their welfare as heretofore. In this connection Mr. Curry wisely insists that unless the dealer profits no one in the industry profits and the industry is weakened thereby. Consequently, Mr. Curry's interest is always centered in dealer welfare.

Having made many personal friends in the Edison organization while directly connected there, and his affection and respect for Mr. Edison made more profound during the two years of personal association, there was a note of sadness in Mr. Curry's voice when he spoke of his departure. He found consolation though in the fact that he will visit Orange and "the wizard" several times each year in accordance with his usual custom as an Edison jobber.

VICTOR MEETING IN JACKSONVILLE

Dealers in Florida and Neighboring States to Attend Convention Under Auspices of French Nestor Co. on October 10 and 11

JACKSONVILLE, FLA., September 7.—A majority of the Victor dealers in Florida, southern Georgia and South Carolina are expected to attend a sales convention to be held in this city on October 10 and 11, under the auspices of the French Nestor Co., when business problems in general will be discussed and new selling plans analyzed. One of the speakers will be Martin L. Pierce, of the Hoover Suction Sweeper Co., who will explain successful canvassing methods, and one of the Victor factory officials is also expected to attend and speak. An elaborate program is now being prepared by the company.

DESCRIBES NEW ZEALAND METHODS

L. Alfred Eady, Whose House Handles a Substantial Talking Machine Business in That Country, Offers Some Interesting Views

A trade visitor of unusual importance during the past month was L. Alfred Eady, managing director of Louis R. Eady & Son, Ltd., Auckland, N. Z., who came to the United States with Mrs. Eady to attend the International Convention of Rotary Clubs in St. Louis, and then made an extended visit to England and Germany, stopping off in New York and Chicago, both going and coming.

Mr. Eady's company is very active in the talking machine field of New Zealand, handling both "His Master's Voice" and Columbia lines of machines and records. He stated that at the present time New Zealand is in a particularly prosperous condition and is enlarging its field for dairy products, exporting them to many parts of the world. He stated that 90 per cent of the country's business is made up of the handling of agricultural products, for which good prices were being realized.

Incidentally, it might interest talking machine dealers in this country who are straddling the fence on the interest question to learn that in New Zealand, under what is known as the "hire purchase" system, interest is charged on all time sales. The interest is taken on a flat basis. In other words, if a machine is to be paid for in twelve months 5 per cent interest is added to the total price. If it is to be paid for in twenty-four months 5 per cent per year, or 10 per cent in all, is added to the original cash price, and the principal and interest divided into regular monthly payments. This is done because under the "hire purchase" law interest does not figure, the customer simply hiring the instrument month after month until final payment is completed, when the title changes. If he defaults on a payment the contract is broken automatically and the dealer can recover the instrument without further ado.

Mr. Eady spent some time calling on the various manufacturers of talking machine products and accessories in New York and then left for Chicago on his long journey home. He stated that business methods in New Zealand were distinctly similar to those followed in the United States and that they were, in fact, patterned largely after our most successful systems.

E. BLOUT INCORPORATES BUSINESS

Talking Machine and Piano Dealer of New York Head of New \$500,000 Corporation

Emanuel Blout, of 2786 Broadway, New York, for many years a large wholesaler of Victor talking machines and records, and who still continues to handle that line at retail, and in his stores in this city, in Bayonne, N. J., and in Poughkeepsie, N. Y., having recently installed piano departments, incorporated his business last week with a capital stock of \$500,000.

The new company will operate under the name of E. Blout, the incorporators being Emanuel Blout, E. Blout and E. R. Rye, Inc., with S. M. Kronheimer as legal representative. Mr. Blout, who was for many years located at the corner of Broadway and 108th street, sold the property recently, and on the first of the month held a formal opening of his new store which is located at 2786 Broadway.

MILWAUKEE CONCERN CHARTERED

MILWAUKEE, WIS., September 6.—The North Avenue Music Shop, of this city, was recently incorporated under the laws of this State, with a capital of \$25,000. Incorporators are Hugh Hoeveler, Ralph J. Stauss and A. H. Nemitz.

Delivery Service as a Business Builder

Problem of Speedy, Economical Delivery Service Solved by the Use of Motorcycle—Increased Business Justifies the Expense

A Western dealer writes in to state that he contemplates establishing a special delivery service for records and for musical merchandise with a view to making more rapid deliveries to customers, but has hesitated taking the final step in the belief that possibly the expense of the service would outweigh any increase of business that might be traced thereto.

As a matter of fact there are a number of talking machine retailers in various sections of the country who credit no small part of their business increase to the fact that they put such a service in operation, gave it full publicity in their newspaper advertising and circulars and gave the public the impression that, if they wanted anything in the record or accessory line, they could get it quickly from that particular store.

Better Service Means More Business

It is generally recognized by the average dealer that in sections where competition is strong about the only thing he has to offer the customer that is individual and which cannot be offered in the same way by a competitor is better service. He cannot always do this through the operation of a wagon delivery, no matter how earnest the attempt, for the reason that a truck or wagon must be routed carefully to cover definite sections and as much ground as possible during the day if delivery costs are not to prove prohibitive.

In the routing of the wagons it is sometimes necessary to hold up special deliveries for several hours until there are a sufficient number of orders from a certain section to warrant a trip. It is here that the special messenger service proves of value, whether the messenger travels

by street-car or whether he uses a modern conveyance, the motorcycle—preferably one equipped with a commodious box as a side-car. Not only is the cost of maintaining a motorcycle very small, but it is also calculated in many cases to save the cost of an extra wagon or truck for the reason that good-sized machines, as well as records, accessories and musical merchandise may be carried about with it with little difficulty.

Speed Results in Economy

In a number of cases all record deliveries, with the exception of those made in company with a machine, are handled by motorcycle and side-car, for it can get about quicker and can leave the wagon free to deliver machines only and deliver more of them within a given time.

The selling argument for the special delivery is that customers may phone for any desired records and have them delivered within the city limits within an hour or so. On the face of it it looks as though the offer was overliberal and liable to prove costly, but the fact is that only about 10 per cent of those who phone are in any particular hurry for the records and hardly one in a hundred complains if they are not delivered within an hour or so. In the case of the other 10 per cent, however, it is quite possible that sales may be lost through slowness.

If a youth on a motorcycle were kept waiting throughout the business day for the purpose of making special deliveries of records the cost of such service would be entirely out of proportion to the possible profit, but when the service is used for practically all record deliveries, as well as the delivery of small instruments, it can accomplish as much as the average truck or

wagon in the course of the day and at a tremendous saving in maintenance.

Experience has shown that where the special service is used for regular delivery the messenger is seldom away from the store for more than an hour at a time even in large cities and is thus available for any hurried deliveries that may develop during the day. One dealer solved the cost problem by using a motorcycle equipment for errands as well as special deliveries and using one of the porters to operate the machine.

Efficient Operation Necessary

The question of a special delivery service, as with any other part of store service, is that of operating efficiently and at minimum expense. This can be worked out successfully when the service is used to its maximum and the messenger kept sufficiently busy to earn his pay. If the repairman out in his territory needs some extra parts the special service can bring them to him. If there are mail orders to be filled the same service can carry packages to the post office and leave larger wagons free for haulage purposes, and at the same time the dealer has at hand a very strong talking point in making a plea for business from those who appreciate prompt service.

There are, of course, some stores whose business does not warrant the maintenance of any permanent system and who find it cheaper to send an errand boy out with records and to hire a truck for the delivery of machines, but where the business warrants the permanent use of even one wagon which is occasionally taxed to cover the territory properly, then the special motorcycle delivery will not only effect a saving in money, but help business.

How About RECORD Albums?

Have you prepared for your Fall Business?

THE TALKING MACHINE'S HELPMATE



The demand is now for NYACCO QUALITY ALBUMS. We are in the position to judge. Our line covers all grades. We have two factories, in New York and Chicago. Save freight and insure prompt delivery by ordering from point nearest to you.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samples sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Kraft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation, 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

The commercial triumphs of the Victor naturally follow its musical superiority. This inevitable result is a consideration of vital importance to every dealer in Victor products.



Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 125
\$275
Electric, \$315
Mahogany



Victrola No. 215
\$150
Mahogany or walnut



Victrola No. 230
\$375
Electric, \$415
Mahogany



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks
Victor Talking Machine Company
Camden, New Jersey

Sales Arguments That Win the Customer

Every Dealer From Time to Time Must Cope With the "Difficult" Patron—Frank H. Williams Cites Methods of Several Retailers

A talking machine dealer in the Middle West had been spending almost an entire morning demonstrating various instruments in his store to a man and a woman, both of middle age, who were unable to make up their minds to buy. In fact, as it drew on toward the noon hour it became evident that the prospects were going to leave the store without anything definite having been accomplished at all toward closing the sale. Upon seeing this intention on the part of the prospects the dealer determined to put the sale over if it was the last thing he ever did. He did some rapid thinking on the proposition and just as the prospects, after the usual line of excuses and statements about coming back again, were turning to leave the store he said:

"Mr. Jones, you've told me that you are in the furnace business. You have had a wide experience in selling and so perhaps you can help me out. I'm up against a certain difficult selling proposition and I don't quite know what to do about it. Will you help me out in it?"

Mr. Jones looked somewhat flattered at this. "Sure, I'll help you out, if I can," was the reply.

"Well," said the dealer, "the proposition is this: Two prospects come into the store, show an interest in all the machines I have for sale and are very evidently going to buy a machine. But—I can't sell them! What sort of an argument can I put up to these prospects to make the sale? Why is it that I can't put the proposition across? You know, in your own business, how important it is to know whether you are falling down in any particular part of your business or not. It's equally important to me to know if I'm falling down in any part of this business and I sure will appreciate it if you'll help me out. Why is it I haven't been able to sell a machine to you and your wife?"

This blunt way of putting the thing was a facer for Mr. Jones. He looked a trifle surprised and embarrassed at first. Then he smiled.

"Say," he said, "you're all right. You put the thing up to me in a way I'd never thought of before. If I was in your place and had spent

as much time as you have in being courteous to us and then didn't make a sale I'd be mighty sore."

This led to some further talk about the question of clinching sales which eventually put the sale across for the dealer.

How Sales of Records Were Increased

And there is probably a worth-while suggestion in the experience of another Middle Western dealer who had a customer come in and spend the greater part of a busy afternoon in one of the hearing rooms and who then bought only one \$1.25 record. The dealer naturally cast about in his mind for some way of increasing sales to this customer. It was, really, a puzzling proposition and, for a moment or so, the dealer felt that the best thing to do would probably be to let the customer get away without trying to sell her any more goods. He finally hit upon a plan, however.

Accordingly, when putting the customer's one lone purchase into an envelope the dealer said: "Mrs. Brown, I notice that all of the records you have been trying this afternoon have been classical records and I have been wondering what you and your children like among the more popular selections we have on hand. I know that you have a musical family and that the members of your family are all splendid judges of music and so I would much appreciate it if you'd let me pick out some popular selections to try out at your home to-night and then tell me to-morrow which of them you like the best and which your family likes best."

Mrs. Brown agreed to this proposition and the dealer accordingly gave her a dozen of the newest and most popular selections handled by the store. Then the next day he went around to Mrs. Brown's house and she bought eight of the records!

In explaining this sale the dealer said:

"When I was figuring out ways and means of selling more records to Mrs. Brown I happened to remember that she has three lively young children who, naturally, would be greatly interested in dance music. So I thought that if I could get some popular selections into her

home and get her to try them out on their own instrument the children would demand their purchase and the sale would be made. And that's just exactly what happened. And it is my opinion that numerous sales of popular selections could be made by dealers to families which have concentrated too heavily on classical selections if the dealer would only recall which families these are and then get the popular selections into their homes."

Sales Arguments That Made a Machine Sale

And here is the way that another dealer put over a difficult sale:

A rather elderly man and his wife came into the store to look at talking machines and right away the dealer saw that the man wanted to buy a machine, while the wife was hanging back.

"We're looking around for a wedding present for our youngest daughter, who is going to get married soon," the man explained, "and I say we ought to get her a phonograph, while my wife's got her mind all set to buy them a washing machine."

Of course, upon hearing this the dealer realized that he was up against a hard sales proposition and that the person in the ease who must be sold was the wife, as the husband was already sold on the proposition.

Consequently, as the dealer showed and demonstrated various kinds of machines he was busily thinking of sales arguments.

"Of course," he said, "you want to give them something they will appreciate."

"Indeed, we do," said the wife, "and I just know my daughter will appreciate a washing machine more than she will a phonograph."

"Perhaps," said the dealer, "but look at it this way: The washing machine would be used on only one day of the week or, perhaps, only one day every other week. The phonograph, on the other hand, would be used every day and several times every day and it would help to make home cheerful every day of the week, it would help your daughter in getting her friends to her house and it would help her in feeling happy all the time. Isn't a gift which will remind your daughter and husband every day of the week of the givers better than a gift which is used only once every other week?"

The woman saw the point at once and the result was that the sale was made by the dealer.

W. T. HADDON ENTERTAINS FRIENDS

Well-known Victor Jobber Keeps Open House at Summer Home at Island Heights, N. J.

Wm. T. Haddon, of the Ohio Talking Machine Co., Cincinnati, who maintains a Summer home at Island Heights, N. J., with a full equipment of motor boats and other seashore accessories, has entertained a number of the members of the Victor family during the past month. The visitors included Mr. and Mrs. L. W. Collings, of Collings & Co., Victor wholesalers, of Newark, N. J.; Charles K. Bennett, general manager of the George C. Beckwith Co., Victor wholesalers, of Minneapolis; Harry Goldsmith, general manager of the Badger Talking Machine Co., Milwaukee, and several others.

REMODELED QUARTERS IN MEMPHIS

MEMPHIS, TENN., September 1.—Witzman Stuber, Inc., who feature the Brunswick phonographs and records in a big way in this city, are now settled in their handsome remodeled quarters at 99 North Second street, where a concert hall has been fitted up for recital purposes and a full equipment of booths installed.

The Sonora Appeals to the Buyer of Quality

The Sonora dealer is right now preparing not only to make the year 1923 the largest in his history, but also the year 1924—indeed, all the years to come.

Because every Sonora he sells adds to his reputation as a quality merchant, the complete satisfaction and confidence engendered by Sonora performance raises his enterprise to the position held by all merchandisers of quality products.



Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

234 West 39th Street

New York

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.



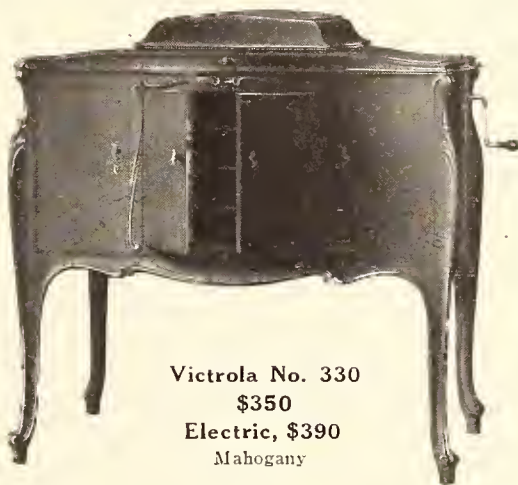
Victrola No. 100
\$150
Mahogany or walnut



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



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 330
\$350
Electric, \$390
Mahogany



Victrola No. 405
\$250
Electric, \$290
Walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Principles of Retail Advertising Success

Some of the Many Angles of Advertising Which Dealers Must Consider in Preparing and Placing Copy Analyzed by W. Braid White

Advertising is called "salesmanship on paper," and, in a large sense, the name is not inaccurate. In a more restricted and special sense, however, there is a vast difference between the sort of salesmanship which works through the medium of print, illustrations and paper and that which depends upon the personal contact of the salesman with his prospective customer. In the talking machine business the difference is so complete and the distinctions so clear that there never need to be the confusion which constantly exists as to the functions of the two.

Articles from my pen in The Talking Machine World have often stressed various sides or facets of the art of salesmanship, always from an analytical point of view. The aim has always been less to give concrete rules than to stimulate thought; for salesmanship, as William Maxwell has said, is much like acting. All the lessons in all the dramatic schools in the world can do no more than instruct the student actor or actress what not to do. Only natural feeling for the art can never teach one, on the contrary, what positively to do. The salesman, therefore, in his individual contact with the prospect, will be able, if he has the natural flair for his work which marks out the man destined for success, to treat each problem as it comes along. The more he has learned what not to do the more he is likely to do positively the right thing at the right time. On the other hand the salesman in print (the advertising man) cannot make the definite individual contact. He cannot deal with the complex personality of each person who is likely to read his advertising copy. He is, therefore, driven to base his appeal on the ideas or beliefs which appeal to the largest number of people; that is to say, to the largest number of those who read, or are likely to read, the media in which the advertising is inserted.

What Is the "Largest Number"?

This elementary truth is, however, likely to be confounded with the pestiferous notion so prevalent among certain advertising men that "the largest number" always means the same thing, no matter in what medium the advertising is done. The "largest number theory" does not mean always the same thing. On the contrary, there is a largest number of average newspaper readers, a largest number of readers of the American magazine type of literature, a largest number of readers of the Saturday Evening Post mentality and a largest number of readers of the Atlantic Monthly and Harpers' type. Each of these artificial classes corresponds, moreover, with an actual class of existing tastes

and mentalities; so that if salesmanship in print is to meet all requirements it must take on diverse shapes and be embodied in as many forms as may be needed to reach each of the classes aforesaid.

The Newspaper Argument

Obviously the largest number of those who read the daily newspaper is only average in point of education and ability to think, while at the same time every other class is represented, so that it is the part of wisdom not to key newspaper advertising too low. The highest type of mentality will respond to reason and so should be catered to by seriously written and rational arguments. On the other hand, the lower mental type, representing the majority, will respond to prestige and this should be capitalized to the utmost in all newspaper advertising.

The only appeal which is sufficiently broad besides these is the appeal based on price and terms. Newspaper advertising is advertising for immediate results, and to this extent must be based upon arguments which make for immediate action. Prices and terms are, of course, the most powerful of these.

Nevertheless, even in the most ephemeral rapid-fire sort of newspaper advertising the prestige argument should always be made. It is never safe to leave out any distinctive motto, name or symbol which has become identified with the article of sale in the public mind. That is why the Victor dog is always shown in every advertisement relating to Victrolas and records, no matter how small and ephemeral.

Such mottoes as "The Re-creation of Music" (Edison), "The New Hall of Fame" (Brunswick), "Plays All Records Better" (Cheney) are not only useful, therefore, but absolutely essential. They help to build up in the minds of readers of advertising (which means everybody) mental pictures which make the work of the human salesman easier. And it is this making easier the work of the human salesman which the salesmanship on paper can best—and, indeed, can only—accomplish.

Advertising Not Direct Seller

There may be some articles—such as ready-made foods and other things of the kind—which can be sold directly by advertising. In fact there are such articles. Chewing gum is one of them. But talking machines cannot be sold in this way and there is no sense in hoping that they can. Advertising can and will put a prospective customer inside a store door and can, and will, cause that customer, in some cases, to ask to see a certain machine; but that is all. So long as selling has to be done

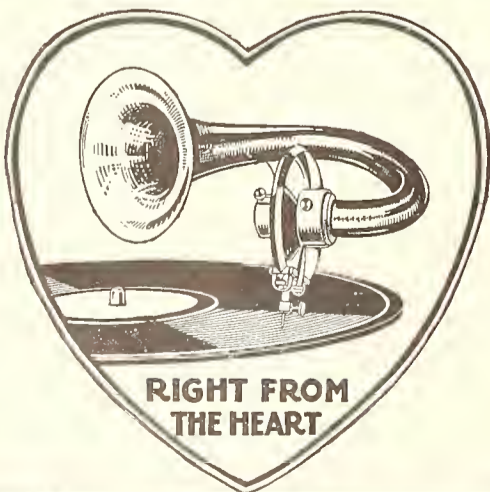
through retail merchants—in fact, so long as there is any kind of competition between machines of anything like similar styles and price—the ultimate decision will be in the hands of the salesman, or at least will be between the salesman and the prospect. It is the mission of advertising to prepare the way for the salesman, and this mission it can most effectively perform by impressing in the minds of as many readers as possible the idea of Prestige as indelibly associated with the article advertised.

Copy Varies With Medium

Here comes in the question of class of medium. When I spoke above of the theory of the largest number I also said that there are classes, and that "largest number" must mean, for our purpose, the largest number in each class. This is undoubtedly true, and requires to be thoroughly grasped and practiced. The community as a whole is made up of many types and classes of mentality, varying in natural gifts, in educational opportunity and in culture. To each and every one of these, however, the most powerful argument which can ever be made is the argument of Prestige, for it is this argument which, when assimilated and made its own by the members of each class of readers, delivers them, as it were bound, into the hands of the salesman. Prestige, however, has to be translated into as many tongues as there are classes in the community, if maximum results are to be achieved in talking machine or any other advertising.

It might be said, very roughly, that there are four classes thus to be dealt with, which, for purposes of illustration, may be divided as follows: The Atlantic Monthly class, the New Republic class, the Saturday Evening Post class and the daily paper class. These, in rough classification, may be called the Solid, the Radical Intellectual, the Main Street and the Mob classes. Of course, there are divisions even in the last-named, which in its largest sense means all of us; at least, all of us some time each day. Even among daily paper readers there are, of course, many different strata, and what will please the reader of the New York Times will probably not please the reader of the New York Journal. Generally, however, and with due regard to the grand division between high and low in the newspaper class, one may say that in the four classes of media mentioned above Prestige may be built up by (1) the argument of establishment, solidity of position and social favor, (2) the argument of tone, (3) the argument of what all the better people in town are doing and (4) the argument of bargain, price and sensation.

NATURELLE



For
Portable
and
Cabinet
Phonographs

The Naturelle Co.
125 East 23rd St.
New York, N. Y.

*"Your Naturelle Reproducer
is everything I've
been claiming it to
be & a great deal more"*

*"Enclosing check for the sample Naturelle,
with compliments to you for putting this
invention on the market"*

*"Will push the instruments as I am
personally quite enthusiastic over their merits and am very pleased
with the tone and distinctness of undertones produced by use of the
instrument."*

Here's How!!

PEERLESS ALBUMS SELL RECORDS

Good Foresight!

You do not need a spy-glass to see the possibilities of the coming season. Already there is every indication of it being one of the most active in the history of the phonograph industry.

The many new models, weekly record releases and big advertising campaigns—all bound to develop keen public interest in the products you sell and assure a lively response to your door.

PEERLESS—the album—and the efficient organization behind it is also adding impetus to the Fall campaign and is fully prepared to do its share toward your success this season.

Prepare your stock now—with the popular, fast-selling Peerless albums and get the cream of the business at its very peak.

The retailer with foresight will order his Peerless albums NOW.

Phil Ravis

If you are curious to know how many people in your neighborhood have \$10.00 to spend in your store—try this sales plan:

Place a sign in your window reading—

PEERLESS DANCE ALBUM

“24 Dances in a Book”

\$ 10.00

INQUIRE WITHIN



Take a 10-inch Peerless Album and insert 12 10-inch 75c records and label it, using the Peerless Classification Label, “Dance”—all ready for the home record library.

On the authority of one of our Mid-West dealers, “You’d be surprised.” It’s worth trying.

P. S.—Somebody has a birthday every day in the year and, after all, \$10 isn’t so much money nowadays.

PEERLESS PRODUCTS

- DeLuxe Record Albums
- All Grades of Record Albums
- “Big Ten” Albums
- Record-Carrying Cases
- Interiors for Victrolas
- Interiors for Phonographs

- Classification Systems for Albums
- Record Album Sets for All Make Machines
- Record Stock Envelopes
- Record Delivery Bags
- Supplement Mailing Envelopes
- Photograph Albums

Write us for Quotations on Special Grade No. 6 Album



A postal will bring this sign to you in the next mail—write

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY

NEW YORK

WALTER S. GRAY CO., San Francisco and Los Angeles.



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, Mgr.

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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, SEPTEMBER 15, 1923

A VIGOROUS POLICY IN RETAILING NEEDED

THE business outlook, as far as any reasonable deduction can be made, promises well for the Fall and Winter seasons of activity upon which the trade is now entering. The leading authorities are a unit in declaring that with the settlement of the strike in the anthracite coal regions—one of the most disturbing factors in curtailing prosperity—we may reasonably expect a considerably larger volume of business for the remaining months of 1923 than for the same period of 1922.

How much of this business will come to the talking machine dealer rests largely with himself. The keen competition in the retail field to-day calls for the utilization of every new idea possible in interesting the public in the products handled. The dealer who can get away from the beaten track is the man who is going to win. The time is past when a man can depend upon the public coming in voluntarily to buy his goods. The talking machine man who thinks thus is not in touch with the times. Business can be had if it is sought—that is, if it is sought intelligently and strenuously. There is still a big, unexplored field in which to operate. The public has plenty of money to spend if convincing arguments are presented whereby it can be demonstrated that a talking machine and a goodly library of records are essentials.

Judging from the report of the New York Savings Banks Association there is a veritable reservoir of wealth in this State alone, a fair portion of which is available to the talking machine trade. It is noteworthy that the savings deposits in this State have now passed the three billion mark by a considerable amount. Even in New York City, where money is spent so lavishly, there are more than 2,800,000 savings deposits representing the largest share of the State's savings. In the United States at large savings deposits amount to practically \$17,500,000,000. Bear in mind that these savings accounts are largely in the names of salary and wage earners, who after all are the biggest purchasers of musical instruments of the talking machine type. These "Franklinites," or any other people in the United States for that matter, will not spend money willingly, but they can be induced, if dealers go after them intelligently and persistently, to spend a reasonable proportion of

their surplus savings for the tremendous enjoyment which the talking machine affords in the home.

The prosperity of the talking machine industry rests entirely in the hands of the dealers, and they can, if they will, make it more prosperous than it is to-day. In this campaign they will have the unlimited and enthusiastic support of manufacturers and jobbers who are always aiding them in a most effective way to acquaint the people with the merits of the products which they are handling. From now until the Spring of 1924 we should witness in this country the greatest and most successful campaign of retail selling ever recorded, and we hope that every talking machine dealer will recognize his importance in achieving this end.

NEW CAMPAIGN TO DEVELOP RECORD SALES

ANNOUNCEMENT of new developments in the marketing of standard and classical records by prominent artists that have already been made, and moves that are in the offing, lead to the belief that the coming months will show a substantial increase in the demand for records of the better sort—the kind that are calculated to form the basis of permanent libraries and keep the talking machine owner more keenly interested.

The issuance of double-faced records of a high-class order and the readjustment of list prices give the dealer the necessary stimulus to go after this sort of business with the confidence that he can capture a very substantial share of it. Certainly a great many retailers have been inclined to follow the easiest way in handling record business by catering only to popular demand and it is believed that even these individuals will see the possibilities of the reopened channel for record sales. The fact is generally accepted that popular records seldom sell themselves in a large measure—that the current advertising by the record companies and the popular character of the records keep them moving without any great effort on the part of the dealer or his salesmen. In fact, it often happens that the problem is to get the hits soon enough and in sufficient quantities to meet the ever-present demand.

With this condition existing, it would seem as though any business that may be built up with better class records means that much more profit for the dealer. It may require a little selling effort, but if the customer will buy a few popular numbers voluntarily it is worth a little salesmanship to persuade him to take one or two records of the better class at the same time. With these new inducements in the record field and with lines of machines that have been rounded out during the past few months with numerous desirable models there is no reason to believe but that the Fall and Winter business will be just what the dealer cares to make it. He has the best opportunity offered in many years to capitalize on the progressive methods of the manufacturers by going after prospective customers more aggressively and consistently and with more convincing arguments.

The element of competition will, of course, enter as it always does, but if the selling system is right that fact is not going to keep even the average dealer from getting his share of business.

CAUTION IN EXPANDING IS ADVISABLE

THERE is evident at times a tendency on the part of many talking machine dealers, whose business has been exclusively devoted to dealing in talking machines and records, to stock other lines of goods in an endeavor to increase the volume of their business and consequently their profits. A number of the dealers who have spread out have done so with distinct success largely as a result of confining themselves to a line of goods of musical character, such as musical merchandise, sheet music, band instruments, and recently radio equipment. If the lines are properly selected and produce a rapid turnover, the move is certain to give the dealer increased income without making any great inroads into the capital necessary to the conduct of his principal business.

It happens, however, that some dealers have seen fit to tie up money in lines not even indirectly associated with music and the result has been disastrous in some cases. It is logical to assume that a talking machine or record buyer is interested in music and that eventually he or some member of his family may be inclined to buy a band or orchestra instrument of some sort or, perhaps, even a piano and will come to the store that he regards as his music center to make the purchase.

It is not logical for the dealer, however, to expect that regular

customers will come to a talking machine store for merchandise that belongs in a hardware, paint or drug store, and the result is that waiting for transient trade his turnover is slow and the money he needs for his talking-machine business is found to be tied up in slow-moving stocks of other goods.

It might be well for dealers with limited capital to look well before they leap in expanding their business, for the big things to be considered are first, turnover, and second, the appeal the added lines are likely to have to those who already patronize the store regularly. When the dealer stocks something that requires a special sales organization and a special line of customers, then he is entering a new business rather than expanding an establishment, and entering a new business under any conditions entails a certain risk.

Perhaps certain dealers may not feel that their talking machine business is producing all the income they desire and see no immediate way of expanding it to the desired proportions, but it is much better to go slow in adding other lines foreign to their established calling than, perhaps, jeopardize their entire business career.

PROBLEMS ASSOCIATED WITH REPLACEMENTS

WITH the introduction of elaborate new models of talking machines, particularly of the period, console or horizontal types, there has developed in the trade a substantial replacement business which has given rise to a number of problems associated with the handling of instruments taken in trade and which have long been familiar to other lines of business, including the piano industry.

In view of the used machines that are piling up in warerooms and storehouses of some active dealers, there arises the question as to just how energetically this replacement business should be followed or, rather, how it can be handled profitably rather than as a result of gathering trade-in stock.

There is without question a logical field for replacements. The vacationist who has bought a portable or cheap table model for bungalow use is a logical prospect for the sale of a large cabinet instrument for his permanent home when the Summer season is over and to neglect such a prospect is poor business. Likewise there is the individual who invested in one of the non-descript "bargains" that were offered so generously a few years

ago and who, becoming dissatisfied with his purchase, is a ripe prospect for a standard machine of guaranteed quality.

If the average dealer follows up his regular prospects for new machines energetically and conscientiously and in addition gives attention to the two profitable fields for replacements mentioned above, he should, under ordinary conditions, have a distinctly satisfactory volume of business without being forced to take in exchange cabinet machines more or less modern in character for the sake of placing in the home a console model. There should be, and in a number of cases there is, a distinct line of demarcation between replacement business that helps the dealer by giving him a direct profit on the resale as well as opening up a fresh channel for record sales, and the replacement that calls for a trade-in that, unless a quick turnover is made, cuts the profit to the quick and means the piling up of dead new stock.

In accepting trade-ins of any sort the dealer might well follow the methods utilized successfully in other trades and allow only as much for the old machine as can be realized when it is resold, deducting from the allowance, of course, repair and re-selling costs. It must be remembered that as soon as a new machine leaves the dealer's store it becomes a used instrument and suffers an immediate depreciation in value. According to some automobile men this depreciation amounts to 25 per cent of the retail price to cover the selling cost and expenses incident thereto. If the dealer, therefore, first deducts the 20 or 25 per cent selling cost from the purchase price of the used instrument and then deducts a proper amount for depreciation, due to age, wear and tear, he is going to arrive at a valuation that may not always prove pleasing to the customer, but will at least be fair to himself.

If the average dealer gives proper attention to new prospects and then, in order, to former purchasers of portable and non-descript models, and, finally, to owners of upright cabinet models who can be persuaded to buy consoles, he is not likely to handle a sufficient amount of the latter class of business to cause him embarrassment. And it might be said right here that the taking of a portable model in exchange for one of the cabinet types is in 99 cases out of 100 the result of bad salesmanship somewhere. Keep the portable sold for next Summer's vacation.



Watch Our Smoke

When your record order arrives on time—ahead of time—it's Pearsall, of course!

Ask any Pearsall dealer, he'll tell you.

“Desire to serve, plus ability.”

10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

Management Reflected in Sales Results

Sales Manager Largely Responsible for Achievements of Salesmen
—Too Much Managing Curtails Initiative and Business Declines

Upon the sales manager of the talking machine establishment or the proprietor, if he acts in that capacity, depend the results obtained from the sales organization. In other words, getting maximum results as represented by volume of sales from the selling force is no sine-cure and keen foresight and knowledge of the business and the various characteristics of each member of the staff are necessary. There are some sales managers who have the happy faculty of keeping their men on their toes all of the time and who, through scientific handling, consciously or unconsciously, are able to keep the enthusiasm of the men for the line and concern they represent to a high pitch. There are also sales managers who, in the belief that they are all-wise and infallible, are constantly rubbing the "fur" of their men the wrong way. This constant friction creates a dissatisfaction and multiplicity of other feelings on the part of the men, kills the real enthusiasm for the house and for the merchandise which is most necessary to the maximum sales results and, consequently, sales are nowhere near what they would be if harmony existed and the best was encouraged and brought out in each individual.

Must Consider Individuals

The sales organization consisting of several or more men should not be looked upon as a mass, but the sales manager should consider each man as an individual. The most successful sales managers in the country in all lines of business realize this fundamental of good management. They are aware of the fact that, while one man produces the best results through driving, another will not respond to this treatment

at all. On the contrary, there is a certain type of salesman who, if driven, will become nervous, irritable and dissatisfied, when, if different tactics were used, this type could be made an enthusiast and consistent producer. It depends, in a large measure, on the sales manager.

Too Much Management Harmful

There are many other considerations involved in the efficient handling of the sales organization. Probably one of the greatest faults in management to-day is too much management. In short, unintentionally, initiative and independent thinking, to a large extent, are discouraged and the result is that many salesmen who could go out and clean up if they were given wider scope refrain from doing so. The sales manager of one of the largest and most successful sales organizations in the East stated the same facts in slightly different language to the writer recently. "Those salesmen who are made to realize that they must use their own wits and skill to deliver the goods will produce the best results," he declared. "I do not mean that the house and the sales manager should not do everything possible to help the men, but what I do mean is that the average salesman will not progress as rapidly as he might if his abilities are not recognized and he is not given a chance to display them. A long time ago we corrected one of the worst mistakes a house can make and as a result our sales increased steadily. The situation was this: We have a large outside sales organization and these men are responsible for bringing many people into the store. Now it was formerly the practice for the salesman to deliver his sales talk to the cus-

tomers up to a certain point and then turn him over to one of the floor managers to close the sale. Now, you know as well as I do that every salesman should have the ability to close his own sales, but this had been the method with this house and it was continued until sales dropped to such an extent that something had to be done. As soon as the salesmen were placed on their own responsibility they went to work with renewed enthusiasm and confidence in their ability, which was reflected in an immediate increase in business."

Sales Conferences Helpful

Fortunately this is a very rare condition in the talking machine business, but it serves to illustrate how overmanagement can do more harm than good. To overcome any possibility of overmanagement, especially where a considerable force is employed, there is nothing quite so effective as sales conferences where salesmen and their manager can discuss and suggest freely and frankly. It must be remembered that the men on the outside come in contact with many prospects each week and they have the opportunity of observing conditions and problems which are seldom encountered in the store. Open discussions of those problems in which all of the men have an opportunity to voice their opinions often bring about a solution and, consequently, pave the way to more sales. It is, indeed, a wise sales manager who realizes that the men under his direction can help him to achieve greater results and that, after all, is what he is or should be most concerned in. Indeed, his reputation depends to a large extent on the performance of his men.

MIS Co

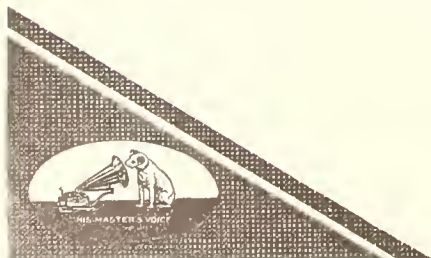


*A Complete Victor
Jobbing Service*

*Merchandise = Selling
Advertising = Finance*

Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York



---AND THE AVERAGE PRICE IS LOWER



A SIZE FOR EVERY PHONOGRAPH MOTOR

A Complete Line of
Talking Machine Repair
Materials

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

Makers of
Honest Quaker Main Springs
& Umantone Needles

How Letters Pave Way to More Business

Concrete Examples of the Type of Direct Mail Literature Which Is Bringing Customers to the Sterling Piano Co., Brooklyn, N. Y.

The importance of a consistent direct-by-mail drive for business has been stressed many times in the columns of *The World* and many talking machine retailers are finding this a prolific source of business and live prospects. However, a large percentage of the members of the trade are skeptical of the power of such a campaign and, consequently, this medium for bringing the sales message of the dealer to his patrons is too often neglected. Of the live and successful concerns who are realizing excellent results from direct mail, refuting the contentions of those who believe these drives represent money wasted, is the Sterling Piano Corp., 81-87 Court street, Brooklyn, N. Y., which is constantly extending its business by this means. This concern, by the way, is one of the most successful in the entire metropolitan territory, not only in the merchandising of talking machines and records, but in the sale of pianos and general musical instruments as well.

The latest piece of direct mail literature which is being sent out by E. T. LeTure, the aggressive manager of the talking machine department, is an unusually effective folder setting forth the merits of the Victor and Sonora machines, which it handles, and an extensive line of radio merchandise, including the Kennedy Intermediate receiver and the R. C. A. line of radio outfits. The side of the folder on which the address of the prospect appears bears the legend: "Happiness Right Out of the Air for You." This curiosity stimulator impels the recipient to open the folder, where the real message strikes the eye. On the right-hand margin of the opened piece of publicity appear reproductions of various models of Victor and Sonora instruments and on the left-hand margin are pictured several models of the radio receiving units handled by the firm. Below a large heading: "Phonograph or Radio Offers Perfect Enjoyment," there are two columns of text, one devoted to talking machines and the other to radio, as follows:

"The wealth of happiness and pleasurable satisfaction that a phonograph brings to your home!

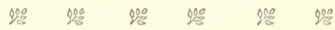
"The golden voice of Caruso, the appealing charm of John McCormack, the strains of soul-stirring Sousa Marches, or the scintillating syncopated dance rhythms of Paul Whiteman's Orchestras.

"All are yours to enjoy, to revel in to your heart's content.

"We have assembled in our phonograph department a noteworthy collection of the best instruments.

"Here you may find out by actual test and comparison the particular instrument best suited to your individual requirements.

"A moderate initial payment will give you immediate access to the World's Greatest Music and Musicians. The balance may be distributed in convenient amounts extending over a period of many months."



"What's on the air to-night?"

"A complete Broadway Musical Comedy—a celebrated speaker—an operatic concert—dance music—and a long list of items of fascinating interest.

"Day and night the air is full of good things for the Radio owner.

"The Radio is far more than a musical instrument.

"It brings a world of information on timely topics that are always interesting and instructive.

"The Radio instruments at the Sterling store have been chosen for their simplicity and all-round reliability.

"And, if you wish, we'll install your Radio for you complete, ready to 'tune in.'

"We should like to demonstrate how easy it is to operate and derive a maximum amount of pleasure from the 'air.'"

The opened folder also discloses a self-addressed post card, the text and form of which, abbreviated, is reproduced below:

STERLING PIANO CORP.
81-87 Court Street
Brooklyn, N. Y.

Please send me full information regarding
 Talking Machines
 Radio

(If you have any preference as to make or model indicate it on the line below.)

.....
 Name

.....
 Street Address

.....
 City

The Sterling Piano Corp., in addition to selling many talking machines, does a large business in pianos and E. L. LeTure, manager, believing that these satisfied piano customers are

good talking machine prospects, has reached out after this business by sending the piano customer the following letter on its regular stationery and signed by the manager of the talking machine department:

"Some time ago we had the pleasure of selling you a Piano. The transaction was so satisfactory from our standpoint, and we hope from yours as well, that we are anxious to extend these pleasant business relations.

"You have undoubtedly found a great deal of pleasure in your piano, but even a piano has its limitations.

"Doubtless you have frequently desired vocal, violin or orchestra music—some form of music which it is not possible to obtain from your piano. With a Victrola every musical longing can be satisfied.

"With it you can enjoy such artists as Caruso, Gallucchi, McCormack and Melba; and can also have Sousa's Band, Victor Herbert's Orchestra and other famous musical organizations. These artists are under exclusive contract to perform only for the Victor.

"Then there is the little dancing party, in your own home, with perfect dance records supervised in the making by such great exponents of modern music as Paul Whiteman. These are just a few of the possibilities of the Victrola. Allow us to convince you at our expense of the pleasure you can obtain from this wonderful musical instrument.

"May we have the pleasure of seeing you in our Victrola Department soon? Let us explain to you our easy method of purchasing a Victrola on the deferred payment plan. We would like to show you the beautiful instruments that may be had to suit every purpose. Very sincerely."

This tie-up with piano customers has resulted in the sale of many talking machines, the sales coming the more easily because these prospects were already satisfied customers of the house.

Another clever piece of direct-by-mail work, designed to interest people who are already customers as well as those who have never purchased from the Sterling Piano Corp. and which has been productive of big results, is the following letter:

"Everyone loves Music! That is why we feel that you, as a valued patron and friend of our store, will be interested in knowing about our Victrola Department, to which we cordially invite you.

"You will find this Department splendidly equipped with all the latest Victrolas and thousands of Victor Records. You will also find an intelligent sales force anxious and willing to assist you in every possible way in selecting the instrument or records you may desire.

"Won't you come into our Victrola Department the next time you are in our neighborhood? You will be surprised at the easy terms of payment we will be happy to make you on any instrument you may select.

"If it is not convenient to come into our store mark on the enclosed post card the outfit you are particularly interested in. Mail it to us. Full information will be sent you immediately and without any obligation on your part. Very sincerely."

"P. S.—If you own a Victrola and are not buying your records from us, begin now to use our service. Our stock is complete. Each record we sell you is guaranteed to be in perfect condition and we will be pleased to open a charge account for you in purchasing records."

As has been mentioned in the introductory paragraph the Sterling Piano Corp. is one of the successful music houses in the metropolitan territory, and what is of even greater significance is the fact that this firm's business is steadily increasing. Direct-by-mail has played an important part in the development of this business and it is certain that what has been accomplished by one live dealer can be duplicated by others. There are several important factors which must be considered by the dealer who contemplates a drive of this character. These include the type of people to whom the literature is to be sent and preparation of copy accordingly, appropriation (if the appropriation is very small do not send out cheap literature in an effort to reach a great many people. Quality is necessary even if the mailing must be limited as a result), follow up of prospects; upon the latter depends the ultimate result of the drive.

Ernest J. Lavagnino has purchased the music store operated in Sonora, Cal., by A. McDowell under the name of the Oakdale Music Co.



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 1923-1924

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



New Kennedy Radio Sets In Beautiful Furniture Models

THIS is the first of the new Kennedy Furniture Model radio receivers—of particular interest to music dealers. They mark the perfection of radio sets, for, added to their appealing exterior beauty—their purity and harmony of design—are many other characteristics which make them especially desirable as radio furniture.

Each is a completely self-contained unit, with ample internal space for all dry batteries. The absence of “extras” makes stocking, displaying and selling easy.

And, added to the profit and prestige in handling Kennedy radio sets is the assurance of perfectly satisfied customers. Far-seeing music houses, recognizing the value to them of being appointed exclusive dealers for Kennedy sets are applying for exclusive territories.

If interested in a profitable radio business, whether or not you are in a position to assume exclusive agency, write for further details of the new sets and merchandising policy.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS SAN FRANCISCO

THE KENNEDY MODEL X

Beautiful hand-rubbed Mahogany Cabinet with Satin Wood and Ebony inlay. Extremely simple to operate, yet maintaining the Kennedy standard of selectivity. Only two dials—one for “tuning in,” the other to control sound volume. Two stages of audio amplification. Built-in loud speaker. Control panel of highly polished black Formica. Gold-plated metal trimmings on front—including dials. Responds to all broadcasting wave-lengths. Price, complete with three dry-battery tubes, adapters for any standard tube, all dry batteries, Kennedy phones with plug\$285.00

All Kennedy Radio Receiving Sets are regenerative—licensed under Armstrong U. S. Patent No. 1,113,149.

K E N N E D Y

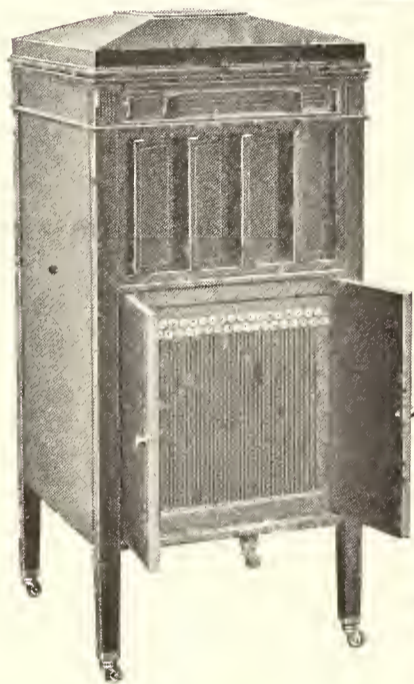
The Royalty  of Radio

The new Columbia in a complete line



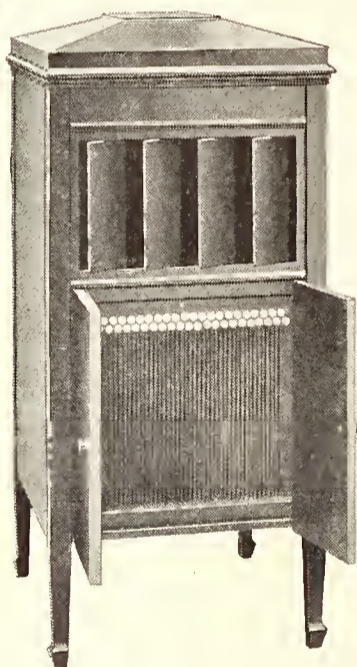
New Columbia
MODEL 240—\$75

New two-spring motor. New Reproducer. Finished in Red Mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.



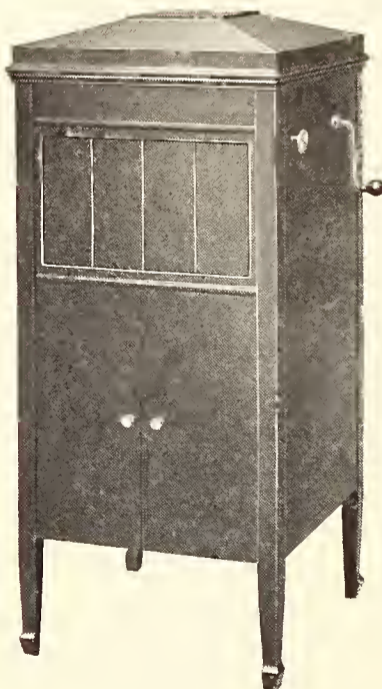
New Columbia
MODEL 441—\$165

New three-spring motor, New Non-Set Automatic Stop and new Reproducer. Push button ejector for records. Finished in Red Mahogany or Brown Mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.



New Columbia
MODEL 421—\$115

New three-spring motor. New Reproducer. Record compartments with push button ejectors. All exposed metal parts nicked. Finished in Red Mahogany or Brown Mahogany. Exclusive tone-control leaves.



New Columbia
MODEL 420—\$100

New three-spring motor with the new Reproducer. Shelves for records. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. All exposed metal parts in nickel. Exclusive tone-control leaves.



New Columbia
MODEL 340—\$120

New three-spring motor with new Reproducer. Shelves for records. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany and Golden Oak. Exclusive tone-control leaves.

IN addition to the consoles, The New Columbia comes in a wide range of upright styles—each a masterpiece of the cabinetmaker's art—each with the mechanical refinements which place The New Columbia in a class by itself.

The *motor* is new. It runs with the precision and accuracy of a fine watch. An ingenious system of oil tubes lubricates all the important bearings. Highly tempered steel springs deliver an even flow of power, which gives the motor an unvarying rate of speed.

The *new non-set automatic stop* is sure in its action. The *automatic tone-arm start* is another brand new Columbia feature. The motor starts as soon as the tone-arm is moved over to place the needle on the record.

The *new reproducer*, with its patented cushion springs, eliminates the blast and blurred tones from the reproduction, even on the highest soprano notes and on the heavy instrumental bass.

The *tone leaves*, an exclusive Columbia feature, scientifically control the volume of the music without losing the value of the different tones.

The New Columbia, both in console and upright models, is an instrument which you can enthusiastically present to your customers.

COLUMBIA GRAPHOPHONE

the most perfect phonograph ever built of upright models

**New Columbia
MODEL 450—\$175**

New four-spring motor with New Non-Set Automatic Stop and new Reproducer. Shelves for records and an extra record capacity in the back of the cabinet. Finished in Red Mahogany, Brown Mahogany and Walnut with all exposed metal parts in nickel. Exclusive tone-control leaves.



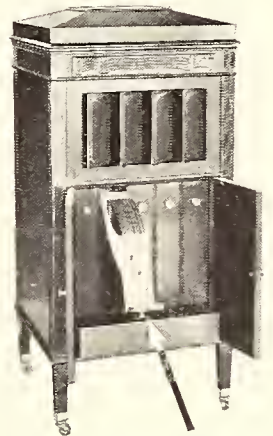
**New Columbia
MODEL 430—\$125**

New three-spring motor with New Non-Set Automatic Stop and new Reproducer. Shelves for records. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



**New Columbia
MODEL 460—\$225**

New four-spring motor with New Non-Set Automatic Stop and new Reproducer. Records are stored in novel filing device, with an extra record capacity in the back of the cabinet. Finished in Brown Mahogany or Walnut, with all exposed metal parts in gold finish. Exclusive tone-control leaves.



Novel filing device in front, and extra record space in back of cabinet—\$225 Model.



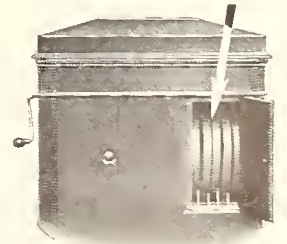
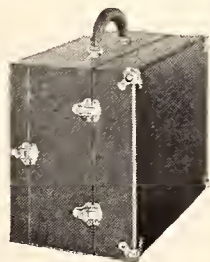
**New Columbia
MODEL 440—\$150**

New Reproducer. The new three-spring motor, with New Non-Set Automatic Stop. Shelves for record storage. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



**New Columbia
MODEL 140—\$50**

New one-spring motor. New Reproducer. Finished in black fabricoid with nickel trimmings. Record drawer with a capacity for eight records. Exclusive tone-control leaves.



COMPANY . . . NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

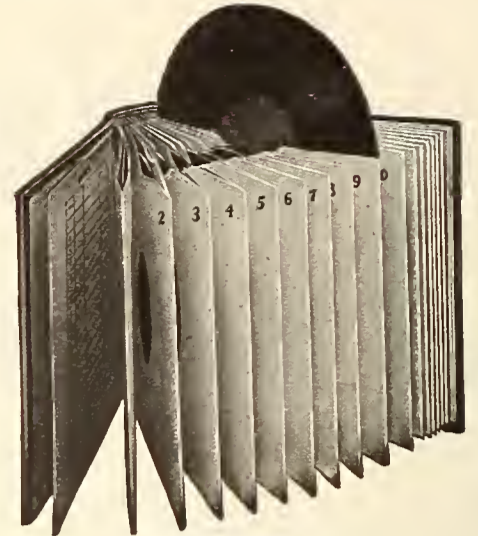
To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

C. C. ALEXANDER WITH J. K. POLK

Becomes Member of Sales Staff of Wholesale Phonograph Division of Atlanta Distributor

ATLANTA, GA., September 5.—P. C. Brockman, sales manager of the wholesale phonograph division of James K. Polk, Inc., Southeastern distributor of Okeh records, Honest Quaker main springs and repair parts, and other talking machine accessories, announces the recent appointment of C. C. Alexander as a member of the company's sales staff.



Mr. Alexander, who has been connected with the Polk organization for the past year, is thoroughly familiar with the many lines distributed in the Southeast by this company, and it is expected that he will make many friends among the talking machine trade within a short time. He is now on an extended trip in Alabama and Florida and reports business as being good in this territory, stating that prospects are very bright for the big Fall and Winter season, for which the trade in this territory is making preparations.

NEW EDISON FRANCHISES GRANTED

Phonograph Corp. of Manhattan, Edison Jobber, Predicts Busy Fall Season

Among the new Edison accounts established by the Phonograph Corp. of Manhattan, Edison jobber in the metropolitan district, are Roseville Music House, Newark, N. J.; George Brooks & Co., Sommerville, N. J., and Graham Music Shoppe, Jersey City, N. J. This company reports a good business among its dealers for the month of August and an excellent outlook for the Fall. In the mining districts of eastern Pennsylvania the dealers are exceedingly well pleased over the settlement of the coal strike and, as a consequence, wholesale orders are coming in far in excess of those placed a year ago at the same time.

KOCHANSKI TO TOUR COUNTRY

Popular Polish Violinist and Vocalion Record Artist to Make Recital Tour

Paul Kochanski, popular Polish violinist, whose first Vocalion record was released recently and who is to record for this company exclusively in the future, has completed plans for a transcontinental recital tour, upon which he will start early in October. An interesting feature of the tour will be the use by Mr. Ko-

chanski of an inlaid Stradivarius violin declared to be one of three made by the great master for the Court of Madrid, and which was used at one time, it is said, by the famous Ole Bull.

Kochanski's full itinerary will be announced shortly and dealers in Vocalion records will have an excellent opportunity for tying up directly with his appearances in the various cities.

I. RIESENBURGER RETIRES AS DEALER

Popular Victor Merchant Sells Business to Jack and William Abrams—Store Redecorated

Irving Riesenburger, furniture dealer in Flushing, L. I., for about twenty-five years and exclusive Victor retailer, has decided to retire



J. J. Davin, J. J. Abrams and I. Riesenburger from active business and enjoy life. In pursuance of this idea he has sold out his entire business at 27 Main street to Jack J. and William Abrams, brothers, who conduct eighteen furniture stores in New York City and nearby towns. They have been in business for the past twenty years, and are well known in retail circles.

A new double-deck front is being added to the store occupied by Mr. Riesenburger, which will add materially to the window capacity. The new owners plan to institute an aggressive campaign, featuring the Victor line, and their long experience in the retail field will undoubtedly enable them to attain pleasing success in their new proposition.

Mr. Riesenburger is retiring with the good wishes of a host of friends. He was recently elected a director of the Queensboro National Bank of Corona, and he is also a director of the Business Men's Division of the Flushing United Association. According to his present plans Mr. Riesenburger will visit California this Winter, accompanied by his wife and son.

A new talking machine store was recently opened in Broughton, Pa., by Harry Goldman.



FOR THE FIRST TIME,

since last September, we are in a position to establish a few more Edison Dealers in the Metropolitan District.

OUR POLICY,

during a shortage, is to give all goods possible to the merchants who have been Edison Dealers and who have previously spent their time and money in working up sales and prospects.

CONSEQUENTLY,

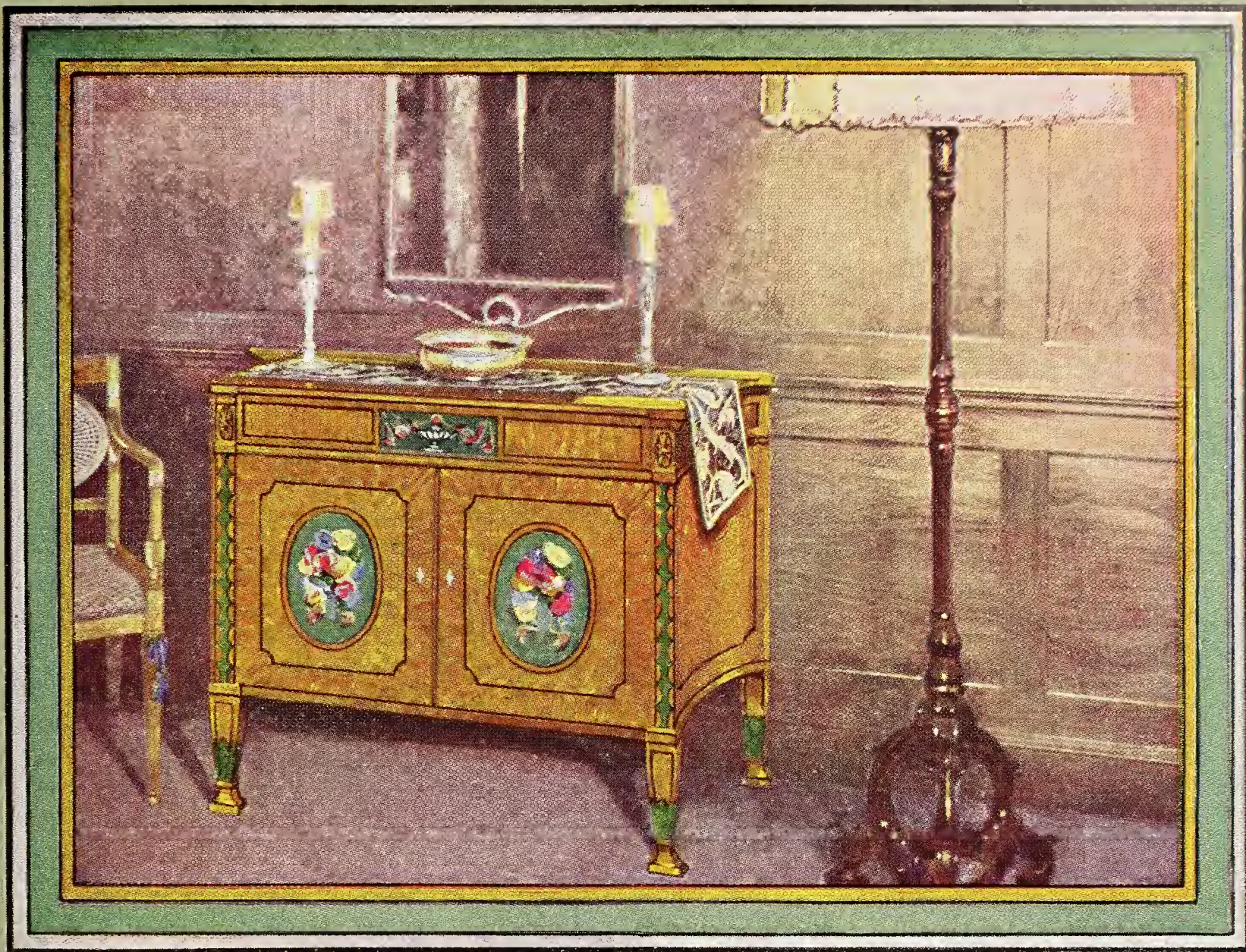
and because we are now making up our Fall and Winter requirements, we invite inquiry from merchants who are located at good trading points, who believe in fair profits and who consider quality necessary to success.

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey



Aeolian-Vocalion, in commode of Adam design, constructed of satinwood with delicate inlay, the two doors decorated with floral plaques. Designed and executed by Tiffany Studios of New York

THE Aeolian Company produced the first period phonographs, which set a standard in the phonograph field that demanded that these instruments be as beautiful to see as to hear.

The Aeolian-Vocalion, constructed on principles developed by the world's leading experts on reproduced tone, had gone a long way to banish mechanism in favor of music. The Aeolian classic period styles set this instrument in a worthy, artistic cabinet and a new era began for phonographs.

THINK what it means when you use the superlative sales phrase—“The World’s Most Beautiful Phonograph”—to have your statement endorsed by the greatest designers, craftsmen and decorators.

This innovation gives Aeolian representatives an unquestioned lead in the luxury market. Think of the many homes where an



Aeolian-Vocalion, in a cabinet of the Queen Anne Period, walnut, enriched with comino wood burr. Designed and executed by W. & J. Sloane, New York



Aeolian-Vocalion (early Georgian Period). The cabinet is decorated with silver leaf, lacquered, the base is hand-carved and finished in English silver gill, glazed. By Wm. Baumgarten & Co., Inc., New York

ordinary phonograph case would be out of keeping with elaborate plans of decoration. Think of the many anniversaries, weddings, etc., when an ordinary cabinet would seem inappropriate.

These are the opportunities which are open to Aeolian-Vocalion dealers through the creation of these classic period models, designed by the world’s leading decorators and craftsmen.



Aeolian-Vocalion (Queen Anne Period)
 This case is of mahogany with panels of walnut
 and burl redwood. Hand carving

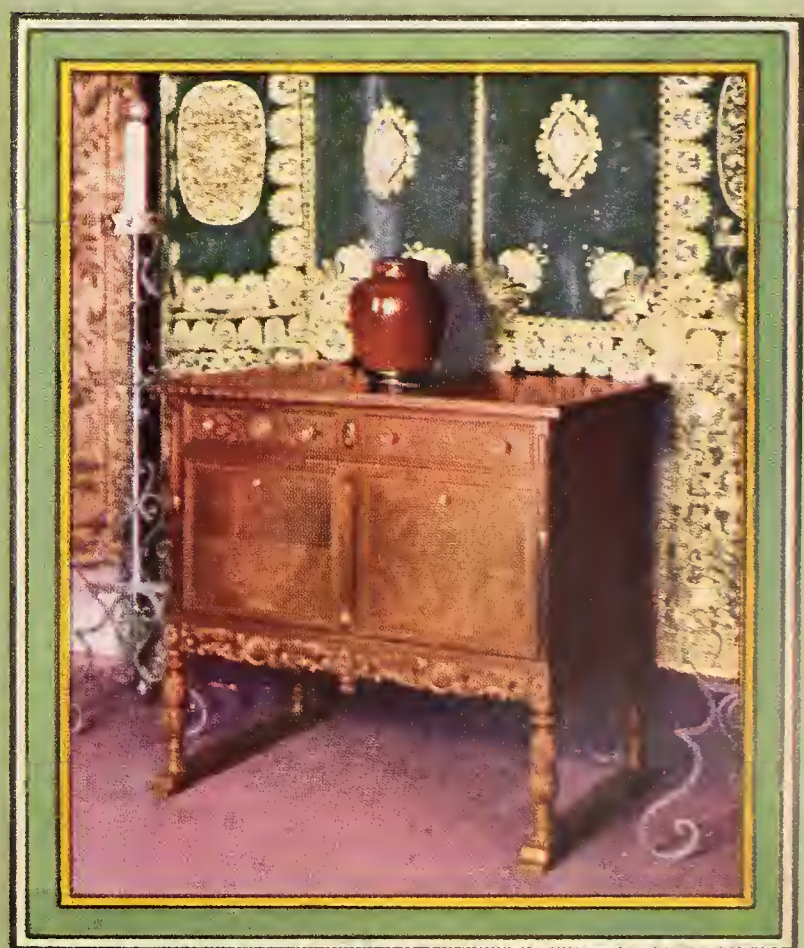
STUDY these authoritative art models and you will realize that The Aeolian Company has again pioneered in creating a new standard of perfection by placing the Aeolian-Vocalion in the lead as the most musical and the most beautiful of phonographs.

During 1923 still another stride has been taken, and to fill the demand for a musical instrument which would grace the most magnificent

home, The Aeolian Company ordered designs from the World's Leading Interior Decorators and Designers.

The results are an artistic triumph and include models conceived by—

The Tiffany Studios, Charles of London, D. H. Hess & Co., Wm. Pierre Stymus, Jr., Inc., W. & J. Sloane, Wm. Baumgarten & Co., Inc., H. F. Huber & Co.



Aeolian-Vocalion (Florentine). The exquisite technique of the Italian master craftsmen well exemplified. In walnut, with polychrome band decoration

The AEOLIAN-VOCALION

*The phonograph which offers the dealer the advantage of
exclusive distribution in each city*

The only phonograph which has the sales advantage of being manufactured by the world's leading musical instrument manufacturer.

The increased demand for Aeolian-Vocalion Phonographs offers several opportunities for representatives in newly opened territory.

WRITE FOR OUR 1923-24 PROPOSITION



*Aeolian-Vocalion (Italian Period)
A graceful and well constructed cabinet typifying
the austere charm of the period. In shaded walnut*

THE AEOLIAN COMPANY
AEOLIAN HALL - NEW YORK

LONDON

PARIS

MADRID

SYDNEY

MELBOURNE

Undeveloped Fields in "Talker" Selling

New Opportunities for Making Sales Await Alert Retailers—
Possibilities in Group Sales of Instruments—Men as Prospects

One of the most vital considerations in the talking machine retail business is the securing of new live prospects. Every member of the trade must be on the alert for new avenues of sales and a never-ending campaign is necessary to make the prospect list worth while. It is astonishing how few merchants really make any serious effort to secure new potential customers. In a canvass made by the writer covering about a dozen dealers only one made any effort to get prospects and three utilized the services of skilled outside salesmen to make the personal contact which so often leads to sales. Another significant factor was the assertion by these three dealers that they only occasionally made personal outside calls or had their salesmen do so; nor did any of them utilize direct-by-mail to come in contact with their prospects. According to their own statements they made no effort to secure new prospects, but depended chiefly upon the recommendations of former purchasers and their advertising for new business. It is significant that all of these dealers with the exception of the one who made an effort to dig up new prospects and then followed the matter up in an aggressive manner were more or less affected by the Summer slump.

Time and time again The World has published articles showing how live dealers have achieved success and done a large business through some systematic method of adding new names to the prospect list and then going after this potential business through direct contact, direct-by-mail, etc., etc. There are any number of ways in which the dealer can keep his list up-to-the-minute with comparatively little trouble. Of course the real stunt is making the sale and here the dealer must use his own initiative.

Making Group Sales of Machines

There is nothing new in the group sales plan in other lines of business and it has been tried in the record end of the talking machine business with considerable success. In fact, the so-called "group" sales plan is receiving more and more attention from the most successful members of the trade. This applies to records only, however. As far as machines are concerned, little or no effort has been made to

make group sales. Yet, there exists an unparalleled opportunity for this type of sales promotion work. Take, for example, fire houses: Much of the time of the firemen is spent in lolling around the headquarters with comparatively little to do between alarms. Here is the best kind of a prospect. A live salesman should have very little trouble in selling machines to every fire station in his community and those in surrounding towns and villages. If he takes a good machine with him, sets it up in the fire house, makes a thorough demonstration and explains a plan to the firemen whereby they can all contribute a small sum to pay cash or purchase on the instalment plan, he is pretty certain of making sales. Moreover, he makes a contact with the firemen which, with tactful questioning, enables him to determine which members of the organization do not possess instruments in their homes and while the men are all together he may be able to close two or three additional sales of machines for delivery in homes. School teachers offer another similar opportunity and this also goes for the police department and other city departments where there are groups of men.

Men as Prospects

In the past talking machine dealers have concentrated largely on women as prospects on the theory that the woman of the house is the deciding factor in such matters. In a surprisingly large number of instances such is not the case. The breadwinner of the household often offers the best opportunity of making sales, and, therefore, he should not be left out of the scheme of things. A man will often buy a machine on the strength of the argument of the salesman that he owes it to his wife and children to increase their enjoyment of life by providing them with music, etc. Then, again, many factories and business houses these days provide rest rooms for their women employes and in a large number of business organizations there are recreation rooms. A canvass of the larger factories and business houses in the community where the dealer has his establishment and adjacent territory will add many fine prospects to his list. The head of a business to-day realizes that happy employes are the best producers and the business man has intelligence

enough to see the point when the salesman for a talking machine house points out that music is one of the best means for insuring happiness and contentment on the part of employes. In addition, through the sale of an instrument to a business house, the fact that employes see and play the instrument constantly impresses on their minds whether the instrument is good, bad or indifferent. If the dealer handles a standard line of goods there is no reason why other sales should not be made to employes, the instruments to be used in their homes, of course.

Only a Few of Many Opportunities

These are only a few of the many opportunities which await the live dealer and, moreover, these fields have been largely neglected. There are many other methods of securing new business which the dealer will unearth if he sets his mind to it. Thought translated into action is the thing. With the keen competition existing in the talking machine business to-day the dealer, if he desires to grow, must not let any opportunities slide for securing new prospects and then following up energetically until the sale is made or lost. Remember, every sale of a machine means just so much gain in record and accessories business. Before this can be realized, however, the machines themselves must be sold and it is absolutely certain that the dealer who does not have energy enough to go after business will not expand to any great extent, considering present competition.

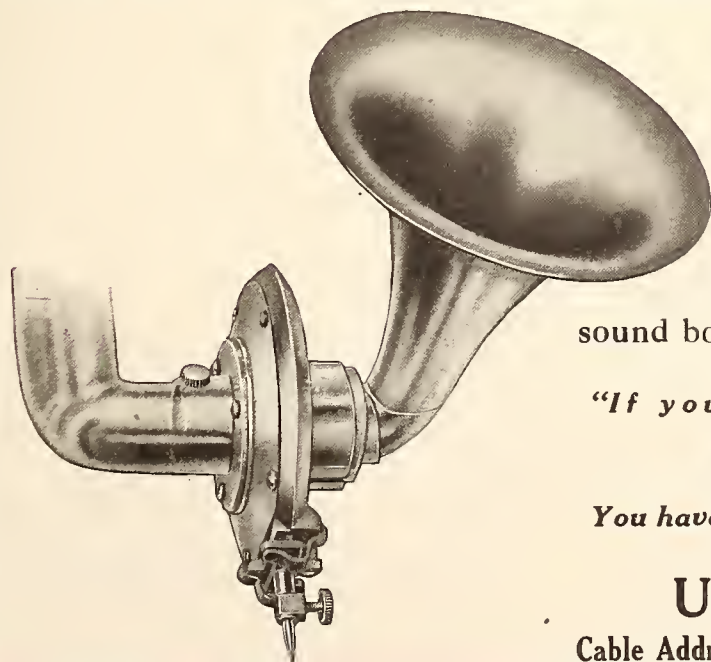
JOINS OKLAHOMA T. M. CO.

R. A. Hickerson Elected Secretary and Treasurer of Victor Wholesale House

OKLAHOMA CITY, OKLA., September 1.—R. A. Hickerson, who has had long experience in the retail field and in the promotion of sales generally, has joined the executive staff of the Oklahoma Talking Machine Co., Victor wholesalers, with headquarters in this city, in the capacity of secretary and treasurer. Mr. Hickerson will devote his efforts especially to co-operating with Victor dealers in this territory in the arrangement of their stores and in their selling campaigns.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



Adaptable to all machines. Incomparable for dancing. Doubles the volume, yet improves the quality and detail. Invites comparison with any sound box on the market.

*"If you haven't heard the
ADD-A-TONE
You haven't heard your machine"*

UNIQUE REPRODUCTION CO., Inc.
Cable Address, "Addatone" N. Y. **32 Union Square, New York**

Mr. Herman Segal,
Unique Reproduction Co.,
New York City, N. Y.

Dear Mr. Segal:

Thanks very much for your promptness in sending to us the 50 Add-A-Tones ordered. We understood, of course, that you were closed Saturday and were very pleased to receive the merchandise Tuesday, enabling us to fill some special rush orders.

While business is extremely slow in Philadelphia, due to the extreme heat, the Add-A-Tone is still going strong. It seems to be a year-round seller and independent of summer and slow seasons.

Yours very truly,

FOX PHILADELPHIA COMPANY,

L. R. Fox.

Making Every Employee a Prospect-Getter

How Lyon & Healy, Inc., Enlisted Every Employee As a Prospect-Hunter, Realizing 6,000 New Names and \$450,000 in Business

In every retail music house there is a latent selling force which too often the head of the concern fails to encourage, to the detriment of his sales volume. That force is the personal contacts of all employes on the payroll. Whether it be the office boy or the store porter, the head of a department or some other equally important executive, each one of them has a large number of personal contacts which, if properly utilized, can be made to create sales. A store having any number of employes can thus reach a considerably large number of people who in many cases are not touched by the regular sales force and a considerable number of sales can be made that otherwise would go to competitors, or not be developed at all.

But this latent sales force does not spring into activity of its own volition. It must be brought into existence, that is, active experience, through the action of the house itself. Many of the

percentage of those who are sold is high, as any music man can see. C. H. Anderson, secretary of the company, recently described this system in the Retail Ledger as follows:

"It never seemed good business to ignore the fact that our 1,000 employes must continually come in contact with relatives and friends who need pianos and other musical goods, or hear of strangers who might be interested.

"This idea, growing all the time, caused the president, Marquette A. Healy, to inaugurate a plan in the early part of 1921 which would offer an incentive to employes of the non-selling divisions to use their eyes and ears for the benefit of the sales staff. Mr. Healy gave the crude idea to a member of the sales staff and myself to develop.

"At the start there were arranged thirty teams of eight employes each, including a captain for each team, the team captain selecting his own

figures mentioned at the start of this article. This is due partly to the fact that the team captains are in position to keep the interest alive, the captains being chosen because of their interest in the plan, their ability and the attitude of the employes toward them.

"Team captains make it a point from time to time to ask their team-mates about prospect cards and in this way the stream of cards is never allowed to slacken. When sales show the need for a stimulant they can be helped by using effort along this line.

"'How about filling out a card for us to-day?' a team captain asked a young woman in a department on his floor a few months ago when the prospects were not coming in as they should. This young woman did not like to fill out a card. She took one to hold until she could think of a name. Later she recalled that a few days previously she heard a woman mention the fact that a relative of the woman would have purchased a second-hand piano of a neighbor had she known of the instrument being for sale. The young woman lost no time in getting the required information over the telephone from her friend. She filled out and filed a card and the salesman did the rest. This opportunity might have been overlooked.

Commissions Paid Cheerfully

"This organized effort to solicit prospect names from employes was not used much prior to August, 1921. As a matter of fact, very little encouragement was given the employes to seek business on their own time.

"We found it to be of sufficient interest to employes for them to know that they would receive their commission without any difficulty and that they would not have to resort to argument to prove that they were entitled to the commission. Lyon & Healy let them see that the store was glad to pay the commission. Employes were assured that every effort would be made to close the sale for them.

"One of the strongest factors in retaining the support and interest of the employes is that the department is directly controlled from the executive office. It assures the employes a fair deal and, from the other angle, serves as a lever on our sales departments to give the proper attention to prospects filed.

"A glance at the prospect card shows it to be self-explanatory. As soon as an employe hears of a prospect for any of the merchandise that we sell he secures a card from his team captain or sub-captain and fills it out in duplicate. When he receives this pair of cards the captain makes out one for his own file, sending the first two to the executive office, which is the headquarters for the Inner Sales Division.

"'John Johnson' filed the specimen card reproduced on May 15, showing that 'John Smith' is a prospect for a piano. On the reverse side of this card appear notations showing the progress of the follow-up and the results of the case. The promptness and thoroughness with which prospects thus secured are handled impresses the employes with the fact that it is an important part of the business.

"These notations, typical of many actual cases, show that on May 16 and 17 our sales department called on this prospect. On May 25 we had not received a further report on this prospect, so a tracer from the office was sent. The final form shows the result of the tracer—on May 27 a piano was sold for \$1,425, less the credit from an old piano accepted in trade for \$125, leaving the net sale \$1,300. The commission of 5 per cent would amount to \$65, which would be due on or before June 15, as this was a cash sale.

(Continued on page 22)

Lyon & Healy, Inc., Employees' Prospect Cards

leading music retail houses of the trade have studied this question carefully and have developed plans whereby this auxiliary selling force has been a consistent factor in creating volume. Such houses as Sherman, Clay & Co., the Pacific Coast chain, the Knight-Campbell Music Co., of Denver, Col., have worked out and have in operation plans which make practically every employe on the payroll a constant source of prospects, through offering commissions and other remuneration to employes who turn in prospects that are ultimately sold. In every case this system has proved profitable, not only in direct results, but in creating a better spirit among the employes, in linking them more closely with the house and developing that feeling of solidarity which is one of the most valuable factors in any organization.

The Lyon & Healy System

Lyon & Healy, Inc., of Chicago, is one of those houses which have carried this system to its greatest development and which have thus received the greatest results from it. It is stated that the "Inner Sales Division," as it is termed, has received \$25,000 in commissions since August, 1921, which represents a great total of sales directly traceable to that work. During that time the names of 6,000 prospective customers were turned in, of which 20 per cent were sold \$450,000 worth of merchandise. Names, it is stated, come in from this division at the rate of from 200 to 400 per month, and

members. Individual meetings were held each day until all had been instructed as to how to obtain prospect names and the amount of the commission.

"Captains" on Each Floor

"Since then a more practical and more successful arrangement has been made. Now the Inner Sales Division is divided into floors, one team to a floor, because of the fact that each floor is devoted to one line of goods or closely related lines in one group. One employe on each floor is responsible for instructing new people as to the system and the general history of the division. He also accepts prospect cards. If the floor carries a large number of employes the captain will have a sub-captain to assist him. In addition to this instruction, the personnel department assembles employes who have joined our organization during the last few months, and I give them a short talk on the history of the Inner Sales Division and the benefits they may derive.

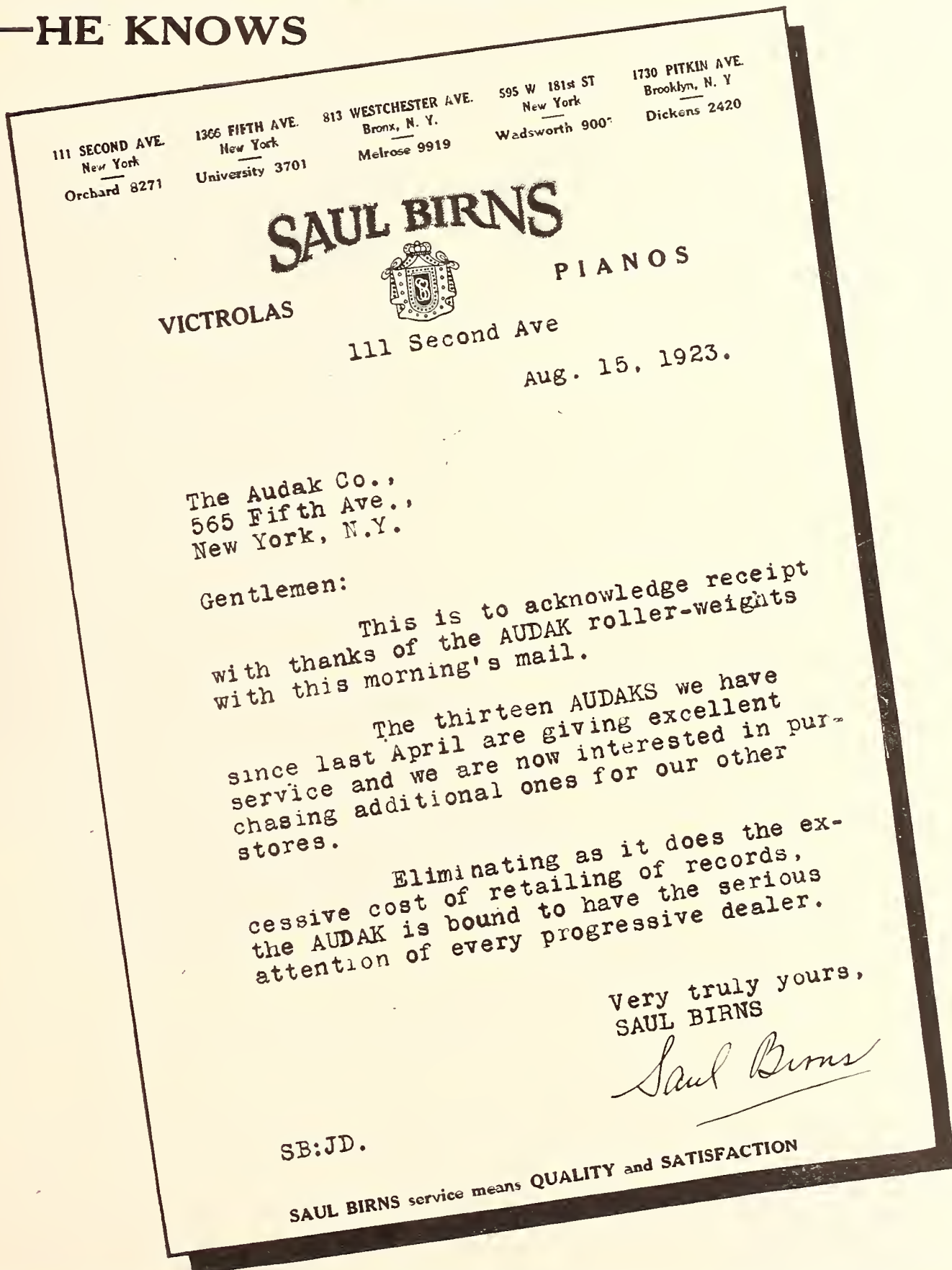
"We allow a captain a commission of one-half of 1 per cent on all sales secured from prospect cards turned in by employes on his floor and the commission to the employe who turns in the card amounts to 5 per cent of the net amount of the sale.

"This plan has proved to be most satisfactory to both employes and the store. Where we had only forty-six prospect cards in three months in the first tryout, they jumped to the higher

Read What This Progressive and Highly Successful Merchant,
Operating Several Stores, Has to Say About

REDUCING COST of Selling Records

—HE KNOWS



AUDAK IS Recognized as the greatest modern step forward toward the reduction of
the cost of selling records and bringing the increased profit to the Dealer,
which, today, he must have.

Write for Details of This Modern System for Selling Records Without the Use of Booths

AUDAK CO., 565 Fifth Ave., New York



The Counter Display Stand

Minger says

Gilt Edge Dealers Can Readily Double, Even Triple, Last Year's Business

Our sales in the past six months have quadrupled last year's entire total. What other item can boast of such success? It proves conclusively that wherever introduced the public wants

GILT EDGE

The Needle That Plays 10 Records

The Counter Display Stand is the salesman that does all the talking. It will stand out above any other display. With it comes an assortment of (40 Loud, 20 Extra Loud, 20 Medium, 20 Dance tone) 100 packages of 10c sellers, total \$10. The entire outfit costs you \$5.00, a profit of 100%.

Reflexo Blue Steel Needles Are an Innovation for Music Lovers

Plays any tone (soft, loud or medium) with a little twist of the needle. Order a sample Display Stand of 100 packages. Sells for 15c—total \$15.00. Cost \$7.50. Test it.

Write for Samples
Order from Your Jobber

The Counter Display Stand



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

EMPLOYEES AS PROSPECT-GETTERS

(Continued from page 20)

"On term sales, as soon as 25 per cent of the net sale has been paid the commission of 5 per cent is paid to the employe turning in the prospect card that led to the sale.

No Duplication of Prospects

"Before a card is turned over to the sales department—such as pianos, phonographs and so on—a search is made to learn whether or not a prospect card has been turned in previously covering the same prospect by another salesman or non-selling employe. If the prospect has already been handed in the card is returned to the Inner Sales Division and the employe who turned it in is told immediately that the name is already on file. This forestalls any feeling of unfairness and gives early opportunity for any adjustment of the matter.

"If no record is found of the name as a prospect it is given to the sales department interested and followed up as closely as the example mentioned previously.

Aid in Closing

"Sometimes the salesman following the case suggests that the employe turning in the name can be of help in closing the sale, and in such a case the employe is so advised and his or her aid solicited. The salesman may report that the prospect is not interested and advise that the card be put in the 'dead' file. In that case the employe turning in the card is so notified and asked to co-operate with the sales department, a plan that has resulted in many 'dead' prospects being revived by employes.

"Each day there comes to the Inner Sales Division a list of the sales made in each department and a young man in this office compares the names on these lists with the prospect card file, in order to pick out the sales that are the result of these Inner Sales Division prospect cards. In each case thus found the young man makes a notation on the reverse side of the prospect card and places it in the sales file. The floor captain is then notified that a sale has been made for one of his members.

"At the end of the month the young man delivers the cards to the accounting department where the number of payments made on each account during that month are listed. Thus this office learns when 25 per cent of the net sales amount is reached. We do not ask the employe to call at the cashier's desk to ask for his commission, nor is he compelled to put up any argument with us as to what is due him. As soon as the required 25 per cent is reached we bring the money to him. This practice has earned for us a great amount of good will among the employes.

Helps in Selling Employes

"Running back to the early part of 1921 many firms doubtless will recall that when salaries were necessarily reduced it became difficult to retain the loyalty of employes. It was then that the first of our Inner Sales Division plans was launched. Now our employes are very much interested in this work. Owing to the fact that they are removed from selling activities we had some difficulty in selling the plan to our factory employes, but by holding monthly meetings to show them that the house is willing to pay them commissions for simply handing in the names of friends interested in our goods we have enlisted their co-operation.

"To keep the interest at a high point we hold floor meetings about twice a year. These meetings are addressed by Mr. Healy and by employes whose success in securing prospects' names has been very marked. Recitals of these employes as to how they handle the work stimulates others who might drift into indifference.

"One of the duties of the floor captains is to question the employe filling out the card with the idea of ascertaining whether or not it is worth sending a salesman to call or is just a name. This helps us to keep the percentage of live prospects to a high mark. As I have mentioned before, we sell about 20 per cent of the prospects received in this way.

Our A A A Quality
India Ruby Mica
DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

"Sometimes prospects come far in advance of the date the employe gives as the probable buying date, such as a birthday, a wedding, or graduation date. We set them in the files to come to attention about a week ahead of the date the employe sets.

"Employes are invited to call at the Inner Sales Division at any time to investigate the situation in regard to any cases they are interested in, and this scanning of reports sometimes helps them to help the salesmen on the job. Sometimes the employes themselves, on their own time, follow up the prospects. Sometimes they influence the prospects to come to the store. Probably one-third of the prospects who come to us in this way ask to see the parties who gave us their names. That fact indicates that the employes have been doing some talking for the store.

"Experience Meetings"

"When the 'experience meetings' of the employes begin to bring out the methods that have produced commissions for the successful, all of the employes can see that they come in contact with live prospects almost daily.

"For instance, a friend with an old piano that has outlived its usefulness can get a credit for it to apply on the purchase of a new one. But until the idea is suggested the friend of the employe interested never gives the matter serious thought.

"'We've got a fine piano,' a matron told one of our women employes, 'but we seldom play it.'

"'Why do you not secure a player-piano?' our employe suggested. 'You can secure credit for your piano—then you can have a piano that any of you can play, and pay for it on easy terms.'

"That started another prospect card that gave the outside salesman a chance to finish a sale.

"A boy in the community may be asking so strongly for a saxophone that his father is thinking of buying one for him—and if one of the Lyon & Healy employes happens to hear of it that means another prospect. A piano salesman may learn that there is no phonograph in the home where he has just sold a piano. Many times a sheet music salesman or a salesman in our small goods department will learn of a home that lacks a piano through the counter conversation with a stranger. An employe may put on a card the name of some friend or acquaintance's friend who is about to be married, to graduate or to celebrate a birthday. Perhaps some family known to an employe is about to move into an apartment or flat where the upright piano of the old type will be too large. In clubs, lodges, church circles and other circles our employes have always been hearing of prospects—our Inner Sales Division is encouraging them to make profitable use of their 'tips.'

Prizes Stimulate Effort

"Last year, during the month of May, as a special inducement to the employes we offered three prizes that stimulated prospect-getting! As the first prize a two weeks' vacation on full pay was awarded to the employe having the highest amount of sales; as the second, one week's vacation, and the third, four days' vacation. In order to participate an employe had to file at least five bona fide prospect cards. The members of our tuning department had to sell twice as much as an employe of any other department. Our sales chart for that May showed a substantial increase in sales and the effort and prizes were justified."

The CAMP=FONE

at \$**25**⁰⁰
List Price



Camp-Fone weighs only 15 pounds. Measures 14 x 11½ x 6, closed. Retails at \$25. Quick sales and liberal profits for live dealers.

Provides the retailer with a quality portable at a popular price. Three new factories were recently added to take care of the exceptional demand for the Camp-Fone.

The portable has proved an all year 'round seller and an excellent holiday number. The Camp-Fone provides a particularly attractive number for the Fall and Holiday seasons.

Our increased facilities enable us to sell more dealers. Write to us today for full details.

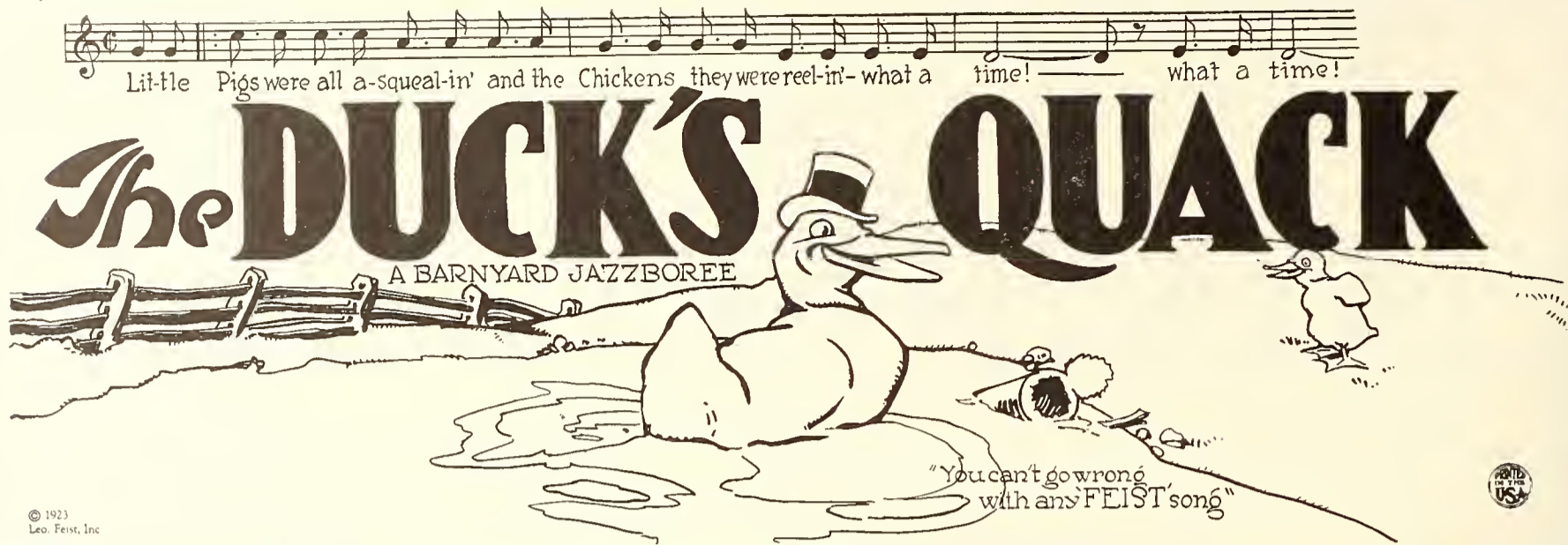
The **Camp-Fone** is a quick easy sale at \$25 because it looks like a lot more money. Handsome mahogany finish, hardwood case, trimmed in silver nickel, comfortable leather handle, 10 inch turn table, heavy-duty noiseless motor, triple weight governor, speed adjuster, needle cup with safety cover, sturdy 10 inch piano hinge with strong top holder catch. Equipped with album holding 6 records. The first high-class small portable ever produced.

HEALTH BUILDERS, Inc.

DEPARTMENT W 9

334 FIFTH AVENUE

NEW YORK, N. Y.



TO FEATURE RED SEAL RECORD LIST IN FALL CAMPAIGN

Victor Co. Announces List of 140 Red Seal Records by Noted Artists That Will Be Featured Specifically in October and November Magazine Advertising

CAMDEN, N. J., September 4.—In announcing to Victor dealers its advertising plans for the remaining months of the year, and particularly for October and November, the Victor Co. calls attention to the fact that in the October and November issues of the magazines which it customarily uses there will appear groups of records by twenty-seven of the leading Red Seal artists, the single and double-faced records of each selection being featured with equal prominence in the copy.

In view of the readjustment of Red Seal prices and the announcement of the double-faced Red Seal records this advertising program should serve to stimulate materially Red Seal business throughout the remaining months of the year and, for that matter, during the opening months of 1924.

As has already been announced, the new dou-

ble-faced Red Seal records will be offered to the public formally on or about September 21, and the daily newspapers will be used to carry the message to record buyers at that time. However, the October issues of a number of the national magazines featuring the special series of Red Seal records will in many cases be for sale on newsstands on the fifteenth of September or before.

One hundred and forty records in all have been selected for the special exploitation. They are divided into nine groups and the artists represented in the list include Paderewski, Melba, Kreisler, McCormack, Gluck, Rachmaninoff, Gigli, Galli-Curci, Elman, Chaliapin, Jeritza, Scotti, Martinelli, Bori, DeLuca, Werrenrath, Alda, Heifetz, Schumann-Heink, Farrar, Homer, DeGogorza, Samaroff, Zimbalist, Stokowski, Coates and Mengelberg.

CONDUCTORS' BATONS FOR TEACHERS

S. V. Goddard, of the R. S. Williams & Sons Co., Makes Some Interesting Suggestions for the Benefit of Music Merchants

S. V. Goddard, manager of sales and sales promotion for the R. S. Williams & Sons Co., Ltd., musical instrument manufacturer and importer and Edison distributor, of Toronto, Ont., makes the interesting suggestion that dealers handling band instruments and musical merchandise might take profitable advantage of the growing importance of music in the schools by going after teachers to develop the sales of conductors' batons.

Various boards of education, of course, provide long pointers for the use of teachers, these pointers being used for beating time to music, as well as for indicating items on the blackboard. Mr. Goddard maintains that the ordinary baton might prove much more con-

venient than a ruler, not only in connection with musical work, but in carrying on general classroom work where the teacher in moving about desires to point out errors.

Certainly a baton of convenient size would prove much more acceptable to the teachers than does a long ruler that for ordinary work is awkward to handle. It might be well for music dealers to give thought to the suggestion, for the sale of batons would not only mean a certain percentage of direct profit, but might be calculated to lead to a closer contact with the teachers and therefore to subsequent sales.

JOHN CARTWRIGHT ENTERS FIELD

GREENCASTLE, IND., September 4.—An attractive talking machine store and gift shop has been opened here by John Cartwright, of Delphi. This is the only establishment of its kind in the city and the Victor line of machines and records are featured exclusively.

CONFIRMS DE FOREST RADIO DEAL

Dr. DeForest Disposes of \$1,000,000 of His Stock to a Syndicate Headed by E. H. Jewett

Dr. Lee DeForest last week confirmed a report of the sale of approximately \$1,000,000 of his stock in the DeForest Radio Telephone & Telegraph Co. to a syndicate headed by Edward H. Jewett, of the Jewett-Paige Motor Car Co., Detroit. Mr. Jewett was elected president of the DeForest Co. about three weeks ago. The option held by the syndicate on the DeForest stock since last April was taken up at a conference in New York on August 23.

Besides Mr. Jewett, who also is the head of the Jewett Phonograph Co., the syndicate includes Frank W. Blair, president, Union Trust Co., Detroit A. C. Allyn; and Theodore Luce, of A. C. Allyn & Co., New York; William H. Priess, engineer of the DeForest Co.; Mr. McVey, banker, Cincinnati, and Bird & Sykes, brokers, St. Louis.

Dr. DeForest now holds 6 per cent of the DeForest Co., as against 86 per cent up to the completion of the deal. The company will complete with the Radio Corp. of America. Dr. DeForest said he would devote his time to his inventions. Under a contract these inventions will go to the company for a period of ten years.

PLAN EXHIBITS FOR TRI-STATE FAIR

MEMPHIS, TENN., September 4.—Talking machine dealers throughout the city are beginning to consider plans for exhibits at the Tri-State Fair which will be held here during the last week of this month. The Fair is always a big event in this city and from past experience talking machine merchants have found that these exhibits invariably are profitable. The Fair this year is expected to be the biggest ever held and the trade is anticipating big results from the displays.

WILMINGTON, DEL., FIRM CHARTERED

WILMINGTON, DEL., September 4.—The Automatic Repeating Phonograph Co., of this city, was recently granted a charter of incorporation under the laws of this State to engage in radio transmission. The concern is capitalized at \$1,000,000.

KNEISEL MUSIC CO. BANKRUPT

TOLEDO, O., September 3.—The Kneisel Music Co., of this city, band instrument and talking machine dealer, recently filed a petition in bankruptcy with assets given as \$12,900 and liabilities at \$8,453.

The Violin Spruce Reproducer Offers Two-Fold Sales Possibilities

ARE you taking advantage of the sales opportunity offered by the Violin Spruce Reproducer? Replace the present reproducer on your demonstrating machine with this beautiful instrument of Violin Spruce from far Alaska. The improved tonal qualities of your records will astonish your customers. The perfect reproduction will increase your record sales and create a demand for this wonderful reproducer.

Write us today for a trial instrument and allow us to tell you about our money-making sales franchise.

THE DIAPHRAGM COMPANY

1836 EUCLID AVENUE, CLEVELAND, OHIO.

New York Representative:
LOUIS JAY GERSON, 63 Reade Street

Chicago Representative:
ILLINOIS DIAPHRAGM CO., 208 N. Wabash Ave.

COTTON FLOCKS

.. FOR ..

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

Create Interest in New Phonograph Styles

Dealers Can Find a Profitable Field for Sales Among Owners of Talking Machines Bought Years Ago—Some Plans of Procedure

One great field for sales of talking machines which is neglected by too many dealers is that composed of people who already own instruments. It is safe to say that in every community there are many people who own talking machines which are of a type not suited to their needs. In other words, instruments that have become old, that were purchased when the family purse was smaller than at present, that do not harmonize with the rest of the furnishings of the home, etc. Proper canvassing and publicity methods will, no doubt, give the dealer a profitable return in sales of new instruments.

Opportunity in Selling Owners

Take the case of people who own old, and now obsolete, models of talking machines, or instruments which are not of standard make, discontinued models, etc. The very nature of the machine owned gives the dealer an entering wedge of the best kind for a good sales argument on why the latest model instruments are best. In the first place, the instruments produced to-day are more beautiful as regards cabinet work than ever before and in the last few years improvements have been made to the mechanical parts of the machines which make for much better musical reproduction. Here is an argument which few music lovers who own old types of machines will be able to resist if it is presented strongly enough. The arguments in favor of well-known talking machines of

standard make over those of doubtful quality and discontinued models are too obvious to need repetition.

Then there are the large number of people who managed to scrape enough money together to purchase a cheap instrument in the days when they were not so well off financially as they are at present. Now, it is a well-known fact that during the past year, at least, labor has never been so well paid nor so steadily at work. It necessarily follows that all classes of mechanics and tradesmen are now prosperous and well able to afford good instruments. The dealer can easily determine just what models of talking machines have been purchased from him in the past by inspecting his books and records. Every customer who has an instrument which, in the opinion of the dealer, might be replaced with a better one should be solicited.

Question of Trade-ins

In this connection the question of trade-ins assumes considerable importance and there are some members of the trade who try to steer clear as much as possible of taking in old instruments as part payment on more expensive models. This evil can be removed, to a large extent, if the dealer is tactful. A dealer in the metropolitan district who made quite a few sales to people who already owned talking machines got around the difficulty by offering a very low price for the old machine. When customers

objected he pointed out to them that, although the instrument was probably worth more than he offered, he was not in a position to offer a greater sum, due to the fact that the overhead involved in bringing the instrument to the store, reconditioning it and finally selling it was so great that a loss would be sustained by the firm. In every case he suggested to prospective customers that they could realize a much greater price by selling the instrument themselves. He pointed out that a small advertisement in the classified columns of the local newspaper would most readily accomplish this result and the cost would be very little. The result of this was that the firm in very few cases was compelled to take in old instruments in exchange and, when it did take them in, the allowance was small enough to make the resale yield a profit, a small one to be sure, but, nevertheless, a half loaf is better than none, as the saying goes.

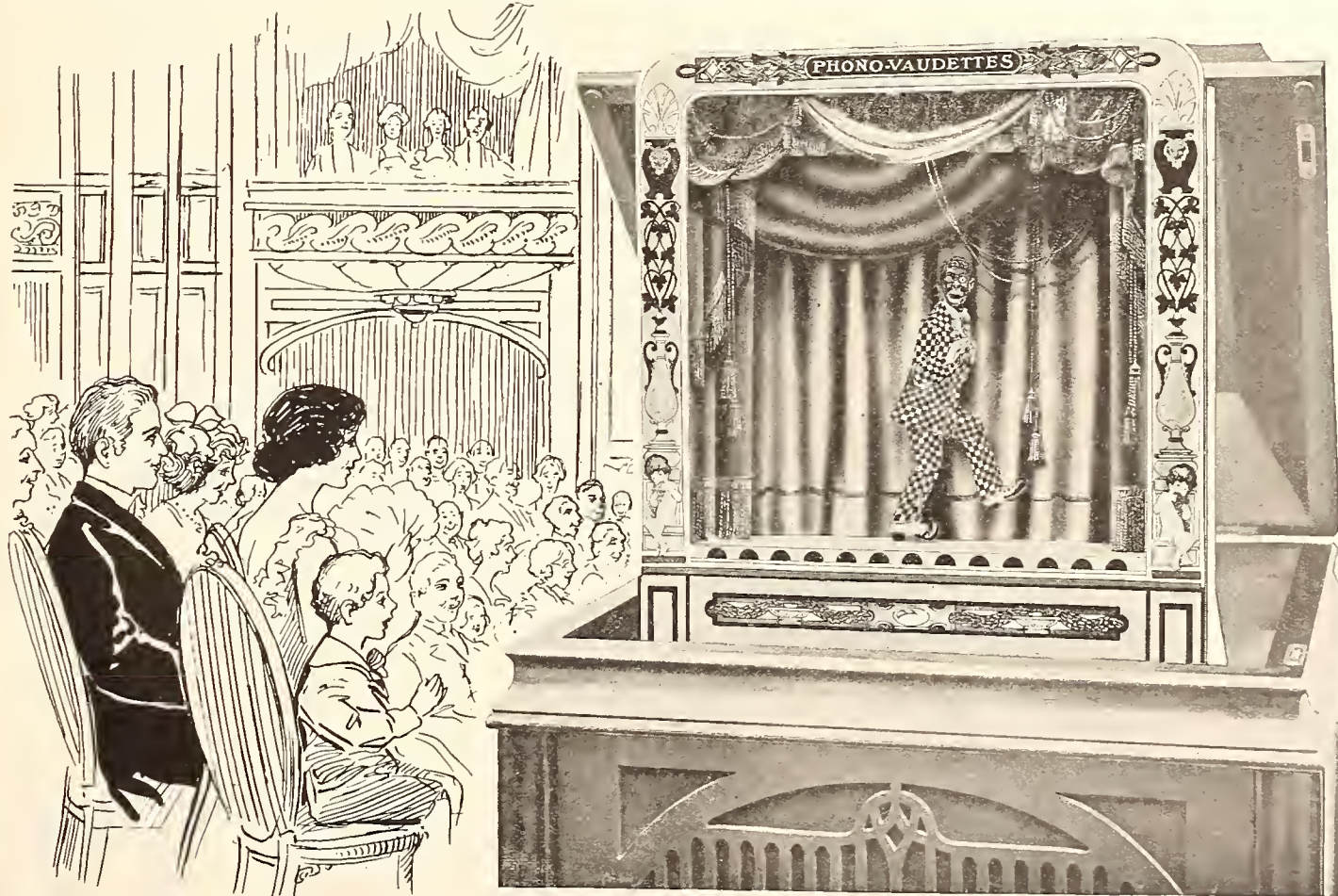
Re-creates Interest in Records

Then, too, it must be remembered that every time the dealer succeeds in selling a new instrument he re-creates the interest of that customer in the talking machine and the music it can produce. Thus, he opens the way for record sales and still greater profits. A campaign of the sort suggested is not expensive and, if properly carried out, the results should be very satisfactory from the standpoint of profits and stimulated business.

MUSIC ACTION COLOR GAYETY

The "PHONO-VAUDETTE"

Bring into the home all of the joy-giving pleasure of a choice seat in the theatre. Entertainment is provided to delight all ages and add immeasurably to the enjoyment of the phonograph. There are four dancing characters which call for a diversified class of music, therefore the acts are different and the programme extended.



A well constructed, artistically designed, brightly colored stage, all complete with back drop, wings and proscenium arch, furnishes a realistic setting for the clever performers.

Patents Pending

Nothing could be more simple than the operation of the "PHONO-VAUDETTE." There are no attachments of any kind to mar or deface the finest instrument. Simply stand the "PHONO-VAUDETTE" on the front of the phonograph and the revolving turn-table does the rest. The entire outfit is compact, comes "set up" in a strongly made box and is ready to entertain the moment it is opened.

Retail price, \$3.50

Dealers are furnished with effective advertising circulars and a special offer awaits all who write for particulars.

COMMERCIAL ART SHOP - - - Dept. "W" COVINGTON, KY.

You SEE the

THROUGH the New Edison Phonograph, the world's richest, rarest musical treasures have been brought into the homes of people everywhere.

And the ever-increasing demand for this foremost phonograph of all time is the surest possible testimonial to genuine worth.

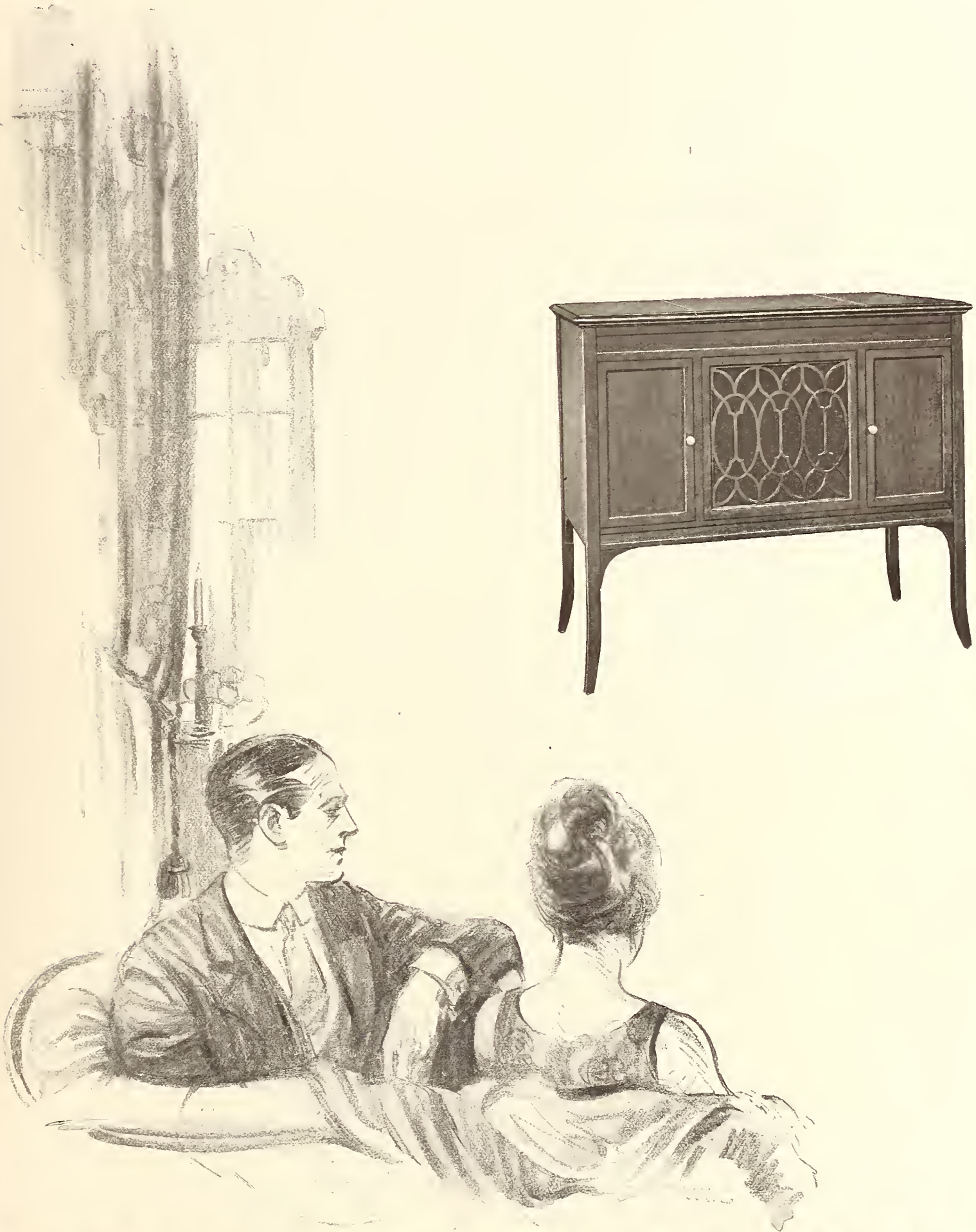
The cabinets which encase the New Edison are in keeping with the superior reproducing qualities of the instrument itself. The wide variety of artistic models, the broad price-range and the superior Re-Creating qualities are the factors which influence the preference of music lovers for the New Edison.

The New Edison Baby Console Model wins the approval of music lovers because it Re-Creates the exact tones of the original artists; is of conservative, artistic design; and is moderately priced at \$175.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The **NEW**
P H O N O

Instrument, But—



EDISON
G R A P H

You HEAR the

FROM that immense group of world-famous artists—who have truly perpetuated their art by recording for the only phonograph that dares compete with them—one may select those who shall furnish an evening of really great music.

The New Edison actually Re-Creates the voice of the living artist, with every golden tonal quality, every delicate shading—unimpaired. You see the instrument; but you *hear* the artist's true performance.

And it is this absolutely faithful Re-Creation which is responsible for the ever-growing demand for the New Edison.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The **NEW**
P H O N O

Living Artist



EDISON
G R A P H



Another Superior Point for THE NEW COLUMBIA

The line of New Columbia Upright Models is all-inclusive. There is an instrument for every purse and a cabinet for anytaste. Each has the mechanical refinements that make the New Columbia the most perfect phonograph ever built. And all the models are most satisfactorily priced to the dealer and to the public.

COLUMBIA GRAPHOPHONE CO.
New York

BRUNSWICK RECORD PRESSING PLANT IN LOS ANGELES

Move Made to Meet Big Demand for Brunswick Records in Pacific Coast Districts—Closing Great Recording Expedition—A. J. Kendrick, General Sales Manager, a Visitor

LOS ANGELES, CAL., September 6.—One of the most important developments of the month has been the announcement to the effect that plans are being made by the Brunswick-Balke-Collender Co. for the establishment of a permanent record-pressing plant in this city to take care of the steadily increasing demand for Brunswick records throughout the Pacific Coast districts. A. J. Kendrick, general sales manager of the Brunswick Co., accompanied by S. K. Darby, W. G. Haenschen, director of popular music, and other members of the main laboratory staff in Chicago, were in this city recently making records of local orchestras and artists, including Lyman's Coconut Grove Orchestra.

From here the party, which is equipped with a complete recording outfit, moved to San Francisco and later planned to go to Seattle and Portland for the purpose of making records of local organizations in those cities. It is said to be the first time that such a recording expedition has been undertaken in this country and has enabled the Brunswick Co. to make numerous records that otherwise could not have been obtained because of the inability of the orchestras and artists for one reason or another to go to the Chicago headquarters.

Another angle of the move is that the com-

pany will be able to offer to its dealers on the Pacific Coast the numbers that are particularly strong hits in that section of the country. The records made by the expedition will be pressed in Chicago, but, after the pressing plant in this city is completed, all the work will be handled here.

In discussing the move Mr. Kendrick stated: "We have found that Los Angeles and the Pacific Coast have originated a large part of the fine and popular musical numbers which are much sought after for recording purposes and feel that the time is rapidly approaching when it will be found more economical to make our own records here than to defray the expenses of orchestras and artists in bringing them East for recording purposes."

CASHES IN ON DOLLAR-DAY DRIVE

BANGOR, ME., September 4.—The Andrews Music Co., one of the leading concerns of this city, received considerable publicity recently through its co-operation in helping to make the Dollar Day staged in Bangor a success. In order to stimulate the interest of the public in the event the company donated a portable talking machine and a piano as gifts to lucky shoppers on that day.

NEW SCHOOL SERVICE LEAFLET

Portraits of Forty-two Composers for Use of Contestants in Music Memory Contests Just Issued in Flat Sheet Form by Victor Co.

The Victor Talking Machine Co. has just issued an interesting addition to its great volume of educational literature in the form of a special sheet bearing the portraits of forty-two famous composers designed to be cut out and pasted in music appreciation and music memory contest notebooks as an aid to the memory of the contestant. The pictures are in black and white, each measuring $1\frac{3}{8}$ by $1\frac{3}{4}$ inches and are printed on coated paper. The growing number of music memory contests and established character of that method of arousing interest have made worth while a great deal of literature calculated to assist in the conduct of such affairs, and this sheet of composers' pictures should fit well into the general scheme. Dealers are urged to bring the sheets to the attention of music supervisors in schools in order that they may be used as extensively as possible.

FIDDLIN' JOHN CARSON JOINS OKEH

Picturesque Southern Mountaineer Makes Okeh Record—Is Fiddling Champion of South

A picturesque addition to the Okeh record catalog is the announcement of Okeh records by Fiddlin' John Carson, an old mountaineer from the hills of northern Georgia, who made these records during the recent visit of the special Okeh recording expedition to Atlanta. Once each year all of the best-known fiddlers in the South gather in Atlanta for a convention, where they compete for the championship and the prizes. Fiddlin' John Carson has won the championship for seven years in succession and his name is familiar to everyone throughout the South. On his Okeh record Fiddlin' John Carson plays the accompaniment for two famous Southern selections and sings the numbers in his own quaint way.

CONVENTION HELPS BUSINESS

MEMPHIS, TENN., September 5.—Talking machine and music dealers generally cashed in on the Cotton States Merchants' Convention which was held here late last month. The convention lasted three days and the trade took advantage of the opportunity to bring the various lines to the attention of the thousands of visitors through special window displays and also through musical features connected with the convention itself.

OPENS BRANCH IN OAK PARK

Benson's Music Shop has opened a branch store at 5915 Division street, Oak Park, Ill., where Cheney and Vocalion phonographs and records, together with sheet music, are handled.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



*For all models of Upright and
Console Machines*

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

Concentrated Canvassing Insures Results

Many Retailers Pay Too Little Attention to the Possibilities of the Canvassing Drive—Some Attendant Problems and Solutions

A recent survey of the talking machine trade in greater New York and the cities immediately adjacent thereto disclosed the fact that comparatively few dealers realize the benefits of canvassing and outside selling. A personal visit to the home of a prospect is the exception, rather than the rule. This applies particularly to exclusively talking machine stores. Where pianos and other lines are handled in combination personal visits and canvassing are resorted to much more often. In fact, the consensus of opinion among retailers who handle both pianos and talking machines seems to be that canvassing and personal outside contact with live prospects is the most effective manner in which to bring about a sale. However this may be, the fact remains that in many instances talking machine dealers pay too little attention to the possibilities of getting business through ringing door bells.

Advantage of Outside Workers

The very fact that a salesman or canvasser covers intensively a territory surrounding the store—within a radius from which customers may logically be drawn—is bound to be beneficial. These workers come in direct contact with the prospect and merely by delivering the sales talk they impress on the minds of the potential customers the name of the store and the line featured. While the immediate effect of a canvassing drive may not be entirely up to the most sanguine expectations of the retailer the cumulative returns are almost certain to result in a substantial dividend.

Bearing out this point is a little story by C. C. Casey in the current issue of *Printers' Ink Monthly*. Although the instance mentioned relates to another business it applies with equal force to the talking machine trade. The story follows:

"A typewriter agency had a 'salesman' who was not getting anywhere—he already had been carried too far on 'hopes.'

"The manager went to him one day and made him a proposition:

"'You go out to-day and make calls—all the calls you can make. Don't worry about sales. I'll pay you five cents for every call you make. Just go in and ask them, 'Do you need any typewriters to-day?'" and leave your card and get out. Remember, five cents for every call.'

"The salesman went out and 'made calls.' He went into an office building where offices were only a few feet apart and asked that question, over and over—eighty times the first day.

"The answer was invariably the same—always 'No.' But at the end of the week he had brought his name and his typewriter to the at-

tention of over 400 offices. Eight of these offices telephoned his branch before the first week was up and ordered typewriters."

The point of this story is obvious and needs no further elaboration as to value of personal contact.

Making Canvassing Effective

Merely sending canvassers out into the territory and allowing them to cover whatever part of the city they desire is inefficient and will not bring returns commensurate with the amount of energy expended. The entire territory to be covered should be mapped out into sections and one section should be assigned to each canvasser. Moreover, his daily route should be planned so that a definite schedule will be followed. The only kind of a canvassing campaign that has ever brought home the bacon has been the one where the canvasser worked intensively, i. e., visited every house on one block before going to the next. When this procedure is followed faithfully and finally completed the retailer may be sure that he knows who are the potential customers in his community.

Collecting Data for Later Use

It is important that the canvassers turn in a report to the dealer each evening of each indi-

vidual prospect called upon. These data should include all possible information which will be of help in deciding whether the person called upon is really a live prospect. Once the dealer has this information properly classified into groups composed of live prospects, owners of instruments, record prospects, etc., he can get busy with his direct-by-mail work, and his regular salesmen can also get busy in making personal calls on the live machine prospects with the intention of making sales. Of course, those people upon whom the canvassers have called and who do not offer any possibilities for sales are immediately eliminated from the list. To do anything else would be wasteful and foolish.

Now Is the Best Time for a Canvassing Drive

The vacation season is now ended and Fall is with us once more. The average family is again settled at home preparing for the Winter season, and whether these preparations and plans include talking machines and records depends to a large extent on the retailer. This is the ideal season for a canvassing and outside sales campaign and it behooves those members of the talking machine trade who desire to make capital of this opportunity to take action at once by carefully mapping out their campaigns.

INTERESTING NEW BOOK ON MUSIC

"Messages of Music," Recently Published, Leaves a Story About Each Composition and Refers Its Readers to Victor Records

A book with which Victor dealers should become familiar is that entitled "Messages of Music," written by the Rev. Henry Brenner, of the Order of Saint Benedict, and which has been published by the Stratford Co., of Boston. In the book the author treats of no less than 300 compositions, setting forth the stories connected with them, the ideas suggested in the minds of the composers when they were written, or other interesting material calculated to develop a stronger and more lasting interest in each of the selections.

An interesting fact regarding the book from a trade angle is that direct reference is made to the Victor records of the compositions mentioned in every case where they have been recorded, and there is also an index of Victor artists classed by the character of their music, whether vocal or instrumental, etc. The volume should interest the dealer from the fact that it will furnish him with some interesting facts regarding the music he handles which should aid him in his record selling. It is most authoritative and educational.


TO BUILD NEW HOME IN MEMPHIS

Four-story Building to Be Erected for Reinhardt's, Inc., on South Main Street

MEMPHIS, TENN., September 4.—Reinhardt's, Inc., the well-known piano and talking machine house of this city, which handles the Columbia line, has arranged for the erection of a new home on South Main street, between Union and Dayora streets. The new building, which will be constructed with a special view of meeting the requirements of the company, will be four stories high and is expected to be ready for occupancy some time during the Fall.

HERALD MUSIC SHOP OPENS

The Herald Music Shop, which recently opened in the old Herald Building, corner of Thirty-sixth street and Broadway, and which runs through to Sixth avenue, will feature Regal records and "Little Tot Nursery Tunes." Upon the opening of this new store the management hung two large posters carrying the Regal record announcement over the Broadway side of the building. These new warerooms are adjacent to the shopping center and several of the largest department stores and should attract many visitors musically inclined.



Phonograph

REPAIR MEN

---This Book Will Interest You!



CERTIFIED

REPAIR PARTS

"CERTIFIED" repair parts are precision made—accurate to the thousandth part of an inch.

The PLAZA MUSIC COMPANY has issued a complete catalog of "CERTIFIED" repair parts, main springs, talking machine supplies. This book also contains reference to a very complete line of phonograph accessories. If you have not received your copy, write us. TO-DAY!

CERTIFIED

REPAIR PARTS

Every "CERTIFIED" repair part bears an unconditional money-back guarantee against all defective materials and workmanship.

PLAZA MUSIC COMPANY

18 West 20th St., New York, N. Y.

BAGSHAW NEEDLES

are Supplying the
Increased Demand!

If your fall and holiday orders have not been placed for BAGSHAW Needles we urge immediate action. We have done our utmost to avoid last year's difficulty in meeting the demands of the trade. To prevent an advance in prices we have contracted for an immense supply of raw materials, but orders this year are four times as heavy as last fall and while we can take care of orders received now, we can make no promises regarding either price or delivery, beyond materials we have on hand.

You realize that we cannot control the cost of steel and raw materials when our present supply is exhausted. Prices may advance, the steel mills may not give us all the material we require, therefore you are urgently advised to order your entire season's needs of BAGSHAW Needles Now, At Once, so that you may be reasonably sure of having your complete order filled at present prices.

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City

HIGHEST GRADE NEEDLE IN THE WORLD
MADE IN AMERICA BY AMERICAN LABOR



In Envelopes of
100.
Dance, Extra Loud,
Full, Petmecky,
Light, Halftone,
Medium



In Tins of 200
Dance, Extra Loud,
Full, Light, Half-
tone

The Present is Certain!

The Future is Not!

During the Fall and Holiday seasons of last year we could not keep pace with the tremendous demand for the famous Brilliantone Needle. Dealers throughout the country were disappointed.

This year the future is still an unsolved problem. To avoid a predicted advance in price, we have arranged for twice the quantity of this superfine quality needle over last year, but our business has more than doubled and the demand is still increasing.

Right now we can fill all orders for Brilliantone needles, but we can make no promises for the future.

We urge all Brilliantone dealers to send in their orders now for the Fall, Winter and Holiday seasons.

Play safe! Stock up now—at present prices—while you can be assured of prompt and complete deliveries.

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City



In Tins of 300
With your name on each
can—all tones



Combination Record
Cleaner and Container of
500 Needles
Dance, Loud, Medium



Another Superior Point for THE NEW COLUMBIA

The Console Models of the New Columbia are the finest examples of the cabinet-maker's art. The lines are unrivaled in simple elegance. The woods are the choicest, painstakingly selected for natural beauty. The finishing, without exception, is as perfect as skill or experience can direct. The price completes their immediate appeal to customers of every class.

COLUMBIA GRAPHOPHONE CO.
New York

GIVES RECORDS TO DANCERS

San Francisco Dealer Conceives Unusual Manner of Securing Record Distribution

SAN FRANCISCO, CAL., September 3.—J. Allen Grisham, who was formerly connected with the Carey Music Shop, Golden Gate avenue, this city, has now taken over the talking machine and record concession in the Fillmore Drug Co., 1641 Fillmore street. Mr. Grisham will devote the entire mezzanine floor to the display of talking machines and records and is planning to introduce a novel sales stunt which bids fair to be a master stroke in record sales promotion. He has fitted up a dance floor to which admission of 75 cents will be charged. This permits visitors to dance as long as they wish and for the charge of 75 cents each visitor is given a record valued at that price.

WHISTLING IN DANCE RECORDS

An interesting novelty among the recent Vocalion records is the bird whistling of Sibyl Sanderson Fagan as a part of the dance record of "Tweet Tweet," played by Albert E. Short and His Tivoli Syncopaters. The whistling effects by Mrs. Fagan, well known in musical circles, are excellent.

A live dealer increased his record sales by placing cardboard discs (imitation records) on the turntables of machines on display. These bore titles and prices of records.

KOCHANSKI RECORDS FOR VOCALION

First Records by Noted Polish Violinist to Be Released This Month by Aeolian Co.

The latest addition to the growing list of noted artists recording for the Vocalion records is Paul Kochanski, the prominent Polish violinist, two of whose Vocalion records will be released this month. The first bears on one side Kochanski's rendition of "La Gitana," a Spanish gypsy song of the eighteenth century, arranged by Kreisler, and on the other side the Hungarian Dance No. 1 by Brahms-Joachim. The second record bears on one side Kochanski's playing of "Le Carnaval Russe" and on the reverse side Sarasate's "Malaguena."

Kochanski is generally accepted as being one of the leaders among the later Polish school of violinists, and has achieved genuine triumphs in European capitals as well as having won success in the United States. Arrangements have been made to release several other records by this violinist following his introductory number.

NEW BRADFORD CO. BRANCH

Milwaukee Piano House to Open New Store in That City With 8,000 Feet of Floor Space

MILWAUKEE, WIS., September 5.—Announcement has been made by the Bradford Piano Co. that a lease for a large branch store in the new building at Seventh avenue and Mitchell street has just been obtained. The new quarters will afford nearly 8,000 square feet, and will be ready for occupancy about October 15. The stock in the new store will include such makes of pianos as the Mason & Hamlin, Sohmer, Weber, Conover, Steck, Kingsbury, Wellington, Brambach and Remington. In addition, the Brunswick and Vocalion phonograph lines will be carried. The main store of the Bradford Piano Co. has been established for 52 years at 411 Broadway, and has a South Side branch temporarily located at 431 Mitchell street until the new store is ready for occupancy.

SAN ANTONIO MERCHANTS MEET

Consider Means for Co-operating With National Association of Music Merchants

DALLAS, TEX., September 1.—Robert N. Watkin, president of the National Association of Music Merchants, recently presided at a special meeting of members of the local music trade held at San Antonio for the purpose of developing plans for co-operating directly with the work of the national body.

The meeting was called by L. N. Walthall, of the Walthall Co., San Antonio, who succeeded in turning out a large group of music tradesmen to greet the national president.

One little sprig of Hustle is worth more than a whole garden full of four-leaf clover.

TO REPRESENT CHENEY IN IOWA

G. W. Guess Appointed Representative for Eastern Iowa of Cheney Sales Co. of Omaha—Trade Conditions Reported Good

OMAHA, NEB., September 3.—H. H. Heintzelman, manager of the Cheney Sales Co., distributor for the Cheney phonograph in this city, announces that he has appointed G. W. Guess, of Cedar Rapids, Ia., to represent his company throughout the eastern half of Iowa, making his headquarters in Cedar Rapids.

Mr. Heintzelman recently returned from an extensive trip through Colorado, Wyoming and western Nebraska and states that business conditions generally throughout that country are much better than a year ago, particularly in the phonograph trade. Every indication points to an active Fall and Winter business.

NEW STORE IN NEW ALBANY, IND.

Montford Music Shop to Handle Pianos and Talking Machines in That City

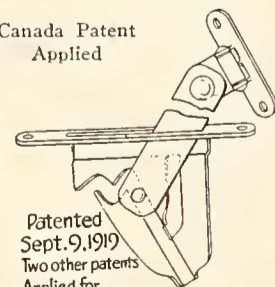
NEW ALBANY, IND., September 4.—The Montford Music Shop has just been opened at 143 East Market street and will handle Victor, Columbia and Edison talking machines and records. Pianos and players will also be carried in stock. Don Montford, proprietor of the new store, was for many years the manager of the Gable Furniture Co., of this city. When that concern sold out recently to the Huff Furniture Co. Mr. Montford took over the entire stock of the music department for his own store.

NEW COLUMBIA CONSOLE

The general sales department of the Columbia Graphophone Co. of New York has just announced the addition to the new Columbia line of phonographs of a console which will be known as No. 520. This new console, which will retail at \$125, fills out the console line in the new Columbia product, and at the present time there are five consoles in the line, consisting of models retailing at \$100, \$125, \$150, \$175 and \$200. The new console is ready for delivery to the trade.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.

The Most Dependable and Inexpensive Lid Support on the Market

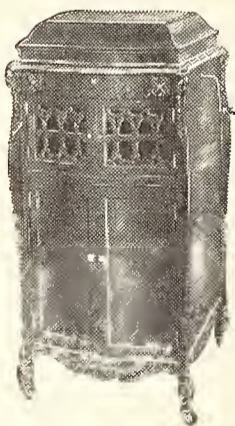
The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent.

Recordion Phonographs
TRADE MARK

Reg. U. S. Pat. Off.

**5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest opportunity to dealers**

Also Radio Cabinets



WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

Radiola Grand

WITH the Radiola Grand, radio takes on new meaning. The simplicity of tuning in—just a knob or two to turn. The big distances it covers—picking up far-away stations with volume enough to fill a room. The perfection of tone with which the loudspeaker—carefully built in like the horn of a fine phonograph—gives forth the music and speech. All this—combined in a cabinet of skillful workmanship and tasteful design—places radio in the home where beauty counts—and performance.

Points to note:

All the batteries—dry cells—are hidden away inside.

You can regulate the volume of sound by a control that governs the loudspeaker.

For long distance, plug in the headphones. Coast to coast reception is no unusual record for Radiola Grand!

Famous for true reception, undistorted. For keen sensitivity. And for beauty.

"There's a Radiola for every purse"

Radio Corporation of America

Sales Department
Suite: 3004
233 Broadway
New York

District Sales Offices
10 So. LaSalle Street
Chicago, Illinois
433 California Street
San Francisco, California



Radiola Grand and Mahogany Stand with "B" batteries and 4 Radiotron WD-11 dry cell vacuum tubes \$350.00

DEALERS: Write today for the RCA catalogue, full description of the Radiola Grand, and the RCA selling plan.

Radiola

REG. U. S. PAT. OFF.



This symbol of quality is your protection



This symbol of quality is your protection

Van Veen Equipment for Phonograph and Musical Merchandise Dealers Is a Permanent Investment

The truth of this is thoroughly known to our customers who have had occasion to enlarge, remodel or remove their establishments. Van Veen products are built to be efficient as long as the dealer stays in business. Their moderate cost

will please you, their drawing power makes them self-paying.

Your inquiry for catalogues and prices will receive immediate attention. All material held in stock ready for shipment.

In Yonkers, New York, a city of 100,000 population,

almost every progressive dealer has Van Veen equipment in his store. The following list, all Yonkers dealers, proves the retailers are almost unanimous in their choice of Van Veen products because of the value, quality and service:—

Broadway Music Shop, 17 Main St.
Yonkers Talking Machine Company, 457 So. Broadway.
Azzara's Music Shop, 153 New Main St.

Steadman Music House, 43 Warburton Ave.
Hudson Music Shop, 493 Warburton Ave.
David Goran, 201 Ashburton Ave.
Orpheum Music Shop, 116 New Main St.

These business men get together often and compare notes. Does this mean anything to you?

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

BRODWIN OPENS NEW WAREROOMS

Increasing Business Forces Bronx Merchant to Move Into Larger Quarters

A remarkable economic metamorphosis has been completed this month by Harry Brodwin, a New York music merchant, who has just opened an up-to-date piano and phonograph wareroom at 149th street and Cortlandt avenue. Nine years ago Mr. Brodwin entered the piano business as an outside canvasser for William



The New Brodwin Wareroom

Knabe & Co., under John W. Post, with a six-dollar-a-week drawing account. After five years' work he started a small store of his own in the Bronx, at 535 Cortlandt avenue, where his business has grown until it has become necessary to move into his new larger quarters across the street.

The new store of Brodwin & Co. is a model for medium-sized showrooms anywhere. The ground floor, shaped like an L, is utilized for displaying new pianos and phonographs. Brodwin carries the Schubert, with the Virzi tone-amplifier, the Autopiano, Schencke and Sterling pianos and the Knabe. Four neat sound-proof booths, well lighted and equipped with electric fans, afford space for demonstrating Sonora and Brunswick talking machines and records.

In addition to his brother, Irvin, who was recently given an interest in the business, Mr. Brodwin has four or five canvassers in his employ. The store is a striking example of studied organization and scrupulous neatness. According to the proprietor, there is nothing magical about his success, which can be traced to two governing precepts—perseverance and honesty—to which he conscientiously subscribes. A walk through the Brodwin concern establishes the same atmosphere of completeness that one feels in any metropolitan music house.

CRISWELL HOLDS FORMAL OPENING

HERMOSA, CAL., August 28.—The formal opening of C. C. Criswell's new Brunswick Shop, 1320 Hermosa avenue, was held here recently, and a varied musical program by local artists marked the occasion. Many of Mr. Criswell's friends from Redondo and neighboring towns attended the affair. The new establishment will carry pianos and musical instruments as well as the Brunswick line of records and phonographs.

Mrs. Ralph L. Freeman, wife of the director of distribution of the Victor Co., accompanied by her sister, Mrs. Edward MacEwan, returned recently from a two months' trip to the British Isles and the Continent.

ENDORSES "CONSTITUTION WEEK"

Music Industries Chamber of Commerce Pledges Industry's Support to Movement

The Music Industries Chamber of Commerce has pledged the support of the industry at large to furthering the observance of "Constitution Week," September 16-22, 1923, which has been inaugurated by the citizenship committee of the American Bar Association, "to re-establish the Constitution of the United States and the principles and ideals of our Government in the minds and hearts of the people." It is planned to make the celebration national in scope, and it is expected that music will have a prominent place on every program of observance, as it deserves in such a celebration.

NEW QUARTERS IN SALAMANCA

SALAMANCA, N. Y., September 3.—The music store of Frank A. Forness has just been opened at the new location in the Strand Theatre Building. Mr. Forness has announced that he will maintain an automobile business at his old stand.

The Hayes Music Co., of Yonkers, N. Y., has filed an application in the County Clerk's office for a voluntary dissolution of the company.

GET THE HABIT

For Quality Use "Specialty Brand" Products

MAIN SPRINGS - REPAIR PARTS - MOTORS

Write for our descriptive catalogue and price list which will be of great interest and value to you

(SOMETHING NEW)

The Specialty Phonograph and Accessories Co.

210-212 EAST 113th STREET

NEW YORK, N. Y.

A NEW IDEA IN RECORDS

*Well Known Fairy Stories
Set to Music*

*Triple Your Record Sales with
"Triple Records"*

Here's a brand new idea in record selling—sell three records instead of one. "*Junior Operettas*" are Fairy Stories that everyone knows—set to attractive music—reproduced in six parts on

**THREE 10 INCH
Unbreakable Records**

These new records will not break with ordinary handling or dropping—safe for the children. This is one of the advantages that will sell the records to every father and mother.

Little Red Riding Hood

First JUNIOR OPERETTA

The first *Junior Operetta* sings the story of Little Red Riding Hood. You can hear the wolf growl, dog bark, birds chirp, tuneful *solos*, duets and choruses of wood cutters sung and played by 20 well-known artists directed by Chas. A. Prince.

The *Junior Operettas* are not nursery rhymes for babies, but stories and music that appeal immensely to children of all ages—to grown-ups, too.

Other JUNIOR OPERETTAS Coming Soon, Such As

Cinderella

Snow White

Goldilocks

The Three Bears

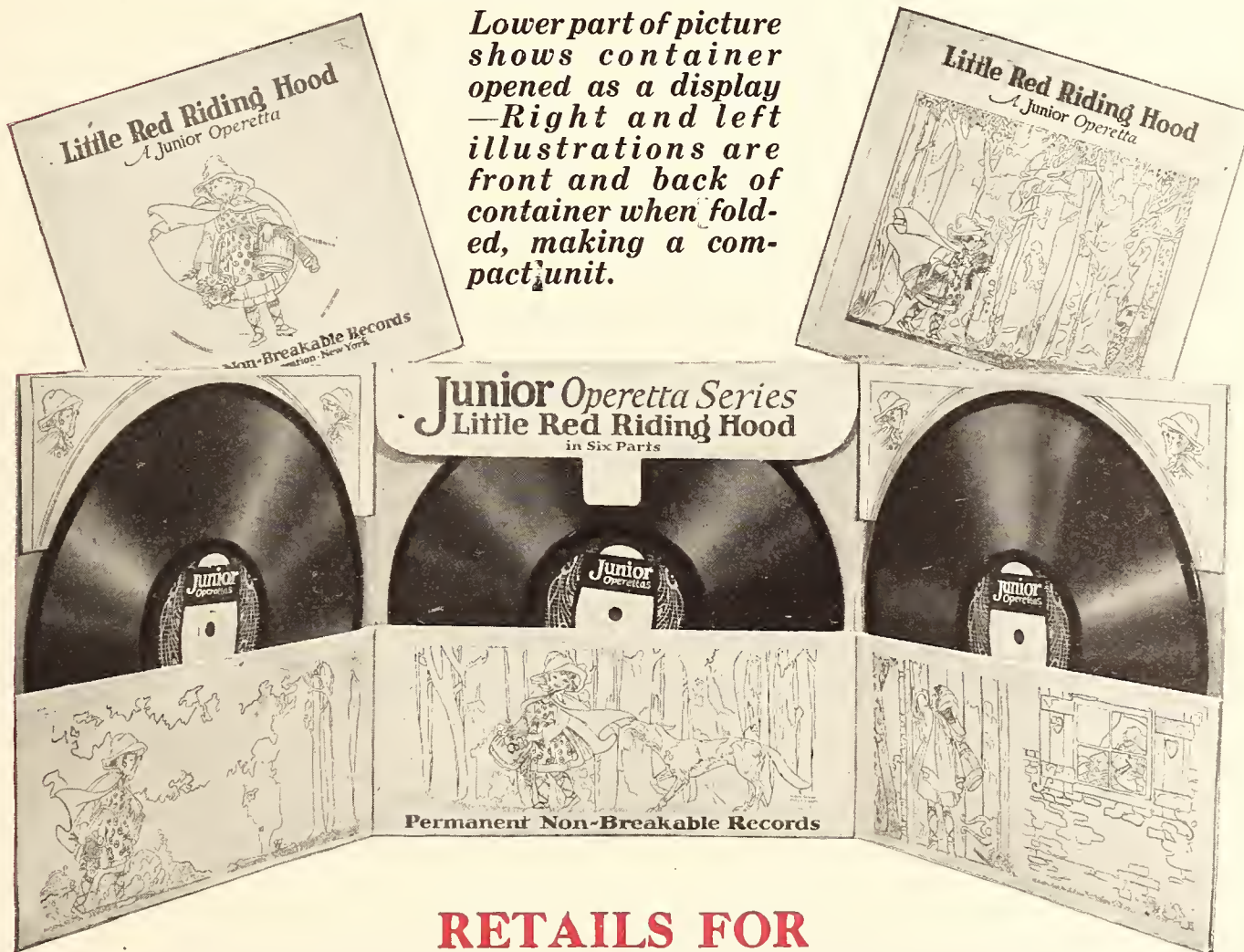
Jack and the Beanstalk, etc., etc.

The JUNIOR OPERETTA Series

The Complete Operetta—Three Records IN A NEW PATENTED CONTAINER

Each *Junior Operetta* is reproduced on three double-faced 10-inch records, packed in a patented container, attractively illustrated and printed in six colors, convenient for any record library.

This container, as illustrated below, makes a beautiful counter or window display and will help sell these Operettas on sight.



Lower part of picture shows container opened as a display—Right and left illustrations are front and back of container when folded, making a compact unit.

**RETAILS FOR
\$2.50**

Only \$2.50 for the complete Operetta—3 double-faced, 10-inch records. Easier to sell the complete set for this price than three individual, ordinary records. And the discount to the trade is exceedingly generous.

Ready for Delivery NOW

Little Red Riding Hood is ready for immediate delivery. Wire for sample order direct.

VULCAN RECORD CO., 15 East 40th St., N. Y. C.



Another Superior Point for THE NEW COLUMBIA

Every exposed part of the New Columbia motor is heavily nickel-plated. This means that where the motor is subjected to the severest tests of use and climate, there will be found a protective armor that greatly prolongs its life. Just another refinement that makes the New Columbia an instrument not duplicated for merit.

COLUMBIA GRAPHOPHONE CO.
New York

WATCH REGISTERED LIBERTY BONDS

Treasury Department Holds That Parents Cannot Transfer to Merchants Registered Bonds of Minors in Payment for Merchandise

Talking machine dealers who have made a practice of accepting Liberty Bonds in full or part payment for machines or record purchases have been warned by the Music Industries Chamber of Commerce to observe care in accepting bonds from minors or registered bonds owned by minors and transferred to the dealer by the parent.

Having learned of dealers who met with difficulties and loss in handling such transactions the Chamber took up the question with the Treasury Department at Washington, which held that the transfer of a registered bond of a minor could only be made to prevent actual hardship or deprivation. The Chamber claimed that to deprive a child of a musical instrument to be used as part of its education might be construed as a hardship, but the Department refused to take this view of the case and its ruling said:

"In considering the question presented the following facts must constantly be borne in mind: First, that the above quoted provisions of the said Sixth Supplement do not apply to any case in which there is a legally qualified guardian. Legal qualification in substantially all the States requires appointment by a court of competent jurisdiction. Second, that registration in the name of the minor or in a form substantially similar to 'John Jones, a minor, by Samuel Jones, father, natural guardian' vests title to the security in the minor. Third, a parent as such or as natural guardian has in general no power or right to dispose of property owned by his minor child. Such property can legally be sold or transferred only by a legally qualified guardian. Fourth, that parents as such are legally bound to support and educate with their own funds their minor children, furnishing such support and education as is appropriate for the children with due consideration of their station in life, and that such parents are not entitled to use for this purpose property of the children themselves.

"Based upon these considerations the Department will require assignment by a legally qualified guardian for any transfer or exchange of registered securities owned by minors, with one exception: That where the gross estate

of the minor does not exceed \$500 in value and where the parents are financially unable upon the evidence submitted to furnish proper support and education from their own funds the Department will, upon a proper showing, permit the sale of registered securities in the name of the child upon assignment by the parent as natural guardian. This provision is intended to relax the strict requirements of the law where the requirements would entail actual hardship or deprivation as the result of the expense incident to the appointment of a legally qualified guardian. It cannot be taken advantage of unless it can be definitely shown, first, that the parents are financially unable to furnish support and education in accordance with the child's station in life; second, that the proceeds of the sale are actually necessary in order that the child may receive the support and education to which he is entitled, and that such proceeds are actually to be used for that purpose. In general the Department will require evidence which would justify a judge of a court of probate in authorizing the sale by a legal guardian of the principal of the child's estate for the purposes of support and education.

"I recognize that it is not inconceivable that cases might arise where a musical education is sought as a direct means of livelihood and certain cases of this description might come within the provisions of that portion of the Sixth Supplement to which I have referred. Where, however, as in most cases which have been presented to the Treasury, a musical education is sought principally or entirely for the purpose of social or cultural benefit, I am unable to concede that such education is actually necessary, within the meaning of the regulations."

SHOW DURING "BETTER HOMES" WEEK

Among those who made displays at the "Better Homes Week" celebration held recently in Pocatello, Idaho, was the Bruce Music Co., that city, which made an excellent showing of Brunswick and Sonora phonographs, which lines are featured by the company. It is reported that a substantial number of sales were booked and many prospects listed and in addition considerable publicity resulted.

INCREASES CAPITAL STOCK

Glick's Talking Machine Shop, Inc., Chicago, has increased its capital stock from \$100,000 to \$200,000, at the same time decreasing the par value of the shares from \$100 to \$10 per share.

HANDSOME NEW STORE IN OMAHA

Branch of the Rialto Music Shop at 4907 South Twenty-fourth Street, That City, to Handle the Brunswick Phonographs and Records

OMAHA, NEB., September 4.—R. S. Pribyl, district manager here for the phonograph division of the Brunswick-Balke-Collender Co., announces that the Rialto Music Shop recently opened at 4907 South Twenty-fourth street as a branch of the store of the same name on Douglas street will handle Brunswick phonographs and records exclusively and has already placed a substantial order for those goods.

J. Himelstein is owner of the store, which is under the direct management of A. Kostka, who has had wide experience in the phonograph field. The store is one of the handsomest in the city and is fitted with a full equipment of Unico record demonstration booths and record racks finished in old ivory.

NEW PLAZA CATALOG FOR TRADE

The Plaza Music Co., 18 West Twentieth street, New York, is now forwarding to the trade a new and comprehensive catalog containing complete lists of talking machine supplies and repair parts and other accessories, including record brushes, record envelopes, steel needles, mica, player rolls, toy novelties and sheet music. The catalog contains many illustrations, dimensions of various products and parts and an up-to-date price list.

NEW STORE IN HERMOSA, CAL.

The Redondo Brunswick Shop has been opened in Hermosa, Cal., by C. C. Criswell. The new store is located on Hermosa avenue, near Thirteenth street, and is fully equipped with sound-proof booths, record racks and other modern accessories.

A FEW JOBBING TERRITORIES STILL OPEN

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

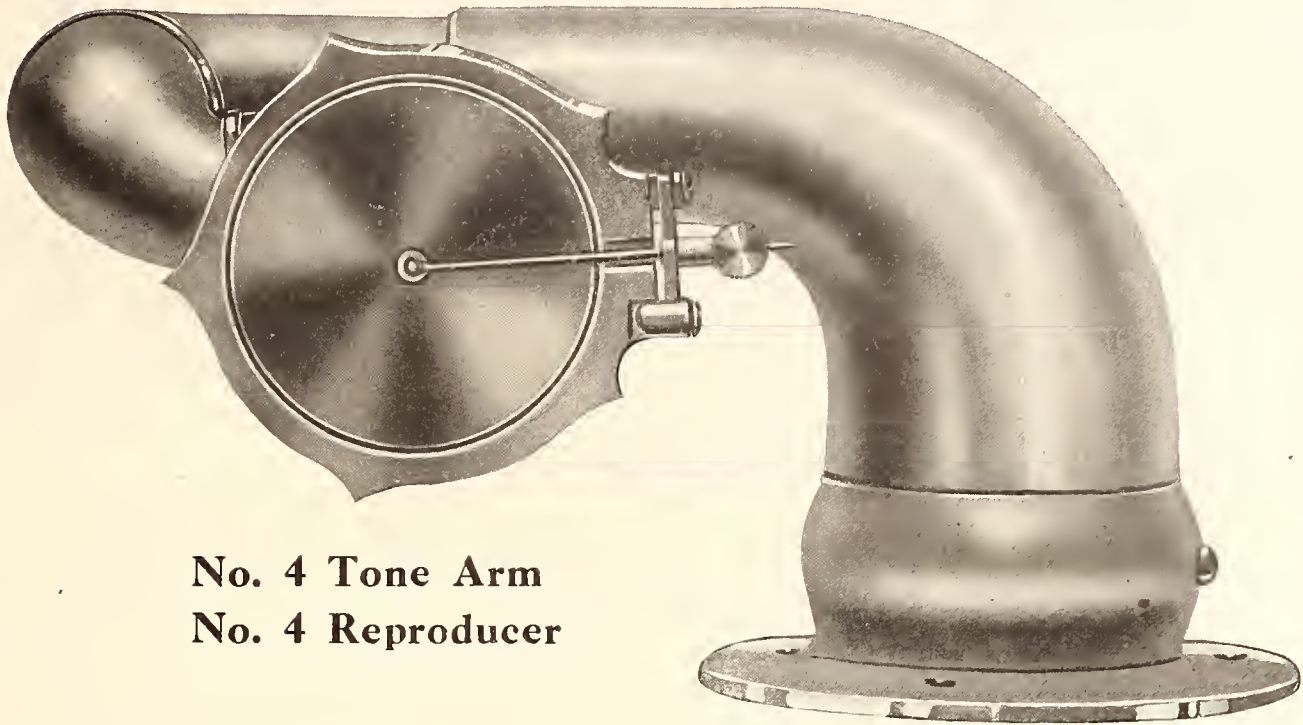
Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.



**No. 4 Tone Arm
No. 4 Reproducer**

Introducing Number Four

The phonograph world moves in common with the rest of the universe. People are trying to get away from the conventional, always in quest of things new and better. Realizing this our engineers set to work to design a Tone Arm and Reproducer that is original, attractive and good.

The result is our No. 4 Throw-back Tone Arm with Swelled Base and No. 4 Pentagon-shaped Sound Box—a welcome

relief from the staid equipment used heretofore. Its pleasing appearance lends an air of distinction to the best of phonographs, and appeals to the taste of the purchaser.

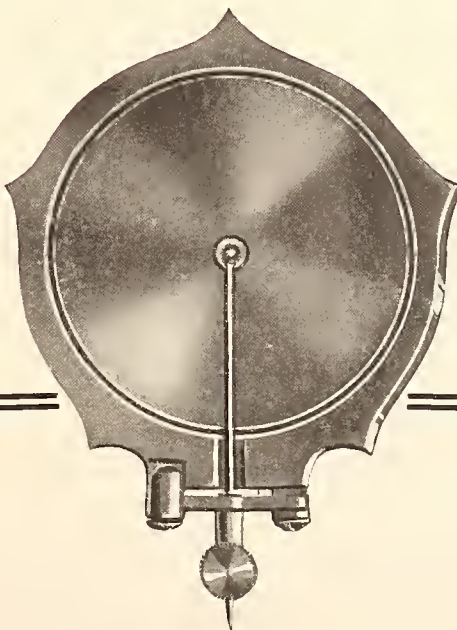
But the real achievement of our engineers was not alone in the design, for a phonograph cannot sell solely on its outward aspect. After weeks of experimenting they perfected a full, resonant-toned reproducer which defies comparison.

Samples can be obtained at the following prices:

Tone Arm No. 4, with Reproducer No. 4	\$4.50
Tone Arm No. 4, only	2.75
Reproducer No. 4, only	2.25

**MUTUAL PHONO
PARTS MFG. CORP.**

149-151 Lafayette Street
New York City



The Russell Gear & Machine Co., Ltd.,
1209 King St., West, TORONTO, CAN.

Exclusive Distributors for Canada and All
Other British Possessions

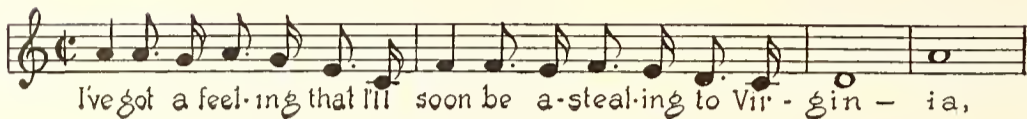
INDUSTRIAS UNIDAS, S. A.,
Balderas 110, MEXICO CITY,
Exclusive Distributor for Mexico

STEALING to VIRGINIA

A Dancing Song

"You can't go wrong
With any FEIST song"

Words by **GUS KAHN** Music by **WALTER DONALDSON**



© LEO. FEIST Inc. N.Y.C.

A NEW FIELD FOR WOMEN'S WORK

Howard, Farwell & Co. Use Woman to Adjust All Complaints and to Follow Up New Sales in Order to Keep the Customers Satisfied With the Musical Instruments Sold Them

MINNEAPOLIS, MINN., Sept. 4.—Tell your perplexities to the attractive young woman in the picture. Miss Myrtle McLaughlin or "Mac,"



Myrtle McLaughlin

as she is known, smooths out perplexities and adjusts complaints for purchasers from the St. Paul, Minn., store of Howard, Farwell & Co. Her position is quite unique, representing service in one of its most attractive forms.

Shortly after a piano or high-grade Victrola is purchased "Mac" and her smile appear at the customer's door, ready to help in player-piano operation, Victrola operation and to ascertain if the purchase is proving as satisfactory as the purchaser expected it to be. Her services are particularly appreciated by player-piano purchasers.

Her prompt appearance and her offers of continued help from Howard, Farwell's service department are winning many friends for the

store, as well as the many live new prospects. When a prospect materializes into a purchaser, Miss McLaughlin introduces the friend who suggested the prospect to a wonderful array of premiums, including 1847 Rogers' silverware, a set of dishes, a half dozen Phoenix hose, watches, clocks, cigarette cases, etc. These premiums are available to anyone who has suggested a prospect who buys either a piano or Victrola.

When not engaged cementing the company's and customers' good-will, Miss McLaughlin takes a musical census which yields the firm a list of prospects.

Charles P. Wagner, assistant treasurer of the company, heads the service department and was chiefly responsible for the creation of the post of field representative which Miss McLaughlin fills so capably and successfully.

It is possible that some other concerns have carried out the idea to a greater or less degree in certain instances, but it is doubtful if in any single instance the policy has been followed out as consistently as in the case of Howard, Farwell & Co. The plan has passed the experimental stage and has proved of definite value not only in cementing friendship between the house and its customers, but in bringing in actual business through direct sales and the securing of actual prospects as well as satisfying the customers.

The success of the work is due in no small measure to the pleasing personality of Miss McLaughlin, who has firmly established her faculty for securing satisfaction for the complaining customer and turning him into a firm friend of her company.

JOHN CHAS. THOMAS IN LONDON

Well-Known Tenor Sails to Fill Special Engagement at Albert Hall

John Charles Thomas, the well-known tenor and Vocalion record artist who recently completed his work as movie star in the new Cosmopolitan film "Under the Red Robe," has sailed for England for a short rest prior to his appearance in recital at Albert Hall, London, on September 30. Mr. Thomas will sail from England on October 3 in order to appear in recital at Aeolian Hall, New York, on the 14th of that month.

PAUL SPECHT WELCOMED HOME

Head of Columbia Recording Organization Given Dinner on Evening of August 20

Paul Specht and His Orchestra were the guests of honor at a dinner given late in August by the representatives of music industries, including music publishers, songwriters and others, at the club rooms of the National Vaudeville Artists, 225 West Forty-sixth street, New York. This famous orchestra arrived in New York recently on the S.S. "Aquitania" after spending eight weeks in London in appearances at Lyons' New Corner House, the largest restaurant in the world, the Empress Rooms of the Royal Palace Hotel and the Coliseum and Alhambra theatres of London. The success of Paul Specht and His Orchestra in London was sensational, and the orchestra returned to New York to open an engagement at the Alamac Hotel, Seventy-second street and Broadway, New York, beginning September 15.

At the dinner E. C. Mills, chairman of the M. P. P. A., officiated as toastmaster, and among the guests were many prominent members of the theatrical and musical worlds. Bird S. Coler, Commissioner of Welfare of the City of New York, represented the city administration, and George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was also one of the speakers of the evening. Paul Specht and His Orchestra make Columbia records exclusively.

ARMSTRONG CO. DAMAGED BY FIRE

Newark Piano House Suffered Smoke and Water Loss—Reconstruction Under Way

A considerable part of the stock of the Armstrong Piano Co., 587 Broad street, Newark, N. J., was damaged by smoke and water in a recent fire, which started on the floor above its showrooms. According to estimates, the total damage, which affected two or three adjacent stores, exceeded \$15,000, but that suffered by the Armstrong store was covered in the main by insurance. The stock from the showrooms, including many expensive Knabe grands and Ampicos, has been transferred to the stockroom of the Lauter Piano Co., at 14 Central avenue.

Workmen are already busy repairing the damage caused by the fire, the ceiling of the establishment having been considerably damaged. The work is being rushed and the store will be reoccupied in a month or so.

ROY L. ALEXANDER TO OPEN STORE

SALINAS, CAL., August 28.—Arrangements are now being made by Roy L. Alexander to establish himself in a music and stationery business here about September 1. He recently leased the premises on the easterly side of Main street, near Gabilan, and his stock and fixtures have already been ordered.



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.

TIME THE LITTLE "BIG MAN" HAD RECOGNITION

By A. M. BURROUGHS
Accounting Specialist, Burroughs Adding Machine Co.

It is high time that the little "big man" had his inning.

All the fine things that have been said and written about the captains of industry and finance are well deserved. But for every big figure in national life who has directed his million-dollar corporation wisely and profitably there are dozens of smaller business men—retail merchants, retail distributors of every conceivable kind of manufactured commodity—who have done fully as well in their more limited fields.

There comes to mind that type of merchant who handles his thousands with the same wisdom, the same foresight as the merchant prince his millions.

In every community there is one or more men of that type. Business comes to his store in panicky times as well as in boom times. His store is a clearing house for goods. His purchases and sales over a year bulk large. Wholesaler and manufacturer value a connection with him. His business yields a steady stream of profit. His banker welcomes his visits.

What is the difference between John Small and John Big? Size only. For their methods are pretty much alike.

John Small's store is a 1923 model. Next year it will be a 1924 model. Small never condemns an innovation simply because it is new. Nor does he rush in headlong after some untried frill.

There is this everlasting similarity between Small and Big. They think and act in the terms of "Two and two are four."

What an interesting, yet dismal, story those 22,000 merchants who failed last year would tell.

It would be a composite of "I thought—I didn't think—. That looked all right—. This seemed to be a good way—. I guess I could. My friends thought, etc."

John Small's hardest competitor can say nothing worse of him than: "John is a good manager."

Simmer it down to one thing and it is: Get the facts and use them.

We are not stripping any glamour from the crown of John Big when we reveal the secret of his success. He measures every situation in his business by a yardstick. He can buy so much merchandise with so much money. He can sell it again by certain definite methods. He can foresee practically every contingency.

John Small operates the same way. He wants to stock a two weeks' supply of a certain brand of goods. Well and good. Now, what is a two weeks' supply? It may be window-screens, windlasses, harmonicas or essence of winter-green. It is something that the public will buy. He can make a profit by selling it.

Small can't remember how much he sold last month or the corresponding two weeks of last year. But he can go to his sale records and see the accurate figures.

John Small is just as big as John Big. Standing beside the yardstick of success their height is the same. Both are good managers.

Small and Big both have reservoirs of information about their business. It lies in their ledgers and other bookkeeping records. It is there, ready to be pumped out for them. And it comes out every day in the form of definite, usable facts. They run their business on the strength of them. There is no such thing as guess in either the Small or Big store. A guess is kicked out before it has time to get in the door.

Small is just as important to the country's good as Big.

Manage your business or your business will manage to freeze you out.



Put Color, Motion and Illumination Behind Victor Record Sales

VACATION days are over. People are home. Talking Machines are again popular. New records are in demand. Prepare for more sales than ever. Use the

Da-Lite Electric Display

It's new. Different. Announces latest Victor Record releases in color, motion and illumination. Hundreds already in use by leading Victrola dealers. Extremely economical. Cost of operation only half a cent an hour. One bulb furnishes both motion and illumination. Just as effective during day as at night.

A New Display Panel Each Week



A weekly sign service is included in every contract for Da-Lite Display. Each panel announces a new popular record.

* * *

Panels are made exclusively for Da-Lite Display service. Each is an original design. Handsomely hand colored in brilliant transparent hues.

* * *

Delivery of panels to subscribers conforms to the weekly release of records by the Victor Company.

* * *

With the Da-Lite service you are in a position to announce the new re-

leases in a distinctive and unusual way—a way that will attract widespread attention and remind people to buy.

* * *

The profit on one record will more than pay the daily cost of Da-Lite Electric Display service.

* * *

Investigate this wonderful service. Costs very little. Results amazing. Features the very latest records. Reminds the people to buy. Makes extra sales daily. Write us for descriptive circular. Sample panel upon request. Address

The Da-Lite Electric Display Co.

116 N. Erie Street

Toledo, Ohio.

SHRINERS TO RECORD FOR GENNETT

Cincinnati Delegates Who Sang So Well in Washington to Record Their Voices

CINCINNATI, O., September 3.—Some of the Shriners who sang so well in Washington during the recent Shrine gathering there that the late President Harding came down from his reviewing stand to meet them are to record their song on the Gennett record to-day. The men, who are well known in the musical circles of Cincinnati, are Dr. Eddie Ball, a Cincinnati dentist; Howard Heffler, of the Willis Music Co., and William Waterworth, of the Otto Grau Piano Co.

DELANEY AGAIN WITH VOCALION

T. F. Delaney, who for several years covered a large territory in the East in the interests of Vocalion phonographs, has rejoined the Aeolian Co. organization as a member of the wholesale staff of the Vocalion department. His headquarters are in Aeolian Hall, New York City.

NEW EDISON FOLDER USED AT FAIRS

Designed in the Form of an Edison Record, It Makes Attractive Piece of Literature

For the use of the many dealers who take advantage of the opportunity for displaying their lines at the various fairs held about the country during the Fall, Thos. A. Edison, Inc., has prepared a unique folder in the shape of an Edison blank record bearing the legend: "The New Edison Phonograph and the Edison Record. Real Music by Real Artists." The inside of the folder illustrates the various Edison disc models, both upright and console, with the prevailing retail prices. The folder has already demonstrated its value at fairs and exhibitions where it is being used.

NEW MANAGER IN LOGAN, UTAH

M. W. Lundstrom has been appointed manager of the phonograph department of the Lundstrom Furniture & Carpet Co., in Logan, Utah.

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

ROSA RAISA TO SING IN "NERONE"

Popular Soprano and Vocalion Record Artist Selected by Toscanini for Leading Soprano Rôle in Opera Premiere in Milan

According to a cablegram received from Milan, Rosa Raisa, dramatic soprano and Vocalion record artist, who has appeared in this country with the Chicago Civic Opera Co. and who, incidentally, is a naturalized American citizen, has been chosen by Maestro Toscanini to sing the leading soprano rôle of the world premiere at La Scala of the opera "Nerone." The selection of Mme. Raisa for the rôle is accepted as a distinct tribute to her artistic ability.

NEW BANNER RECORD SERIES

Scheduled for Release by Plaza Music Co.—Planning Extensive Publicity

The Banner record division of the Plaza Music Co. has arranged three permanent scheduled releases of new numbers for each month. These will include all current successes in either instrumental or vocal form or both. In addition, from time to time the Plaza Co. will continue to make special record releases of numbers that show unusual possibilities. Advertising material of this series of listings has been planned and hangers, cut-outs, bulletins, consumer literature and other dealer helps will either accompany shipments or be forwarded several days prior to delivery. For the Fall season the Banner record will be given much additional publicity other than that scheduled from month to month.

SASCHA JACOBSON'S NARROW ESCAPE

Sascha Jacobson, the well-known violin virtuoso who recently visited New York for the purpose of making records, had a narrow escape from death on August 24. After dinner in the evening he complained of a cold and took some tablets from a wrong receptacle and was taken immediately afterwards with violent cramps and convulsions. Antidotes were given as quickly as possible and, after a strenuous fight, he was relieved. After a short stay with his brother-in-law, Dr. Rothblatt, 704 West 180th street, New York, he left for his country home at Gansevoort, N. Y.

ENTERTAINMENTS BUILD GOOD-WILL

RIDGEWOOD, N. J., September 4.—J. A. Bliesenick, proprietor of the Ridgewood Talking Machine Co. here and one of the best-known and most aggressive merchants in this city, last week staged his second annual entertainment at the Bergen County Isolation Hospital. Music, moving pictures and refreshments were included in the program. These entertainments comprise part of Mr. Bliesenick's plan for building goodwill and at the same time co-operating with the various local charitable institutions.

Comparative Tests Invited

Silent Motors have proved their supremacy to the satisfaction of a great number of the largest manufacturers of Machines in America and foreign countries.

Produced in Three Types

Model S. S. guaranteed to play in excess of two records, especially constructed for Portables or table machines.

Model K. K. guaranteed to play in excess of three records.

Model H. H. guaranteed to play in excess of five records.

Samples and information supplied upon request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City

Securing and Keeping Up the Mailing List

Pointers on How Best Results Are Secured Through a Mailing List Which Is Kept Fully Up to Date—Eliminating the Deadwood

Building up a mailing list is one of the problems that are always before the retail dealer who believes in keeping his name and the name of the product he represents constantly before prospective customers. There are some who simply handle the mailing list as a matter of course and do not give it the attention it deserves, but the merchant who seeks real results must give as much thought to his mailing list as he does to the prospect list upon which the salesman work personally.

The retailer would not think of sending his salesman to see a prospect who had died or moved away, and he should take just as much care to see that his valuable mail matter is not sent to people who have moved, or who for one reason or another do not exist. This means constant checking and building up.

The well-known channels for getting names for the mailing list have been pretty well worked, such as the telephone directory, lists covering certain exclusive localities, the social register, etc. Likewise, an increasing number of dealers find the newspaper announcements very successful prospect sources and see to it that all newly married couples are placed on the mailing list. This same information regarding the newlyweds can be obtained from the list of marriage licenses issued by the various cities and published in local newspapers, or at least placed on file at the License Bureau, where they may be perused by anyone interested.

Real estate records also offer possibilities for first-class mailing lists, for the buyers of suburban homes make excellent prospects, provided, of course, they are not already supplied with machines. In any event, they loom up as possibilities for record sales.

New Sources for Prospects

There are now and then some original methods developed by individual salesmen for digging up prospects and in this connection a story is told of a young Italian who got a job as outside salesman for a dealer in Brooklyn, N. Y. The new man went to work earnestly and for the first couple of weeks he turned in to the house each day from five to ten prospects. The best part of it was that a very fair percentage of them bought machines and records during that period. There could be no question regarding the authenticity of the lists. The man-

ager was puzzled at the success of the new man and finally, unable to control his curiosity any longer, said: "Where do you get all these names, Joe?" "Pretty good, eh?" the Latin answered evasively. "Come on, be a sport. I just want to find out your system for the sake of my other men. How many families, having talking machines, do you call on each day before you get the names of six prospects?" asked the dealer. "None," laughed the fellow, enjoying his employer's confusion.

"Well, now, listen here, Joe," said the dealer suspiciously; "if you mean to say that you call on only six or seven people a day and find them all without talking machines, somebody is giving you those names. Come now, who is it?"

"Sure, somebody gives me names. He give me names and address. My father and brud they all in the moving van biz, five trucks, and each day they move five, six ten peep, see no talking machine on truck, give me his name."

It does not happen that every salesman or every dealer lists among his friends a moving van owner who will give him such explicit information, but if he approaches some of the real estate dealers in his vicinity in the proper way it is no great problem to get from them lists of new tenants who may be solicited in the regular way, and often with good results.

Keeping the List Really Alive

It is not always a question of getting new names, however, for care must be taken to see that certain names are bona-fide and worth following up. In some cases arrangements can be made with the local postmaster to revise the dealer's mailing list so far as it covers his territory, bringing it up-to-date at a nominal charge for clerical work. But even when such service is not available the dealer can have a fairly accurate check on his list by imprinting his envelopes with a return postage guarantee and then seeing that the returns are not simply thrown aside, but are checked up very carefully against the list.

In addition to those who die each month, it often happens that a certain portion of the people on the mailing list have succumbed to the wiles of competing salesmen and bought machines and records of other makes. For the purpose of checking up these it is well occasionally to send out a "tickler" in the form of

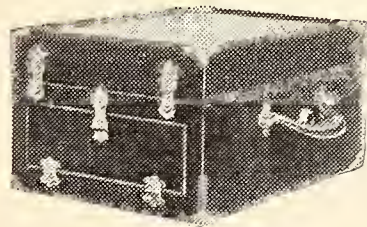
a return post card to be filled in, by the recipient stating what kind of machine he owns, if any, what kind of records he uses and whether or not he is interested in continuing to receive bulletins and other printed matter.

Checking Up From the Recipient's End

While on the subject of mailing lists, it might also be apropos to suggest that the dealer check up occasionally to see how his printed matter is being received by his prospects. This applies particularly in cases where the dealer goes to considerable expense in preparing original forms of mail matter in the hope of arousing special interest. A big user of mail matter suggests that before any new mail matter is sent out, particularly material printed on cardboard more or less delicate in character, the dealer have several samples mailed to himself from various localities. When it is received he can inspect it and see whether it has been properly packed or whether the envelope used is of the right sort to give full protection. Should anything be wrong he can remedy it before sending the material out to the full list.

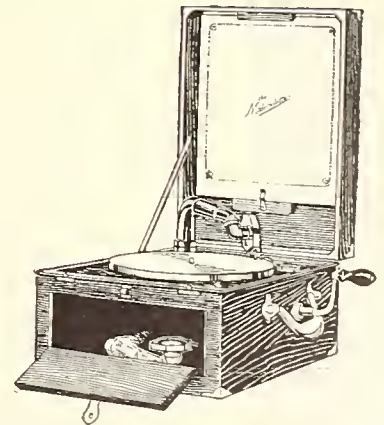
It happens very frequently that expensive calendars printed on cardboard, and with considerable filigree work, are received by prospects in so mangled a condition as to be useless and the story is told of a manufacturer who conceived the bright idea of having his message recorded on small records and sent them to his clients. In order to attract attention he left the envelope blank and included no literature. Even the record did not bear his name, simply the fact that it bore a message of interest to the client. The trouble came when a large number of records through improper packing were all smashed up when they reached the recipient. In all such cases the important message on the record remained a secret. The unfortunate part was that in his eagerness to be original the manufacturer placed no key on the envelope or contents that would permit of the recipient writing to him for another record to be more securely packed.

Soliciting by mail is, at best, a more or less expensive practice and it stands to reason that a piece of literature to be sent by mail, if it is worth preparing, is worthy of careful attention in the matter of shipping and certainly should contain the name of the sender.



The
Modernolette

Retail Price —East of Mississippi —\$35.00
—West of Mississippi —\$40.00



ARE you getting your share of the portable business? Are you selling the right machine? The Modernolette is selling fast. It is constructed of solid walnut, wax finish. Has a reliable motor and tone arm. In quality, it is in the high priced class. In price it is low. We still have some valuable territory open for jobbers.

Manufactured by

MODERNOLA COMPANY

JOHNSTOWN, PA.

New York Distributor: PROGRESSIVE MUSICAL INSTRUMENT CORP., 319 Sixth Ave., New York, N. Y.



Baby Grand
\$200

*The Choice of those who've
heard them all.*



Serenade
\$150

Sonora Dealers Are Profiting Through High Quality NOW

ALREADY early September sales to Sonora dealers are acting as sales barometers, showing the extent to which they are going to profit this fall through handling "The Instrument of Quality."

Their customers, everywhere affected by country-wide prosperity, are in the market for high quality merchandise. And these people, many of them with the actual cash in hand for their purchases, are making this demand known in no uncertain terms.

Sonora dealers are in better position than all others to satisfy this demand. Handling "The Highest Class Talking Machine in the World" and backed by Sonora's comprehensive national advertising and effective dealer helps, their fall season is going to be the largest they have ever enjoyed.

You, too, may cash in on this Sonora demand, which is increasing by leaps and bounds. Wire or write the local distributor listed on the page opposite for full details.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

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

State of New York

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

Gibson-Snow Co.,
Syracuse, N. Y.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

Sonora Phonograph Co. of Pacific Coast,
115 Jessie St., San Francisco, Cal.

Lower Michigan, Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of North Dakota, South Dakota, Minnesota and Northern Iowa

Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
St. Joseph, Mo.

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Illinois and Eastern Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St., New York

Every Night I Cry Myself To Sleep Over You

"You can't go wrong
With any FEIST song"



Ev-ry night I cry my-self to sleep o-ver you, —

**FOXTROT BALLAD—WITH A PUNCH IN BOTH
MELODY AND LYRIC**

MADE IN THE USA

© LEO. FEIST INC
N. Y. C.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., September 8.—In the summary of exports and imports of the commerce of the United States for the month of June, 1923 (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 June, 1923, amounted in value to \$86,441, as compared with \$35,901 worth which were imported during the same month of 1922. The twelve months' total ending June, 1923, showed importations valued at \$615,425, as compared with \$528,203 worth of talking machines and parts during the same period of 1922.

Talking machines to the number of 5,795, valued at \$243,117, were exported in June, 1923, as compared with 5,460 talking machines, valued at \$168,503, sent abroad in the same period of 1922. The twelve months' total showed that we exported 61,241 talking machines, valued at \$2,371,065, as against 39,147 talking machines, valued at \$1,561,064, in 1922.

The total exports of records and supplies for June, 1923, were valued at \$123,194, as compared with \$86,374 in June, 1922. The twelve months ending June, 1923, show records and accessories exported valued at \$1,242,901, as compared with \$1,471,853 in 1922.

The countries to which exports were made in June and the values thereof are as follows: France, \$325; United Kingdom, \$10,810; other Europe, \$6,417; Canada, \$67,847; Central America, \$4,647; Mexico, \$13,981; Cuba, \$15,610; Argentina, \$1,514; other South American countries, \$14,796; China, \$2,598; Japan, \$30,296; Philippine Islands, \$2,365; Australia, \$41,234; Peru, \$3,070; Chile, \$11,550; elsewhere, \$16,057.

Meyer Levin, operating as the Mandel Talking Machine Co., dealer in phonographs, records and sporting goods at 53 East Twenty-third street, New York, made an assignment recently to Ralph Honig, of 2486 Davidson avenue, New York.

G. J. BENSBERG EXPANDS

Progressive Arkansas Dealer Acquires Talking Machine Stock of Davidson Furniture Co.

CAMDEN, ARK., September 1.—G. J. Bensberg, proprietor of Bensberg's Music Shop on South Adams street, has purchased the stock of phonographs of the Davidson Furniture Co., which recently opened a store in Camden.

The Bensberg Music Shop is one of the leading dealers in musical instruments in Arkansas and is the largest dealer in Edison phonographs in the State. In addition Victor and Columbia machines and pianos are handled.

MISS DOROTHY SILBERT WEDS

Miss Dorothy Silbert, cashier in the accounting department of the Emerson Phonograph Co., Inc., became Mrs. Herman Sanders on August 26. As a mark of appreciation of the many years of amiable association with her co-workers Mrs. Sanders was presented by them with a "Lady Churchill" phonograph, one of the new artistic Emerson period models. In addition the young lady was the recipient of numerous household gifts.

N. COHEN ENDS SUCCESSFUL TRIP

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., returned from a very pleasant and successful trip across the continent. Due to the illness of Mrs. Cohen, who accompanied him, the trip was concluded before all the cities on the itinerary were reached. Mr. Cohen reports that a general spirit of optimism was manifested everywhere and orders for Wall-Kane and concert needles were plentiful.

9,000 PATENTS EVERY MONTH

WASHINGTON, D. C., September 4.—The most mistaken man in the world is he who insists "there is nothing new under the sun," according to officials of the Patent Office. For the last two years applications for registry of patents and trade-marks have averaged 9,000 per month. Despite the increased flow of new ideas the clerical work of the bureau has kept entirely up with it.

ACTIVITY IN DEALER EQUIPMENT

Zimmerman-Bitter Co. Closing Many New Contracts—Dealers Getting Ready for Fall

Among installations recently completed by the Zimmerman-Bitter Construction Co. is that of Landay Bros., consisting of the remodeling of the entire ground floor, in both the Fifth avenue and Forty-second street stores, New York City; also the addition of new musical instrument cases.

A number of new contracts have been received lately, including that of the Greeley Music Shop, New York City, consisting of six hearing rooms, record racks, service counters and redecorating the entire store in colonial period design. Another large installation, which when completed will be one of the best in the State, is that of Dunkerley & Co., of Passaic, N. J. This installation will consist of fifteen hearing rooms, piano warehouses, record racks with a capacity of 25,000 records and new show windows. The store will be redecorated throughout and the entrance will consist of an ornamental arch being finished in French period design. Radel's Music Shop, New York City, has contracted for the remodeling of its store and the installation of musical instrument and sheet music departments.

CASH IN ON ARTISTS' APPEARANCE

SPRINGFIELD, O., September 4.—The L. C. Gorsuch Co., Columbia dealer, of this city, made capital of the local appearance of Lasses White's Minstrels, Columbia artists, by featuring the records of these artists in an unusually attractive window display.

Oké Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

ITALIAN Popular Music



AND



MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

25 YEARS OLD AT BIRTH!

The Progressive Musical Instrument Corporation is not "just another" jobber of musical instruments, nor is it a new-comer in the musical instrument field. It is composed of men who have been actively engaged in this business for 25 years—in other words Progressive is 25 years old at its birth!

New Ideas - New Merchandise - New Prices

To outline the Progressive policy is to say: "Our Name is Our Slogan!" It has taken considerable time to assemble such a complete line of musical merchandise as is in our stock. Nor have we completed the list of products we are to be distributors of. The selection of the lines was governed first by quality, then standing and then price. In each instance we have considered the dealer's viewpoint, remembering he must make a fair margin of profit and at the same time make a customer.

It is only natural that our "service" policy should also be in accord with our name. There will be no delays in delivery—our speed autos will take care of that! Out of town orders will be shipped within 24 hours after receipt. Music merchants everywhere will welcome the rapid service and exceptional attention their orders will receive at the hands of Progressive!

Our showrooms and lines of merchandise are now open for your inspection. Progressive is conveniently located in the musical merchandise center of the city. Drop us a postal card for our catalog ready for distribution shortly. Dealers now being appointed in some of our exclusive territories.

DISTRIBUTORS OF

Holton Band Instruments.
 Bacon Banjos, Guitars,
 Ukuleles, etc.
 M. Hohner Harmonicas,
 Accordeons, etc.
 Perfacktone Band Instru-
 ments.
 Perfacktone String Instru-
 ments.
 Sonorotone Violins, Acces-
 sories.
 Bell Brand Strings.
 Black Diamond Strings.
 Samson Strings.
 Hercules Strings.
 Supreme Rosin.
 Santacilla Guitars.
 La Clavel Guitars.
 Ludwig & Ludwig Drums, etc.
 Major Drums, etc.
 P'MICO Ukuleles.
 Hamilton Stands.
 Grover Pegs.
 and a complete line of the
 finest grade of Accessories.

Wholesalers of Musical Merchandise of Every Description

Progressive

MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue (Bet. 19th and 20th Streets) New York

Telephone Nos. Watkins 4297, 4298, Chelsea 9237

Making Small Advertisements Effective

Originality in Lettering and the Use of Small Cartoons Make the Copy Stand Out From Straight Type Ads and Get Attention

The talking machine dealer who handles any one or several of the established lines of records has at his command probably more free publicity matter of high quality than is to be found in any other line of business, for not only do the manufacturers themselves spend hundreds of thousands of dollars each year in supplying window cards, bulletins, cut-outs, etc., for the use of dealers, but many distributors follow the same practice and many music publishers, as well, have also seen the possibilities of having their songs in record form suitably featured in the dealer's window by specially prepared cards.

The complaint seems to be, and justly so, that a great many dealers do not take the fullest advantage of the opportunity of informing the

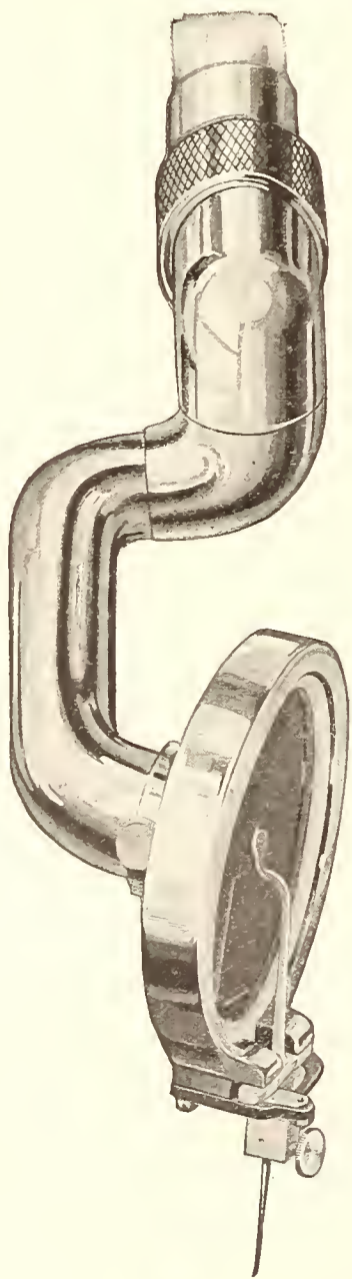
public of the new features among the records. Either they neglect to display some of this material entirely or they display it in a way that shows lack of thought in its arrangement. This criticism, of course, does not apply to those retailers who believe in individuality in presenting the record hits to the public and who arrange individual window displays to attract attention either to a single record or to a special group.

There are a class of dealers, fortunately, who not only make full use of the advertising equipment supplied by the manufacturer, but who

junction with straight type advertisements the special lettering stands out like a sore thumb and the campaign has reached a point where many record buyers admit that they look for the advertisements just as they do for the other special features of the newspapers. Certainly the results of the campaign indicate that it has gone over.

E. H. Jackson, owner of the Jackson Talking Machine Shop, makes excellent use of the cartoon in giving character to many of the advertisements. It might be said here that the cartoon has also been used effectively by other

Mr. Edison Man:—
Don't Say
"KAN'T," say **"KENT"**
Write for catalog of complete line
The KENT No. 1
With "S" Sound Box
Has given complete satisfaction
for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.



Some Clever Small Advertisements of Jackson Talking Machine Shop, Rockford, Ill.

also create individual advertising to give additional punch to the publicity. They realize that, with a half dozen or more dealers in their own section handling the same line and using the same publicity, the passer-by is not likely to be attracted particularly to their own store, even though he may become interested in the record itself. In other words, the general publicity is just as likely as not to bring a certain amount of the business to competitors.

In the preparation of the individual advertising the dealer can offset this tendency to a certain degree. When the record buyer has seen the record featured in the same way in a half dozen stores and then comes across an original presentation of it he is very likely to find his curiosity developing into a buying urge and to give his business to the retailer who has had gumption enough to go after it in a new way.

This originality in advertising can be adopted in newspaper advertisements as well as in show window cards and the idea has been carried out successfully in numerous cases. In other words, instead of simply publishing the name of the record, something of its history and perhaps a picture of the orchestra playing it or the artist singing it, the dealer uses a cartoon or special type arrangement that is distinctly out of the ordinary run.

A case in point is found in the series of specially lettered record advertisements used in the local newspapers by the Jackson Talking Machine Shop, of Rockford, Ill. Appearing in con-

dealers, among them Ned Straus, manager for the A. B. Clinton Piano Co., Hartford, Conn., whose cartoons were reproduced in The World some time ago. Mr. Straus, as well as Mr. Jackson, has a belief that the tired business man and his wife like a little humor in the advertisements, with the result that most of the cartoons are calculated to develop a smile on the part of the reader, as well as to attract his attention to what the announcement is all about.

The sum and substance of the matter is that anything that makes for individuality in publicity, whether in the newspapers or in the store, is likely to elevate that particular dealer above the general run of his fellows and concentrate on his store the interest that ordinarily might be divided among a half-dozen competitors.

It is natural to assume that no one dealer can get all of the business, but if he does things a little differently in his advertising and his selling and service methods he is liable to get sufficiently out of the rut to be able to capture more than his proportionate share of business.

NEW DEPARTMENT IN BILLINGS

H. E. Nielsen has been appointed manager of the new Edison phonograph department opened recently by the Lee Warren Drug Store, 2703 Montana avenue, Billings, Mont. The department is located on the balcony of the store and has been fitted out in a thoroughly up-to-date manner.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture.

Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

Juvenile Records— in a LOOSE LEAF album



\$1.00 Complete Book

The appearance of the LITTLE TOTS' BOOK is its own best salesman. The covers are of a heavy blue Buckeye stock finished in full color Mother Goose designs. The inside record pockets are also of a heavy blue stock pictured with typical children's settings.

Each album contains six picture and verse cards, beautifully illustrated and process printed in colors. The book is attractively bound in loose leaf style with telescope eyelets and colored silk cord. It is finally packed in a glassine wrapper.



Individual Records 25c

Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose leaf book.

Outstandingly Superior.

Six different selections. On SEVEN-inch DOUBLE-FACED records. With picture and verse cards. All in a beautiful LOOSE-LEAF album. \$1 retail.

Simply wonderful.

See the book and look at the beautiful pictures. Above all, play the wonderful records. Marvelously clear. Unusually strong. You hear every note. You understand every word.

Individual records also. At 25c each. SEVEN-inch DOUBLE-FACED (2 selections). With picture and verse cards.

Things are humming. Everybody is ordering. Everybody is re-ordering. Write TO-DAY.

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO.

Little Tots' Record Division
20 West 20th Street, New York

On The Shores & Aloha Land



"You can't go wrong
With any FEIST song"

Hawaiian Serenade
Waltz

Dream-ing of — A — lo — ha — land, —

© LEO FEIST Inc. N.Y.C.

YATES SHOP CHANGES NAME

Lankershim, Cal., Concern to Be Known as the Lankershim Brunswick Shop

LANKERSHIM, CAL., Sept. 6.—Due to a change of ownership, the Yates Music Shop will, in the future, be known as the Lankershim Brunswick Shop, and the stock of phonographs, pianos and musical merchandise will be materially increased. D. E. Langlands and W. H. Schade came into possession of the store some time ago and have already assumed active management of the concern. Mr. Langlands has been assistant manager of the musical merchandise department of the Southern California Music Co. of Los Angeles for eleven years, and recently organized a band at Culver City.

T. A. EDISON'S RECENT DISCOVERY

A new artist is likely to be added to those making records for Thomas A. Edison, Inc., as a result of the vacation motor and camping trip recently taken by Mr. Edison and his friends, Henry Ford and Fred Firestone. It seems that while in Paris, Mich., Mr. Edison heard of the skill of a local "fiddler," Jasper E. Bisbee, and, after hearing him play the music in vogue for dancing fifty years ago, Mr. Edison promised to arrange for the making of test records at the Edison laboratories in Orange, N. J.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

**INDEPENDENT RECORDING
LABORATORY, Inc.**

102-104 West 38th Street New York

A FACTOR IN AUGMENTING SALES

How the Audak Demonstrating Device Operates in Making the Dealer's Sales Department More Effective in Service to Customers

In these days of modern merchandising with heavy overhead, due to increased costs for salaries and the demand of customers to be waited on promptly and efficiently, with all that this means in extending service, the retailer willingly grasps at any proved plan that aids in the



The Audak (Style 10) in Operation

simplification of sales. In this connection several leading dealers and a number of department stores, in planning to eliminate lost motion and add to the speed in making sales, have recently adopted the Audak demonstrating device. A particularly popular model of this product is the Audak No. 10, mounted on a small table, occupying very little space, at which the prospective customer may sit and hear any number of records without interference from record renditions at adjacent tables. This equipment is delivered in the color of the woodwork of the store and can be set up for demonstration without delay immediately upon delivery. A series of such tables occupy very little floor space. A group of popular selections is placed in the rack before the customer and a demonstration of those selected is made by the prospective purchaser. The floor salesman, from time to time, exchanges or adds to the records set aside for the individual's demonstration, who requires little other attention until the sale is about to be completed. In this manner a full battery of tables, equipped with the Audak, can not only be cared for by one salesman, but allows him sufficient time to extend to the various prospective purchasers other minor services. When the store is unusually crowded this has

been found one of the most feasible, successful and profitable methods of record demonstration. The majority of folks seem not only well satisfied with such methods, but often show particular pleasure with the arrangements. It is a weakness of human nature to desire attention; if the store is crowded to the extent that the salesman cannot take care of all those before the counter a seat at the table where a series of records may be gone over not only suffices to hold the customer within the confines of the establishment, but gives more than a little assurance that he will make a reasonable amount of purchases.

BROADCASTING PIANO SOLOS

Microphones are the prime essentials in radio broadcasting and their perfection is one of the trials of the radio engineers. It is quite simple to broadcast the human voice, for the speaker or singer stands directly in front of the microphone. It is equally simple with the violin or even a full orchestra, in the latter case the combined sounds of the instruments being gathered into a large receiving horn by means of a curved sounding board.

But until within a recent period or so the transmission of piano pieces had not been as satisfactory as the radio engineers felt was possible. Now they are, due to the perfection of a device by radio engineers in the largest transmitting station up the State. By means of coils anchored to the piano sounding board and a magnetic system connected with the coils and attached to the piano frame itself every tone is faithfully reproduced electrically, with all the tonal shadings, and so sent on to the broadcasting machine.

MAKING TALKING MACHINES IN SYDNEY

We are in receipt of a copy of the Australasian Manufacturer, published in Sydney, a most interesting magazine, by the way, in which appears a three-page illustrated story of the construction of the Raxonola talking machine, which is made by the firm of Jackson & Macdonald in Sydney. This instrument is a complete Australian product and the writer of the article, who describes its manufacture in the fullest detail, naturally expresses pride in the fact. Two illustrations of recent Raxonola styles also appear.

MARKET FOR AMERICAN "TALKERS"

WASHINGTON, D. C., Sept. 6.—A firm of importers in Melbourne, Australia, is in the market for American talking machines, according to advices received by the Bureau of Foreign and Domestic Commerce, this city. Complete details may be secured by communicating with the Bureau or any of its district offices and mentioning File No. 7241.

The Texas Music Co., Breckenridge, Tex., has been damaged by fire to the extent of \$3,500.

VINCENT LOPEZ

AND HIS HOTEL PENNSYLVANIA ORCHESTRA

*Creators of a new
style of dance music*

A LITTLE over one year ago Vincent Lopez and His Hotel Pennsylvania Orchestra boldly departed from the beaten paths of mere syncopation and created a new style of dance music.

It was startlingly unusual—oddly original. It was daringly different from anything the dancing public had previously heard. Soon, by means of nightly playing at the Hotel Pennsylvania, the world's largest hotel, wireless broadcasting and phenomenally successful, record-breaking Keith vaudeville tours, the fame of this delightfully novel dance music spread far and wide. Today, this very same style of inimitable dance music, coupled with superb musicianship, has attained for Lopez and his talented organization a tremendous popularity that is unparalleled by any other dance orchestra. Their exclusive Okeh recordings are acknowledged to be the finest dance records obtainable.

As an Okeh dealer, your share of the ever-growing demand for Lopez's exclusive Okeh Records is assured. Get it more quickly—make it as big as possible. Get behind these incomparable dance records and give them some real, honest-to-goodness sales effort. Let the public know you have Lopez records. Talk them up. Play them for your customers at every opportunity. Give your neighborhood the Lopez habit. Dealers all over the country are doing it—and steadily cashing in big as a result of their sales efforts.

Your share of this Lopez boom is there for you to get. Why not go after it?

Four of the Latest Lopez Hits

- | | | | |
|--------|-------------------------|--------|-----------------------------|
| 4881 | SWINGIN' DOWN THE LANE | 4878 | WONDERFUL ONE |
| 10 in. | | 10 in. | |
| 75c | WHEN YOU'RE NEAR | 75c | ON A MOONLIGHT NIGHT |
| 4869 | BESIDE A BABBLING BROOK | 4857 | DOWN AMONG THE SLEEPY HILLS |
| 10 in. | | 10 in. | OF TENNESSEE |
| 75c | BLUE HOOSIER BLUES | 75c | MARCH OF THE MANNIKINS |

Recorded Exclusively for

Okeh Records

The Records of Quality



VINCENT LOPEZ
(Exclusive Okeh Artist)



General
Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th St. New York

Another Superior Point for THE NEW COLUMBIA

The new reproducer is the most satisfying ever constructed. It has the most natural tone of any reproducer on the market today, and an unequalled capacity for volume. Freedom from blast has been accomplished by a unique system of "shock absorbers." Every musical tone, whether vocal or instrumental, is given with beautiful fidelity.

COLUMBIA GRAPHOPHONE CO.
New York



HARRY CUDDEBACK WELL AGAIN

Head of Da-Lite Co. Back at Desk—Company Revises Schedule of Panel Distribution to Comply With Victor Record Release Plan

TOLEDO, O., September 6.—Harry Cuddeback, head of the Da-Lite Electric Display Co., in this city, well-known manufacturer of electric display signs for the Victor dealer, is back at his desk after a six months' illness. Mr. Cuddeback has resumed activities with his usual energy and is now making plans for an aggressive Fall campaign.

Coincident with the recent Victor announcement to the effect that Victor records will hereafter be released weekly the Da-Lite Electric Display Co. will issue one panel each week, featuring the outstanding record of each particular list. This arrangement will provide for fifty-two panels per year, instead of forty-eight as heretofore, thereby giving the dealer a series of timely, effective displays that will undoubtedly act as a most effective sales stimulant the year round.

H. LAUTER CO. ADDS NEW MODELS

INDIANAPOLIS, IND., September 6.—The H. Lauter Co., of this city, well-known manufacturer of talking machines and furniture, has just added six new console models to its talking machine line. The company is preparing an attractive circular featuring these models, emphasizing the fact that the cabinets are made at the Lauter plant and that the equipment includes well-known standard products. The six new models in the Lauter line are known as Models D, E, F, G, H and I and are manufactured in combination American walnut and combination brown mahogany. The cabinet designs are distinctive and the company is preparing to take care of the active Fall demand which present conditions indicate.

BLOOMINGDALE DEPARTMENT MOVES

Talking Machine Quarters Now in Fine Location on Third Floor—Audaks and Other New Equipment Add to Department's Efficiency

In order to take care of its increased business the talking machine department of Bloomingdale Bros., Inc., has moved to new quarters on the third floor directly in front of the elevators. The department took possession of its new home on September 4, and H. G. Berkeley, manager of the Bloomingdale phonograph division, states that his department is making plans for the greatest Fall trade in history.

The present home of the department is new in practically every sense of the word, as almost all of the old equipment was discarded in order to introduce new ideas to cope with changing conditions and modern requirements. A battery of Audaks is being used instead of booths, as only a few of the latter were retained. Unique display fixtures for presenting machines are located at vantage points in the department and maximum service is offered the store's clientele. Mr. Berkeley states that no change is contemplated in the lines to be handled by the department, which now comprise Victor, Sonora, Brunswick and Pooley.

OPENS WHOLESALE ESTABLISHMENT

The Specialty Phonograph & Accessories Co., manufacturer of "Specialty Brand" phonograph products, recently opened a wholesale establishment at 212 East 113th street, New York, N. Y. This company will manufacture the "Specialty" motor, suitable for portable and small talking machines, and will also be a jobber of parts and accessories, including needles, tone arms, main springs, sound boxes, tools for repair work, etc. The concern, which is well equipped to efficiently serve a large clientele, is planning a vigorous drive for business.

OKEH ARTISTS COMBINE IN TOUR

Dealers in Cities in Which Sara Martin and Handy's Band Are Scheduled to Appear Taking Advantage of Opportunity by Tie-ups

Two prominent Okeh record artists, Sara Martin, well-known blues singer, and Handy's Band, popular New York organization, have joined forces and are now on a concert tour. Under the direction of the National Music League, Inc., of New York, these artists are booked ahead through the South until October 1, after which they are planning to go to the Pacific Coast. They are playing to capacity audiences and attracting considerable attention on the road. The itinerary to date has included such well-known cities as Raleigh, Durham, Greensboro and Charlotte, N. C.; Columbia and Greenville, S. C.; Augusta and Atlanta, Ga.; Birmingham, Ala.; Memphis and Nashville, Tenn.; Paducah, Louisville and Lexington, Ky., and Cairo, Ill.

Sara Martin has won considerable popularity through her distinctive rendition of colored melodies and her Okeh records have won favor from coast to coast. W. C. Handy, leader of the band bearing his name, is well known as a publisher, composer and orchestra director and constitutes a perfect accompaniment for Miss Martin's singing. The artists sing and play all of the selections they have recorded for the Okeh library, and Okeh dealers in the cities where the company appears are using a great deal of very effective publicity featuring the concerts to excellent advantage.

FIELDS SONG SHOP BANKRUPT

A petition in bankruptcy has been filed against the Arthur Fields Song Shop, talking machine dealer, with a store at 2094 Seventh avenue, New York City. The liabilities of the concern are placed at \$14,973; assets unknown.

The MODEL "E" PORTABLE PHONOGRAPH
Artistic---Superior Tone Quality---Light Weight---Compact---Durable.
Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

"No, no, No-ra, no - bod-y but you, - dear,"

NO! NO! Nora!

A Fox Trot Sensation

"You can't go wrong
With any FEIST song"

© LEO. FEIST Inc. N. Y. C.

OGDEN

Home Building Movement Felt by Trade in Increased Sales—Business Prospects Good—The News

OGDEN, UTAH, September 5.—Prospects for brisk Fall trade are exceedingly bright in this district, according to George S. Glen, of the Glen Bros.-Roberts Piano Co. "Already we have felt the influence," said Mr. Glen, "and if present indications may be taken as a criterion we have reason to believe that a decided impetus will be given the talking machine business in northern Utah, southern Idaho and western Wyoming. Particularly gratifying are the sales of higher-priced console Victor machines, which seem to be the most popular right now. The home-building movement is reacting in our favor. Many of the home buyers are young folks who are furnishing their places completely and we are benefiting by the sale of pianos, talking machines and small goods."

Thomas J. Holland, sales manager of the Glen Bros.-Roberts Co., reports an unusually successful campaign among the women attending the annual cooking school conducted by a local newspaper. Daily demonstrations of pianos and talking machines were conducted before 2,000 women, altogether, he said. They were shown the latest types of machines and heard the latest records, both popular and classic. "This gave us a valuable personal contact with the women, who are the actual buyers," said Mr. Holland, "and we benefited very materially."

Mr. Holland recently returned from a tour of southern Idaho and the prospects of bumper crops this Fall have put the farmers in a very optimistic mood, he said. "The outlook in southern Idaho and northern Utah appears so bright that the company has put men in these territories permanently."

Ezra Jones, of the Jones Phonograph Shop, Brunswick and Sonora dealer, has returned from a business trip to Wyoming with Leroy Madsen, of the Lyric Music Co. They arrived at Kemmerer, Wyo., just after the explosion in the Frontier mine that killed ninety-eight men.

The trip took the two into the Jackson's Hole country of Wyoming, where they sounded business conditions. The abundant rain has benefited the dry land crops and lifted the ranchers out of the depression they have been in for the past two years. Mr. Jones said he sold a number of phonographs on the trip and at Big Piney, Wyo., a ranching town, he sold talking machines to the two hotels. He remarked that local business has improved and that he is preparing for a very active Fall season.

Glen Thomas, of Browning Bros., Brunswick dealers, who has returned from his vacation spent in Jackson's Hole, Wyo., says that business, although quiet during the Summer months, has picked up materially. The demand for popular records is still good and business in the more classical numbers is improving.

The Proudfit Sporting Goods Co., distributor for the Edison, states that indications point to the resumption of active business that has been in a slump. The outlook has improved to such an extent, the company said, that Thomas S. Hutchinson, field representative, is being kept the greater part of the time in southern Idaho, where prospects for the sale of machines and records are unusually good.

The William Music Co., Steger and Pathé dealer, reports a revived interest in talking machines.

C. E. Armstrong & Co. report that business is keeping up well in view of the usual slow season. "Better business than usual" is the report of this concern. The company handles Edisons and Pathés.

NEW MUSIC HOUSE IN NORFOLK, VA.

The Foreman Music Co., Inc., Norfolk, Va., has been incorporated with a maximum capital stock of \$25,000 and a minimum of \$1,000. E. C. Foreman is president of the company; C. B. Foreman, secretary, and V. L. Page is the other incorporator. The company will deal in musical instruments and supplies of all kinds.

BLATT BACK AT OLD LOCATION

COLUMBUS, O., September 6.—The Blatt Music Store has resumed business at its former location, 133 South High street, after four months of building and repairing following the fire.

"RED HEAD GAL" CONTEST

Live Brunswick Dealers Promote Sales of Records by Unique Popularity Contest

Hallett & Pierson, Brunswick dealers in Rutherford, N. J., have achieved considerable publicity recently by asking who is the most popular "Red Head Gal" and offering a reward for the answer. Announcements over the signature of Hallett & Pierson, giving the details of this unique contest, read as follows: "To the auburn-haired lady receiving the most votes between now and September 10 we will present a beautiful ukulele. Ten votes are given with each purchase of Brunswick records, regardless of selection, but if you want to get enthused over auburn hair hear 'That Red Head Gal' by the Isham Jones Orchestra on record No. 2412, and by Marion Harris on record No. 2444." The contest provided a number of interesting questions, particularly as to just what shade of hair may be called auburn and not red.

FRANK ELMER TO OPEN NEW STORE

WATERTOWN, N. Y., September 7.—Preparations have just been started on a new music store at No. 4 Paddock Arcade, which Frank M. Elmer will occupy in a few weeks. Mr. Elmer already has a store in the Paddock Arcade and also conducts a branch on Arsenal street. Victrolas, records and phonograph supplies and accessories are handled.



The demand of the public for the NEW EDISON was never greater. The models never more artistic. The records never better. The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.



Button 1 1/2" dia., with body 2 3/4" long

THE NEW HOLIDAY BUSINESS BOOSTER

A Celluloid Button with body attachment in four colors with dealer's imprint. So cheap they can be given away generously. 5,000 kiddies wearing these will give the dealer some publicity. Splendid jobbers proposition. Write at once for samples, prices and full details.

Philadelphia Badge Company
Manufacturers

942 Market Street Phila., U. S. A.

THE TREASURE CHEST



“Add to Your Treasure”

The “Treasure Chest” is not a thing that happened over night, nor through accident. Nor is it the result of a pet idea. It is the “brains” of merchandising experts, keen minds in the talking machine business; men who have had years and years of thorough, hard and practical schooling—yes, those who know what will “go over” with the public.

Not only was matured thought necessary to create the “Chest” but it required the outlay of a large sum of money.

And what was all this done for? To profit in selling “containers and record envelopes” to Victor Dealers? No indeed!

Mr. Victor Dealer, the “Treasure Chest” itself returns no profit whatever to us nor any other Victor Wholesaler. It was not gotten up with that thought in mind. The “Treasure Chest” was made solely for one purpose—to produce greater record sales for Victor Dealers. And it does precisely that.

Dealers who are handling this wonderfully attractive offering well know its value—and equally appreciative is the public who have seen it.

The BRUNO organization sincerely works in the interest of all enterprising Victor Dealers. What it creates or produces is for the sole benefit of those Victor Dealers everywhere.

Now’s the time to “add to your treasure” by adding the “Treasure Chest” to your stock.

*Ask your Wholesaler for the “Treasure Chest.”
He will serve you.*

The “Treasure Chest,” beautifully printed in full color, comprises six ten-inch double-face records (12 selections) of the choicest instrumental music of foreign lands. The Chest and envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation.

C. Bruno & Son, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

NOVEL RECORD ADVERTISING STUNT THAT WENT OVER BIG

Souvenir Records of the Appearance of Marion Harris, Brunswick Artist, in Local Cafe, Prepared by the Fitzgerald Music Co., of Los Angeles, Sell Like Proverbial Hot Cakes

One of the most novel advertising "stunts" for tying up with the local appearance of an artist was recently put over by the Fitzgerald Music Co., of Los Angeles, Cal., during Miss Marion Harris' appearance at a local café, the Club Royale, on Washington boulevard, near the City of Angels.

The Fitzgerald Music Co. is an exclusive Brunswick dealer and Miss Harris is an exclusive Brunswick artist, so, in addition to a great amount of newspaper publicity and to an unusual window display featuring Marion Harris' appearance and her Brunswick records, the Fitzgerald Music Co. evolved the idea of hav-

records sold might be kept as souvenirs of the occasion and be lasting reminders of Miss Harris, the Club Royale and the Fitzgerald Music Co. This label is a cut-out, so that when pasted on the records neither the name Brunswick nor



Autograph Souvenir Record Distributed

The wording on the label above the signature and address of the Fitzgerald Co. reads: "Souvenir autographed Brunswick record commemorating Marion Harris' Club Royale appearance, July-August, 1923. Sincerely yours, Marion Harris (Signature). Singing at the Club Royale, Los Angeles' most distinctive cafe."

the title or number was hidden, but prominent on the label was the name of the Club Royale Café, with Miss Harris' own personal signature just above and the Fitzgerald Music Co.'s name on the bottom. The background of the label was white with crimson and gold letters.

In the lobby of the Club Royale Café the Fitzgerald Music Co. placed a table with a display of Marion Harris souvenir records and had in attendance at this table a very attractive young lady dressed in Spanish costume who sold the records. Attractively engraved cards announcing the sale of the records were placed on each table in the café.

Miss Harris sang twice during each evening; first at 10 o'clock and the second time at 12 o'clock, and directly after each one of Miss Harris' appearances the young lady in charge of record sales would go around among the tables with a tray of souvenir records and sell or take orders for them.

The records delivered to the customers in the

café were enclosed in an envelope specially designed and printed for the occasion, but in most cases the young lady merely took orders and had the records delivered to the customers the next day, thus saving the purchasers the trouble of carrying a package of records with them and demonstrating the firm's service.

The idea was entirely new and novel, but went over in the biggest sort of way—the first week or ten days the record sales at the café averaged almost one hundred per night—and this in view of the fact that the price of these souvenir records was raised from 75 cents to \$1 each, but the actual sales made at the café were really one of the smallest benefits derived. The great advertising and publicity received by the Fitzgerald Music Co. from this unusual sort of tie-up have been inestimable.

As the Club Royale Café is one of the largest and highest class "dance palaces" in Southern California, and as some six to eight hundred better-class, amusement-loving people visit this café each night, the value of the "stunt" in an advertising way can readily be seen.

A NEW FORM OF RETAIL SWINDLE

So-called Talking Machine Salesman Works Fast in Ohio and Mulcts Dealer of Money, Machine and Records

It sometimes happens that a talking machine dealer is called upon to guard against dead beats within his own establishment, as well as those outsiders who make a practice of endeavoring to get something for nothing. A case in point has come up in Ohio where a so-called salesman has developed a somewhat new form of swindle, which is described in a letter sent to Secretary Hyre of the Music Merchants' Association of Northern Ohio as a warning to other music merchants in that section of the country. It might be well for trade members to study the case in order to be on their guard against a similar experience, which is described in a letter as follows:

"One of the things our Music Merchants' Association is for is the protection of its members, and we feel it our duty to pass along the benefit of a recent experience.

"A good-looking stranger with a foreign accent came to town and asked for a job selling machines on a commission basis, stating that he could pick up a few orders among the Polish people who preferred to deal with one of their own countrymen.

"Agreeing that no results, no pay was the contract, we let him have catalogues, and later in the day he phoned in that he had a sale for a portable Victrola, asking that it be gotten ready for him to demonstrate to a customer. Later, still, he came for a machine, with a list of Polish records, stating that he had a prospect for a larger machine, also.

"A few minutes before closing time he rushed in with a check purporting to be given by a local Polish resident and made out for a few dollars more than the price of the Victrola and records.

"We cashed back the balance plus 10 per cent commission and the good-looking gentleman departed with a promise of 'More business tomorrow'."

"Of course the check is no good, so the loss is machine and records plus a few dollars of real cash.

"The name of John Potocki was given, the man being about forty years old, five feet eleven inches tall, well dressed and well posted on phonographs and pianos."

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.

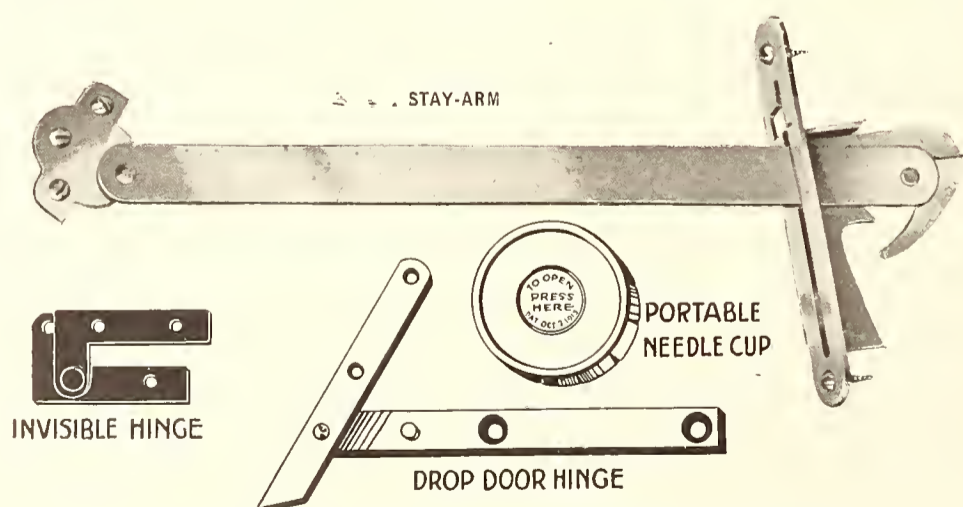
MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395



The Fitzgerald Co. "Record Girl"

ing her records on sale at the café during her appearance there and of designing a special label for the occasion to be pasted over the regular Brunswick label on the records, so that the

FULL LINE of HARDWARE FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.



We have been catering to the hardware needs of the talking machine industry 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.



The INSTRUMENT FOR PARTICULAR PEOPLE

Three Reasons Why the Kimberley is a Sales Leader

1. DISTINCTIVE CABINET DESIGNS
2. HONEST VALUES
3. UNUSUALLY LIBERAL DISCOUNTS

Distinctive Cabinet Designs

Every cabinet in the Kimberley line was designed by experienced cabinet draftsmen and represents the last word in modern cabinet construction. Designed to satisfy the requirements of the most discriminating purchasers, Kimberley cabinets are noteworthy for their artistic lines, superb finish and superior workmanship.

Honest Values

The Kimberley phonograph is manufactured in its entirety in our modern, up-to-date plant at Perth Amboy, N. J. We are not attempting to produce a cheap, inferior product of the commercial type, but on the contrary are offering the trade and public honest values that challenge comparison. Every piece of material entering into the construction of the Kimberley phonograph is the best the market affords, and for this reason we do not hesitate to market Kimberley phonographs on a basis of guaranteed satisfaction to the purchaser.

Unusually Liberal Discounts

The discounts we offer to the trade are exceptionally liberal, but we are not sacrificing quality to provide for this discount. By cutting down our overhead to a minimum, by manufacturing in large quantities and by reason of unusually favorable factory and shipping facilities, we can give the dealer or jobber far larger discounts than the recognized trade figures.

You Need the Kimberley Agency Now

The Fall season is here, and you must have a recognized sales leader to get your share of the business. Write today for our illustrated catalog, showing the complete Kimberley line, consisting of seven models, retailing from \$100 to \$275. Let us tell you all about our special dealer proposition. It will mean money in your pocket.

There is limited territory open for a few jobbers. If you are interested write today

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

RICHMOND

Jobbers Are Rushed Supplying Retailers — Plenty of Employment and Good Crops Create Optimism

RICHMOND, VA., September 7.—The fact that there is plenty of employment for everybody who wants to work, coupled with the fact that crop prospects in the Richmond territory are declared to be better than they have been for several seasons, is helping to stimulate business greatly.

Indications point to an exceptionally good Fall business, according to Richmond talking machine jobbers and retailers. H. Wallace Carner, Starr jobber, says that orders are coming in so fast that he is finding it difficult to supply the demand in the Virginias and Carolinas which he covers. Demand is particularly brisk for console models which, he says, are now selling 50 per cent better than cabinet, whereas the latter used to be the leader in demand. While he has appointed no new dealers in recent months, he has been having his hands full keeping up with the business coming in from those already appointed. Record business is also brisk, having doubled within the past year. The new Gennett record, "Cut Yourself a Piece of Cake," gives promise of equaling, if not surpassing, "Yes, We Have No Bananas" in popularity, he says. Mr. Carner has just returned from a business trip through southwest Virginia and reports the outlook in that section better than ever before.

Bright Prospects, Says R. C. Gentry

R. C. Gentry, who travels southern Virginia and both the Carolinas for the Corley Co., Victor jobber, reports that there is a marked improvement in conditions in South Carolina, which had been considerably below standard for some time. The boll weevil menace is not so great this year, he says, and the farmers are looking for a better cotton crop as a consequence. Conditions are also improved this

year in eastern North Carolina, where cotton is the staple crop. In western North Carolina, where there is a greater diversity of industry, everybody is apparently prosperous and looking ahead to big Fall business in practically every line. Virginia is likewise on a stable basis, with bright prospects ahead. Tobacco, the staple crop of this territory, gives promise of bringing big prices.

Live "Victor" Dog in Window Attracts

Medium-priced consoles are the leaders throughout the territory, Mr. Gentry ascertained, in calling on various dealers. In Greensboro he came upon one dealer who has devised a novel advertising scheme to exploit the Victor. The advertisement consists of the display of a live fox terrier in a front window that is a facsimile of the famous Victor trade-mark. The dealer is the Greensboro Music Co.

In Charlotte Mr. Gentry and several other Victor salesmen chanced to come together and were thus enabled to exchange views on business, all being pleased with prospects.

In the group besides Mr. Gentry were Dave Pruitt, Victor factory representative; Clem Salter, Parker Gardner, Charlotte, and C. H. Ray, Elliott Talking Machine Co., Atlanta.

New Victor Dealer Appointed

The Corley Co. announces the appointment of Winstead's, of Conway, S. C., as a new Victor dealer. This firm reports that colored artist records are going best in Virginia and the Carolinas.

Walter D. Moses Co., Victor dealer, reports business having been from 10 to 20 per cent better in August than in the corresponding month of last year. This is taken as an indication that September and the other Autumn months are going to be better than the same period in 1922.

Brisk Demand for the Edison

The C. B. Haynes Co., Edison jobber, found August a better month than July and the company is anticipating greatly improved business during the Fall. Substantial sales have already been made and in addition there has been an extra number of inquiries. Encouraging reports were brought in recently by the following deal-

ers visiting the Richmond house: Bernard Allsbrook, Dixie Furniture Co., Scotland Neck, N. C.; George I. Allen, Worley Furniture Co., Wilson, N. C.; N. Strauss, Bennettsville, S. C.; C. D. Hubert, Hubert Jewelry Co., Victoria, Va.

Edisons as Charity Contest Prizes

The C. B. Haynes Co. announces that the Methodist Orphanage of Richmond won first prize in the charity contest, in which a radio outfit and eleven Edison machines were offered as prizes, that institution polling a total of 5,392,969 votes. As it was already equipped with a talking machine, the orphanage selected the radio set. Sheltering Arms Hospital came second with 4,149,759 votes and St. Joseph's Orphanage third with 3,197,184 votes. The Baptist Home for Aged Women captured fourth place with 2,220,452. Twenty-nine Richmond business houses participated in the contest. Under its terms a vote was allowed for each penny's worth of purchase. Most of the participating houses expressed themselves as well pleased with results achieved.

The Haynes Co. thinks so well of it as a sales promotion idea that it has circularized its dealers suggesting that they endeavor to have similar contests staged in their communities.

A. L. M. Wiggins, vice-president of the Trust Co. of South Carolina, president of the Southern Retail Merchants' Association and general manager of J. L. Coker & Co., Inc., Edison dealer in Hartsville, S. C., was a recent visitor to Richmond on the occasion of the Southern retail merchants' annual conference, over which he presided. Mr. Wiggins called on the C. B. Haynes Co., Edison distributor, and placed a substantial order for Edisons.

J. D. Spiers, Edison dealer in Smithfield, N. C., and Mrs. Spiers were visitors to the C. B. Haynes Co. Mr. Spiers has been enjoying an increasing business all Summer and is preparing to do an exceptionally large Edison business this Fall. Other visitors included H. B. Lasting, in charge of the Edison department of S. Lasting & Bro., Portsmouth, Va.

F. W. Danner, Edison field representative for the C. B. Haynes Co., has returned from a successful trip through North Carolina. Mr. Danner has turned in an exceptionally large volume of business from the dealers he called on and reports that dealers are preparing for a large Fall business.

Goldberg Bros. Busy in New Home

Goldberg Bros., Pathé jobbers and dealers, who recently moved from 1211 East Main street, this city, to more spacious quarters at 5 North Thirteenth street, report a brisk business in Pathé concert models designed for use in dance halls and other public places. One of these models was recently sold to the Lakeside Country Club. Another country club of this city has asked that one be placed on display.

Petersburg Music Co. Incorporates

The Petersburg Music Co., Inc., Victor dealer, which recently took out papers of incorporation, had been previously operating as the Petersburg Music Co., with George B. Carter and J. K. Fletcher as partners. Officers of the incorporated firm are: George B. Carter, president; F. N. DeLuca, vice-president, and J. K. Fletcher, secretary. Mr. Carter is an automobile dealer and is not actively identified with the firm. Mr. Fletcher has been its manager and will continue in that capacity. Mr. DeLuca is well known in Petersburg musical circles. The firm handles general musical merchandise lines. Maximum capital is limited to \$50,000 and minimum to \$5,000.

J. Flegenheimer, field representative of the C. B. Haynes Co., has returned from a pleasant vacation spent in the North and has departed on a trip to call on Virginia and Tennessee dealers.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments	DISTRIBUTORS	Recreations and Amberol Records
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\$ SALES PROFITS \$

Brisk fall business has begun and the busy winter season is approaching

A few more dealerships must be established to serve this growing demand

Our Salesmen are now in the Carolinas and Virginia calling on interested merchants

A letter from you may result in the most profitable transaction you have ever made

ACT NOW

RICHMOND, VIRGINIA

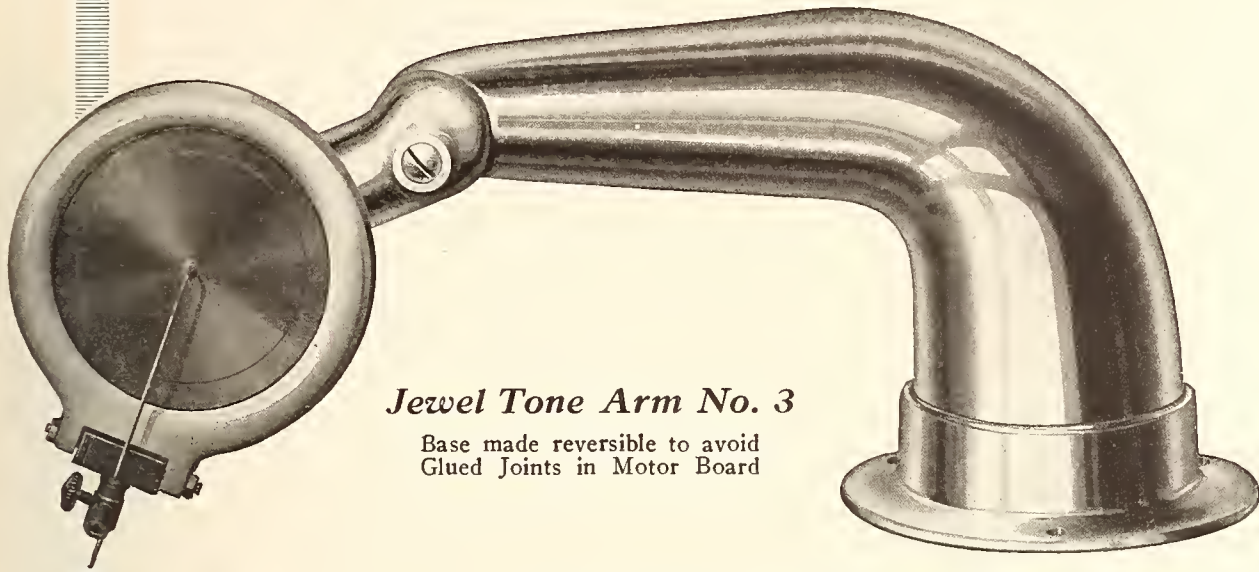
Goodnight

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

"You can't go wrong - With any FEIST songs"

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

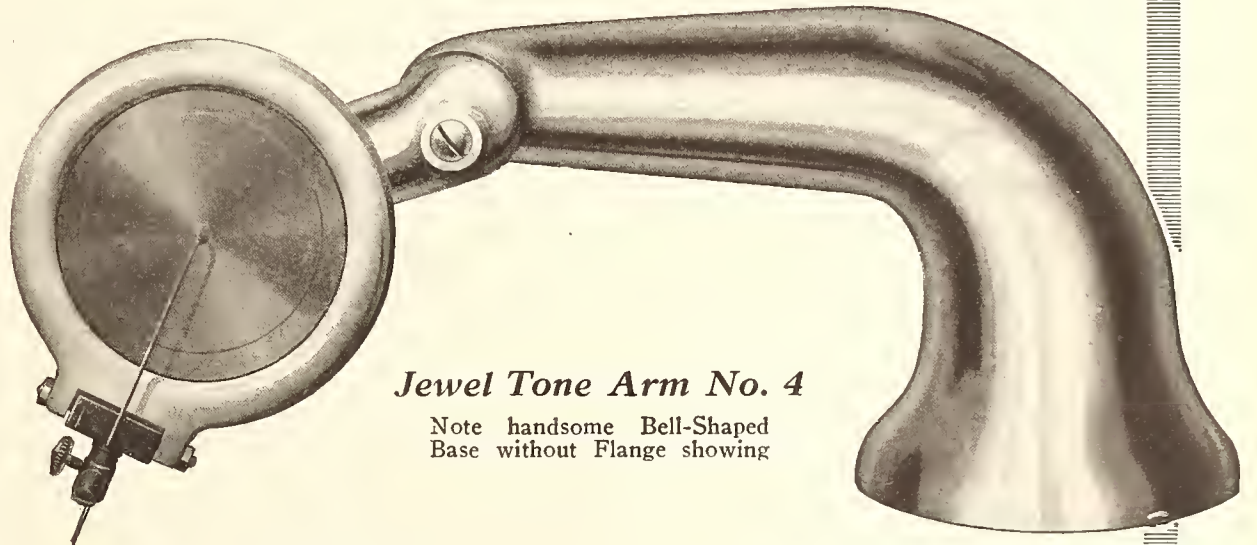
Base made reversible to avoid
Glued Joints in Motor Board

Original and Exclusive Features

Play Edison and Pathe Records in actual Edison position and with a fibre needle.

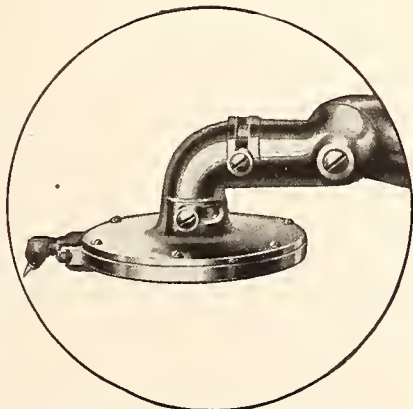
Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

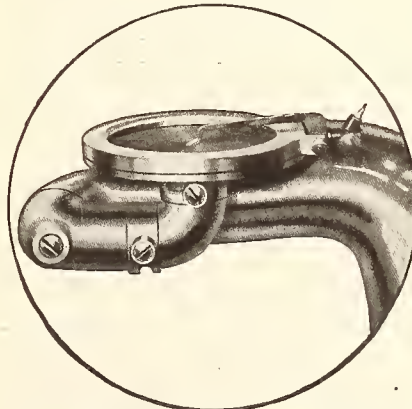


Jewel Tone Arm No. 4

Note handsome Bell-Shaped
Base without Flange showing



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

NEW PHONOMOTOR CO. CATALOG

Various Talking Machine Accessories Manufactured by Prominent Rochester, N. Y., Concern Described in Attractive Booklet

ROCHESTER, N. Y., September 5.—The Phonomotor Co., of this city, has just issued an attractive catalog featuring its various products—the Phonomotor, the Phonostop and the Need-A-Clip. W. F. Hitchcock, proprietor of the Phonomotor Co., is responsible for the preparation of this catalog, which can, undoubtedly, be used to splendid advantage by the trade.

The Phonomotor, which is an electric equipment complete in every detail, is illustrated and described effectively. Particular attention is paid to the fact that this product is guaranteed perfect from all defects, except those caused by its abuse by the owner. The Phonostop, which is an automatic stop well known throughout the trade, is also described briefly, and the Need-A-Clip, a fibre needle pointer that has attained considerable popularity, is interestingly featured.

The text of the book calls attention to the salient points of the Phonomotor, giving details regarding the frame, bearings, worm gear, the number of moving parts, etc. There are also presented several letters that Mr. Hitchcock has received regarding the satisfaction the Phonomotor has given its purchasers.

TO MAKE RECORDS IN LOS ANGELES

LOS ANGELES, CAL., September 4.—The Harris Record Co. has been organized in this city, with Jess M. Harris, vice-president and musical manager, and Arthur H. Walbridge, secretary and treasurer. The company has secured a plant in Hollywood and has begun manufacturing operations. The records will bear the trade-mark name "Triumph."

The Munholland-Danwitz Furniture Co., Columbia dealer, Monroe, Pa., has moved into a new building at 349-351 De Siard street, and the firm now operates one of the finest music stores in this vicinity.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

THE SALESMAN AND THE MACHINE

In the construction of a talking machine there are any number of important little facts that a salesman should make himself thoroughly conversant with, so that, when a customer wants to know this or that about the machine being demonstrated, he will be able to answer accurately and promptly.

The placing on the market of so many different machines in the last few years has put the salesman in a different position than he held formerly, when he sold his goods by name only, the customer never asking, or, for that matter, caring, what was on the inside of the machine.

To-day one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are and how the cabinet is made and finished to be equal to, or better than, another make.

The salesman should first get all the information he can from the manufacturers of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

He should acquaint himself with the different parts of the motor, the width and length of the main springs and the number of records it will play with one winding.

He should be able to point out to the customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks to prevent wear of parts and to insure perfect running.

He should be able to point out the construction of the governor and explain the action of the governor regulator, how by moving the speed screw it in turn moves the governor lever and friction pad, allowing the governor to go faster or slower, which raises or lowers the pitch of the voice or music, as the case may be.

The sound box is most important and the customer is always very much interested in how the voice is obtained from it. Get acquainted with its construction. Is the diaphragm made of mica, paper, aluminum or some special composition? Are the insulating gaskets of solid rubber or tubing? Has the tone arm a universal joint enabling you to play any make of record, and can you regulate the volume of sound in any other way than by changing to a softer-toned needle?

Are the panels of the cabinet made of three or five-ply material, which parts are of solid wood and which veneer; has the cabinet been given two coats of varnish or three; how many records can be placed in the record compartment? These are some of the numerous questions which the average customer asks and for which the salesman should have ready, intelligent answers.

SOME GOOD COLUMBIA PUBLICITY

The Columbia Graphophone Co. is receiving timely publicity through the use of a Columbia phonograph in one of the acts featured in "George White's Scandals," at the Globe Theatre. The phonograph plays a prominent part in the skit and so far has not been afflicted with stage fright.

GILSENAN OPENS IN PERTH AMBOY

PERTH AMBOY, N. J., August 14.—The Gilsenan Piano Co. has just opened a store here at 284 State street and has inaugurated a special sale of uprights and players by way of introduction to this community. This concern also has a store in New Brunswick.

BANNER RECORDS

"full-o-pep"

a famous 50c record



BARNEY GOOGLE

BANNER RECORDS

"full-o-pep"

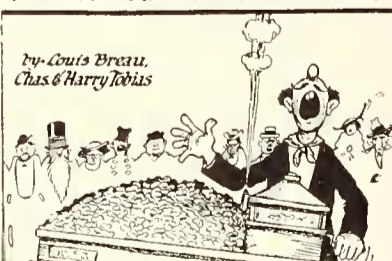
beat the field on EVERY ONE of these hits!

Proof that BANNER releases the hits FIRST!
Assurance that BANNER brings extra profits!



Cut Yourself A Piece of Cake
And Make Yourself at Home

Cut yourself a piece of cake and make yourself at home

HOT ROASTED PEANUTS
(A NUTTY SONG WITH A CRACKIN' GOOD TUNE)

Can you afford to overlook this service?

PLAZA MUSIC COMPANY

18 West 20th Street

New York City

TALKING MACHINE MEN'S OUTING

Sports and Sail on Long Island Sound Contribute to Enjoyment of Gotham Dealers and Friends at Annual Outing of Association

With perfect weather as an added attraction, the members of the Talking Machine Men, Inc., thoroughly enjoyed their annual outing held on Tuesday of this week. This year's event took place at Karatsony's Hotel, Glen Cove, L. I., where last year's outing was held, but the entertainment committee provided a program that made the 1923 outing the best ever.

Instead of using buses, the dealers and their friends assembled at Pier A on the North River, where the steamer "Seagate" was waiting for their special accommodation. A delightful two and one-half hour sail up the sound provided the necessary incentive for an enjoyable "shore breakfast," subsequent to which various athletic games were scheduled. Sol Lazarus, chairman of the entertainment com-

mittee, was in charge of the field sports. An interesting baseball game between teams captained by "Jim" Donnelly and "Jim" Davin resulted in a victory for the former by the score of 6 to 5. In the swimming and diving events O. P. Graffen proved the champion, winning several prizes after keen contests. In the three-legged race H. E. Speare and "Chick" Mariniss, representing the Musical Instrument Sales Co., were the winners. Mrs. Norman won the ladies' race on the cinder track and also the ladies' swimming race. The prize fox-trot was captured by "Jim" Davin, with Mrs. Sidney Coleman as his partner. Otto Goldsmith, dancing with Sol Lazarus' daughter, Ethel, was the winner in the lucky number waltz contest. The fat man's race was won by one of the members of Selvin's Orchestra, which furnished music during the outing.

After the games were finished the members of the party did ample justice to an excellent shore dinner, and the ride home by moonlight was a fitting climax to a day of enjoyment.

PLANS "PHONO-VAUDETTE" CAMPAIGN

Commercial Art Shop, Covington, Ky., Arranging for Drive on Clever Phono-entertainment Device—Excellent Window Attraction

The Commercial Art Shop, Covington, Ky., is making plans for an energetic sales campaign in behalf of the "Phono-Vaudettes." This unique product consists of a miniature stage which is just large enough to stand on the phonograph in front of the table. It is artistically designed and brightly colored, furnishing a realistic setting for the performers, who dance to the record as it plays.

The operation of the Phono-Vaudette is very simple, but unusual effects are received by reason of the fact that the performers are constantly going through new and original evolutions while keeping step to the music. The dancing characters presented in Phono-Vaudettes include "Shuffling Sambo," "Scotch Lassie," "Hawaiian Dancer" and "Tramp Comedian." The Commercial Art Shop has suggested to the dealers that Phono-Vaudettes can be used to advantage as a window attraction to draw the attention of passers-by, and this is especially true during the Fall and holiday season. The company is planning to co-operate with its dealers along practical lines in developing a demand for this novelty.

OUTING GREETINGS FROM THE AIR

At the recent outing of the Talking Machine Men, Inc., held at Glen Cove, L. I., one of the interesting features was the appearance in the skies of the "Brunswick Aeroplane," from which were scattered greetings to the outing visitors from the Brunswick-Balke-Collender Co. The aeroplane "Brunswick" is maintained in Jamaica, L. I., by Archie Smith, of Smith's Brunswick Shop, and under an arrangement with H. A. Beach, Eastern sales manager of the Brunswick Co., it appears frequently over the Polo Grounds and at other outdoor sporting events in Greater New York.

L. HOCHBERG BUYS BUSINESS SITE

GREENSBURG, PA., September 5.—The new quarters at West Otterman street and Pennsylvania avenue here of L. Hochberg, prominent local music and jewelry dealer, are being remodeled and renovated to meet the needs of Mr. Hochberg's business. In addition to jewelry a complete stock of talking machines and pianos is handled by this enterprising dealer.

HUDSON MUSIC CO. INCORPORATED

The Hudson Music Shop, of Hastings, N. Y., has been granted a charter of incorporation under the laws of this State. The concern is capitalized at \$10,000. Incorporators are A. Barchas, R. Lurie and P. Block.

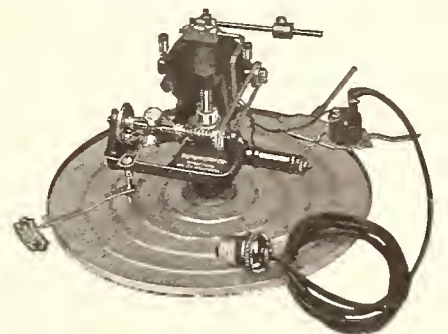
Members of the Talking Machine Men, Inc., and Their Wives and Friends at the Annual Outing at Karatsony's, Glen Cove, Long Island



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 ready to run.

Sample, mounted on motor board, 12x12 1/4, \$25.00 C.O.D. Money back if not satisfactory.

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

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE
Trade Prices upon application

The PHONOMOTOR

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

TAX PROBLEMS ARE AGAIN TO THE FORE IN WASHINGTON

Coming Session of Congress Likely to Take Up the Entire Tax Situation Once More—President Said to Favor Such Action—Strong Move Likely to Enact a General Sales Tax

WASHINGTON, D. C., September 8.—With the return from Europe of Senator Reed Smoot, of Utah, who will be chairman of the Senate Finance Committee in the next session of Congress, plans are taking shape for the reopening in December of the tax question. During the coming session of Congress there is no doubt but that energetic efforts will be made to secure the repeal of all remaining war taxes, with which will be coupled, in one form or another, a sales tax which is expected to furnish the revenue which would be lost by the elimination of the other levies.

It is understood that President Coolidge is in favor of the opening up of the tax question in a general way, so as to bring about a reduction in income taxes, particularly in the lower brackets and the surtaxes on large incomes. At the same time the Administration is on record as favoring a constitutional amendment

under which bonds now exempt from tax would be reached. It is estimated that more than \$10,000,000,000 have been invested in such bonds, and that money returns no revenue to the Government. On the other hand, Senator Smoot is opposed to the opening of the question because of the fear that the radicals will take advantage of the opportunity to slip in legislation providing for a return of the excess profits tax and other features that the leaders are side-stepping.

The House of Representatives, generally speaking, favors tax reduction and tax revision. A big fight will be waged, if the opportunity is afforded, for a return of the excess profits tax. The sales tax will be seriously opposed, and it is doubtful if it can be put through, especially in view of the many changes in the House membership just brought about at the last elections. The farmers are antagonistic to this

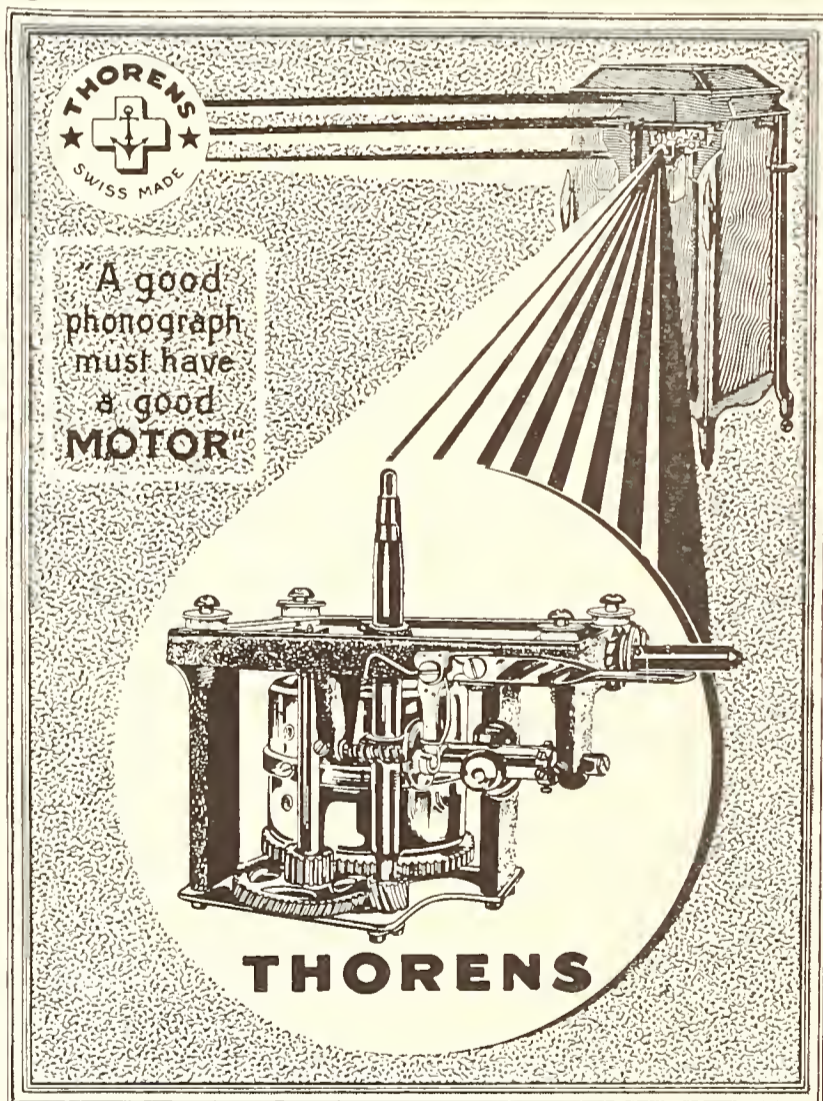
proposal, and the farming interests will wield far-reaching influence in the next Congress. Senator Smoot, however, will again push his sales tax plan, and expresses optimism as to the result, and the United States Chamber of Commerce, representing about half of the business men of the country, has gone on record as being in favor of such a tax and has carried its recommendation to President Coolidge. The Chamber advocates the repeal of all remaining war excise taxes, with any revenue which might be needed as a result of their elimination to be collected by the tax on sales, making all share the burden equally.

Tax legislation, under the Constitution, must originate in the House. President Coolidge will talk with House leaders on the matter of revenues, but Senator Smoot and his Senatorial colleagues will have a great deal of influence with the Administration in mapping out the kind of legislation to be sought. While this legislation must originate in the House, it is generally in the Senate that the final pruning is given to bills, and it is in the upper branch of Congress that undesirable legislation is most often defeated. The Finance Committee is the most powerful body in that respect, and with a decided Republican majority there would be no doubt as to the fate of legislation introduced by opponents of the Administration. However, the Republican majority in the Senate, which was twenty-one at the last session, has been cut to six, and of the ten Republican members of the old Finance Committee only five will be in Congress this year. It is probable, in view of the reduced Republican majority, that there will be a demand for increased Democratic representation on this committee, and also for more complete representation of the so-called farm bloc.

NOW AVAILABLE FOR The AMERICAN INDUSTRY

EUROPE'S MOST CELEBRATED

THORENS Phonograph Motors, Tone-Arms & Sound-Boxes



Made in all standard types, from 1 to 4 springs, embodying the very best in metals and processes, and according to the superlative Swiss workmanship of **HERMANN THORENS, Ste. Croix, Switzerland**

Priced in America on a basis to interest all successful talking machine manufacturers who desire distinctive motive equipment of the highest excellence.

Inquiries from manufacturers invited.—District representatives now being appointed

104 Fifth Avenue **L. H. JUNOD & CO.** New York, N. Y.
EXCLUSIVE AMERICAN AGENT

PHILPITT & SON GOT THE LETTER

Missive Addressed to "Best Music House" Reaches Proper Destination

JACKSONVILLE, FLA., September 7.—That the music house of S. Ernest Philpitt & Son in this city stands pretty high in the estimation of the postal officials was indicated recently when a letter addressed simply "Best Jacksonville Music Store, Jacksonville, Fla.," was delivered without delay to the Philpitt offices. As a matter of fact, the post office was right, for the letter was intended for that particular music house, as were several previous letters bearing similar general addresses.

Theodore H. Bower, manager of the local Philpitt store, with Mrs. Bower, will leave this week for a vacation trip through the North, stopping at Baltimore, New York and various points in New England.

INAUGURATES DIRECT-MAIL DRIVE

Columbia Mantel Co. Uses Letters to Show Merit of Talking Machine and Radio Products

The Columbia Mantel Co., Brooklyn, N. Y., has inaugurated its Fall campaign with two well-written sales letters under the signature of C. H. Gudegast, secretary of the company, one on the subject of radio cabinets and the other covering the talking machine line. In the radio letter is offered a full line of cabinets, both upright and of console type, with or without phonograph combination. The talking machine letter features the "Recordion" line of talking machines which this company produces.

The Columbia Mantel Co. has been in existence many years and has built up an excellent reputation through its products.

CONSOLIDATION IN SENECA FALLS

E. J. Ryan, of Seneca Falls, N. Y., has purchased the block occupied by Fred Teller, in Seneca Falls, and will consolidate with him. After elaborate changes are made they will open a first-class music and furniture store.

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

Two TWO *Two*

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write for our booklet and net prices, which are exceptionally low, in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

632 Grant
Street

Pittsburgh,
Pa.



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



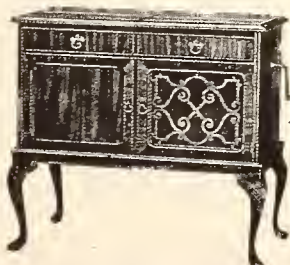
New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold-
plated.



Model 100
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 40
All gold equip-
ment, with 5
record filing al-
bums. \$150.00



\$150.00
Model 901
All Gold Equipment

Model 30
All gold equip-
ment, with 5
record filing al-
bums. \$135.00



\$80.00
Model 310
Mahogany and Oak



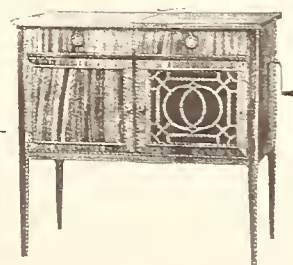
\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



Concert Plans of Famous Record Artists

Opportunities for Dealers to Tie Up This Fall With Leading Singers and Instrumentalists Who Record for Leading Companies

Judging from the announcements that have already been made regarding the plans of prominent musical artists for the coming season and the additional tours that are now being arranged, the season will undoubtedly be one of the most interesting in a number of years. Not only are those artists who make annual tours of the country arranging to do so again this season, but there are several who have never been heard before in America or who have not been here for a number of years.

From the angle of the talking machine dealer who realizes the permanent good that comes from featuring high-class records by well-known artists, the elaborate plans for the new season are prolific with opportunities for tying up with the various artists while appearing in this or that city. The itineraries are always published well in advance and the dealer can get them either from the record company whose product he represents or direct from the artist's manager.

The local appearance of a great record artist can be capitalized most successfully by the retailer who thinks clearly and can arrange his plans well in advance. It is conceded that no amount of printed literature regarding the artist and no amount of selling talk can be made quite so effective as personal contact with the artist himself through the medium of the local concert stage. Numerous instances are on record where individuals with no particular musical training or enthusiasm have attended recitals of big artists largely from curiosity or because it was the thing to do and then became consistent and persistent buyers of records of these artists. In such cases the contact developed through the local recitals makes the

talking machine owner feel as though he was buying the recordings of a friend, or at least of some person who represented something tangible in the flesh rather than simply a name.

There are so many ways in which an energetic dealer can tie up with the appearance of the artist that space prohibits the listing of them all, but it might be mentioned that simply carrying the prepared advertisement of the manufacturer or placing a list of the artists' recordings in the show window is not sufficient. The proper method is to tie up directly with the advance advertising of the artist, featuring particularly those numbers that will be included in his program and have been recorded, provided the advance program can be obtained, which is generally the case. Then an effort should be made to carry a special announcement in the concert program, listing not only the programmed numbers, but also other records by the artist which are calculated to appeal to good musical tastes.

More than one dealer has added materially to his record-buying clientele by giving a recital or two at his store a few days before the appearance of an artist, or, for that matter, an opera company, playing over and explaining at the recital the selections that are to appear in the regular concert program. A surprising number of music lovers will take the opportunity of refreshing their memories regarding certain numbers that they may enjoy the work of the artist himself more intelligently and cases are known where confirmed opponents of music in record form—fortunately they are growing fewer each year—have had their prejudices removed by just such recitals.

The main thing is that several scores of

artists whose names stand high in the musical world are going to tour the United States during the coming season and there will be hardly a city or town of even moderate size where at least one or several artists will not appear. Even when the recitals are held in neighboring cities and towns the small-town dealer can still capitalize the event possibly as some Western houses do it—by arranging personally conducted excursions to the largest center for the benefit of their friends and patrons. The opportunity is here; the next question is to capitalize it.

The first announcements of the Fall plans of the artists notable in the field of recording appear herewith and are worth close study:

Among the Singers

Mme. Schumann-Heink, Victor artist, now at her California home, will come East to sing in Carnegie Hall on Sunday, October 14, starting from New York her new tour under S. Hurok's direction.

Merle Alcock, Edison artist, who has been engaged for the Metropolitan, will return from France in October.

Paul Althouse, Edison artist, arrives in New York late this month to prepare for a long concert tour.

John Barclay, Brunswick artist, will start his season with a New York concert early in the Fall.

John Charles Thomas, Vocalion artist, who is to give a recital at Albert Hall, London, September 30, will sail for home on October 3 and open his concert tour at Aeolian Hall, New York, October 14.

Frieda Hempel, noted soprano and Edison

(Continued on page 64)



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.

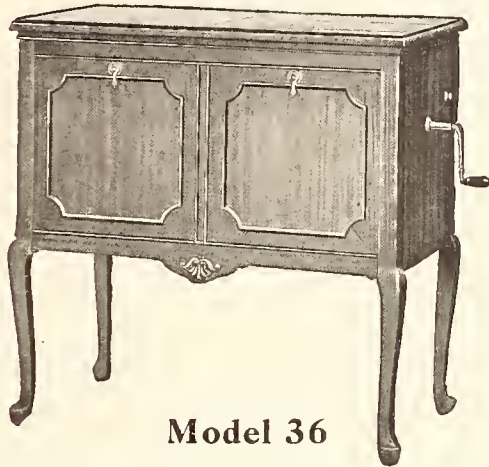
N. W. Corner 13th and Glison Streets,
Portland, Oregon

Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington

330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Announcing the New Pathé Models



Model 36

The Queen Anne Model illustrated above is furnished in brown mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor \$125.00
 " with electric motor \$140.00



Model 15

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany; all exposed parts nickel plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

PRICE
 With spring motor.... \$100.00
 With electric motor.. \$115.00



Model 31

This handsome model is furnished in brown mahogany and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor..... \$110.00
 " with electric motor..... \$125.00



The New Pathé Portable

A complete phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; or covered with DuPont fabrikoid leather; interior in natural wood finish; nickel plated hardware; universal tone-arm; Pathé reproducer; double spring motor; size 14 x 15½ x 8; weight 20 pounds.

Mahogany Finish } \$40.00
 Golden Oak }
 Fumed Oak }
 Fabrikoid Leather \$50.00

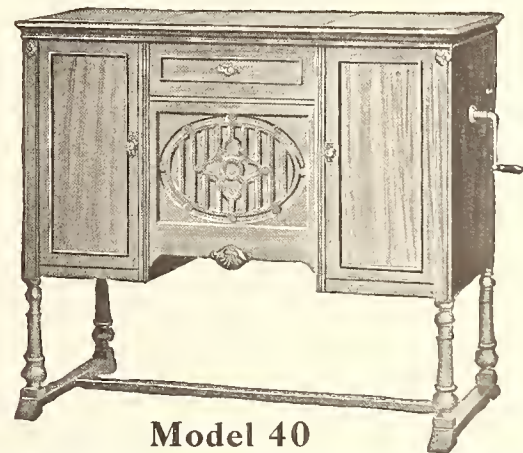
THE NEW



PATHE—A name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and of course equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

All the new models (except the Portable) have the new oval PATHE horn.



Model 40

This Italian Renaissance Model is furnished in mahogany and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36½ inches high; 41 inches wide; 21½ inches deep.

PRICE, with spring motor..... \$185.00
 " with electric motor..... \$200.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.

ARTISTS' PLANS FOR MUSICAL SEASON

(Continued from page 62)

artist, who has been re-engaged for a Jenny Lind concert at Albert Hall, London, on October 21, will sail for New York soon after and resume her concert tour of the United States.

Lucrezia Bori, the popular Victor artist, is booked for a concert tour starting in September and lasting until the opening of the Metropolitan.

Sophie Braslau, Victor artist, who has been singing in the West, will be heard again in New York, her home town.

Mme. Emma Calvé, Victor artist, will start her season this Fall with a concert in New Orleans.

Feodor Chaliapin, Victor artist, who sings at the Manhattan on October 7, sails hither September 27 from England on the United States liner "America."

Claire Dux, Brunswick artist, has been re-engaged as a guest of the Chicago Civic Opera.

Geraldine Farrar, Victor artist, will again de-

vote herself to a transcontinental concert tour. Emilio de Gogorza, Victor artist, will come from Maine to start his concert tour early in October.

Amelita Galli-Curci, Victor artist, has prepared the leading soprano rôle for the Metropolitan revival of Rimsky-Korsakoff's "Coq d'Or."

Mary Garden, Columbia artist, includes an appearance at the Town Hall in her forty concerts from here to the Pacific Coast.

Mabel Garrison, Victor artist, who has been filling Summer concert engagements, will be heard again in recital.

Mme. Louise Homer, Victor artist, begins in September an all-season concert tour, interrupted only by her appearances with the Chicago Civic Opera.

Maria Ivogun, Brunswick artist, will start her third American concert tour in January.

Nina Koshetz, Brunswick artist, lately singing in South America, is to reappear with the Philadelphia and New York Philharmonic Orchestras.

Hulda Lashanska, Victor artist, absent from the concert stage for a year, will be heard with the Philadelphia Orchestra.

The plans of John McCormack, Victor artist, call for seventy American concerts, after which the tenor will go to Japan and China.

Edward Johnson, Victor artist, after singing in England, will return in concerts prior to the opening of the Metropolitan.

Barbara Maurel, Columbia artist, is to give a recital in Paris and two in London before returning to fill American engagements.

Sigrid Onegin, Brunswick artist, starts her second American concert tour at Brockton, Mass., on September 30.

May Peterson, Vocalion artist, will return in October, after appearing at the Paris Opera Comique.

Virginia Rea, Brunswick artist, will give her first New York recital in October.

Helen Stanley, Edison artist, is to make an appearance as soloist with the State Symphony Orchestra.

Oda Slobodskaya, last heard with the Ukrainian National Chorus (Brunswick), will appear in recital.

Marie Tiffany, Brunswick artist, will make a concert tour before the opening of the Metropolitan.

Reinald Werrenrath, Victor artist, began his season early with a Summer concert arranged by the Lakeside Association of Ohio.

With the Wielders of the Bow

Jascha Heifetz, Victor artist, who goes for a tour of Japan, will return to begin his American concerts on New Year's Day at Carnegie Hall.

Albert Spalding, Edison artist, is bringing some new compositions with him from England for his recitals and orchestral engagements.

Fritz Kreisler, Victor artist, has been making a long concert tour of the Orient.

Pablo Casals, Columbia artist, has been spending the Summer in Spain. Toscha Seidel, another Columbia artist, will be heard in recital this season.

Renee Chemet, Victor artist, will return to America for a full season of concert engagements.

Carl Flesch, Edison artist, after eight years will reappear as soloist with the Philharmonic, Philadelphia and Cincinnati Orchestras.

Paul Kochanski, Vocalion artist, will return shortly to begin a concert tour.

Hans Kindler, 'cellist and Victor artist, will be heard again in recital and as soloist with the Philharmonic Orchestra.

Maurice Dambois, 'cellist, is arranging for an extensive concert tour.

Celebrated Pianists to be Heard

Ignace Paderewski, Victor artist, will arrive in this country from Switzerland for a series of seventy concerts starting November 19.

Vladimir de Pachmann, Victor artist, returned to America late last month to make a farewell concert tour.

Percy Grainger, Columbia artist, who has just returned from Europe, has started preparations for a busy concert season.

Elly Ney, Brunswick artist, will be heard November 7 at Aeolian Hall in her first program of the season.

Olga Samaroff, Victor artist, early in the Fall will play at the "All American" music festival in Buffalo.

E. Robert Schmitz, Edison artist, is preparing a program for a December recital at Aeolian Hall.

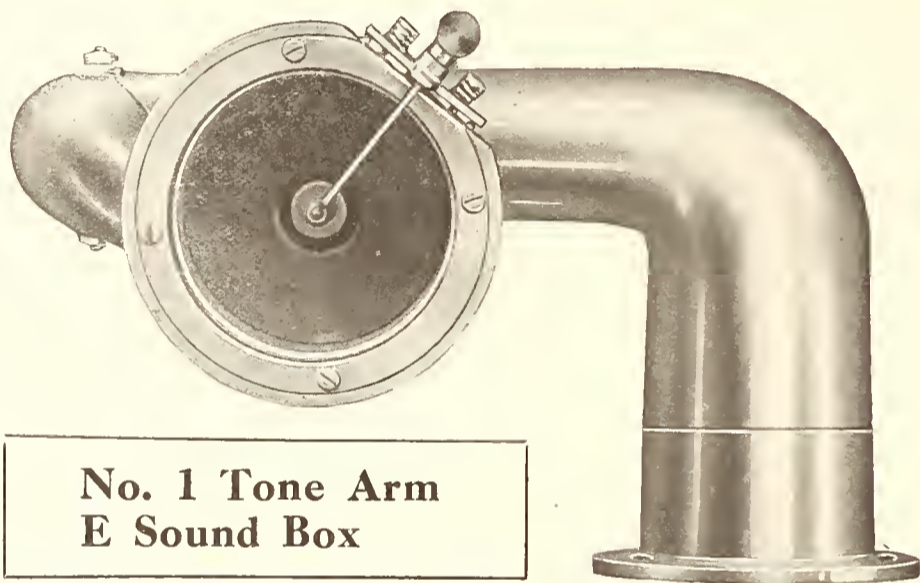
Mischa Levitzki, Columbia artist, will go to Havana in January for concerts arranged by the Sociedad Pro Arte Musicale.

Benno Moiseiwitsch, Victor artist, will return from Australia in November.

DECREASE CAPITAL STOCK

DALLAS, TEX., September 3.—The capital stock of the Texas-Oklahoma Phonograph Co., Edison jobbers here, has been decreased from \$200,000 to \$100,000.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM

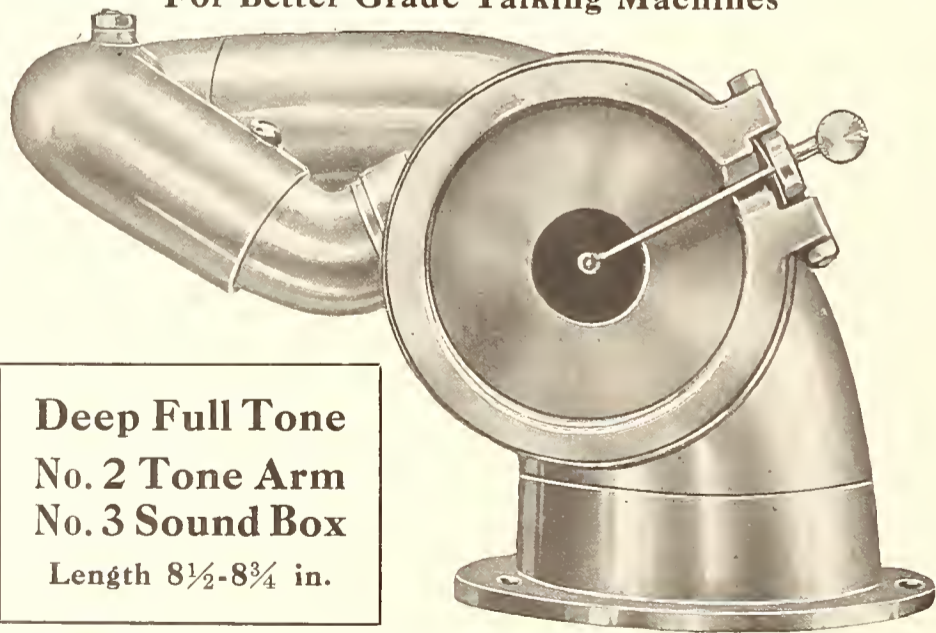


**No. 1 Tone Arm
E Sound Box**

Highly Nickel Plated. Length 8 - 8½ inches

New improved throw back arm at an interesting quantity price. Remarkable tone. Suitable for small consoles and medium priced machines.

For Better Grade Talking Machines



**Deep Full Tone
No. 2 Tone Arm
No. 3 Sound Box**
Length 8½-8¾ in.

Our No. 2 Arm is being used by some of the largest manufacturers in the country and is universally known. Samples sent to manufacturers of talking machines only.

Sound boxes shown above are interchangeable with either arm.

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street
CABLE ADDRESS: PHONOPARTS
New York City



Unico Equipment That Increases Sales for L. Bamberger & Co., Newark, N. J.

Clothes Make the Man

*—and Good Equipment “Makes” the Store—
Increasing Its Value as a Profit Producer*

THE reason that attractive stores make more sales is simple enough. A Music Store sells to the best homes in town—homes where quality is appreciated.

A Quality Atmosphere in your store, in line with the Quality Product you sell, begets confidence—and that lessens sales resistance, increasing sales.

Unico Service specializes in attractive Equipment, creating an environment that instills confidence.

Take advantage of Unico confidence building, sales increasing service now. Prices are moderate, and deferred payment plan enables you to pay out of profits.

SPECIAL PRICES ON TWO UNICO PRODUCTS

Unico Efficiency Bench—especially manufactured for Phonograph Repair Service—accommodates all necessary repair parts, eliminates loss, promotes efficiency.

Former Price \$135.00, Special Price on Limited quantity \$50.00.

Special Price solid mahogany Unico Stand for Victrola No. 50—\$5.00. Less in quantity lots. All prices f.o.b. Philadelphia.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue,

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd.

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

English Sales Agents — H. A. MOORE & CO., LTD., Premier House, London, England.

Branches:

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
SAN FRANCISCO, CALIF.
275 Post St.

S. African Sales Agent—PHILIP M. COHEN, Johannesburg, South Africa.

Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.

DENVER, COLO.
1642 Arapahoe St.



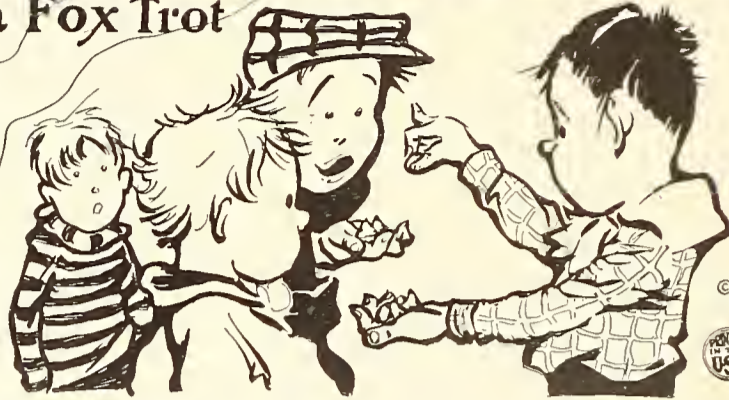
"DEEZE" "DOZE" and "DEM"

Kute-Kid-Kalqulation in Fox Trot

"You can't go wrong
With any FEIST song"



You take "deez", and you take "doze", and I'll take some of "dem;"



©LEO FEIST Inc.
N.Y.C.



DEALERS INSPECT CHENEY FACTORY AT GRAND RAPIDS

Cleveland, Toledo, Akron and Pittsburgh Retailers Spend Two Days at Cheney Plant Inspecting Manufacturing Process—Address by Prof. Forest Cheney and Banquet Features of Trip

TOLEDO, O., September 1.—Recently Cheney dealers from Cleveland, Pittsburgh, Toledo and Akron journeyed to the Cheney factory at Grand Rapids, Mich., on a trip of inspection. The group was personally conducted by C. B.

greeted by H. A. Ackerman, Howard Jackman, M. D. Green and Prof. Cheney, of the Cheney organization.

The two days' stay in Grand Rapids was devoted almost entirely to business, with just enough relaxation mixed in to prevent the gathering from becoming boresome. In addition to a careful inspection of every manufacturing process and acquainting the merchants with the complete Cheney service, which consumed considerable time, Prof. Cheney delivered an address on acoustics.

A banquet was tendered the visitors on Tuesday night and on Wednesday, after the business sessions, a motor trip around the city was a feature of the visit.

Those attending stated that it is seldom so much instructive and helpful service is crowded into so short a period. They came away better Cheney dealers and more enthusiastic retailers.

A photograph of the group as they were leaving the factory is herewith presented. Among the dealers were Henry Wood, of Boggs & Buhl, Pittsburgh; A. R. Meyer and young son, Pittsburgh; Doc Schuyler, Cleveland; W. Murstein and W. P. Laphan, Euclid Music Co., Cleveland; Helen Liddicote, Buescher Music Co., Cleveland; George H. Dales, Dales Music

Co., Akron, O.; Forrest O. Edwards, of La Salle & Koch Co., and Edward A. Kopf, of the J. W. Greene Co., Toledo, O.

CARTWRIGHT MUSIC SHOP OPENS

Musical Program and Distribution of Victor Dogs and Gifts Featured the Formal Opening of Fine New Greencastle, Ind., Store

GREENCASTLE, IND., September 6.—The formal opening of the Cartwright Music Shop was held here on Saturday, August 25.

One of the features of the day was the giving away of an Outing portable. Another feature was the giving of a small Victor Dog to the first ten customers each hour, during the afternoon. A musical program during the entire day added greatly to the enjoyment of those present.

The Cartwright Music Shop is one of the most attractive business stores in town. The place has been remodeled and beautified, and with its stock of Victor talking machines and Kimball pianos is most attractive.

OPENS NEW SONORA ACCOUNTS

Greater City Phono. Co. Active in New York Trade—Making Plans for Healthy Fall Business—Maurice Landay Back at Desk

The Greater City Phonograph Co., Inc., New York, N. Y., Sonora distributor, has opened a number of new accounts recently, among these being Joseph Isaacs, 176 Sixth avenue; Resik & Ray Furniture Co., 1967 Third avenue; Abelowitz Phonograph Co., 1353 St. Nicholas avenue, and Frank Mandel, 366 Canal street, all of New York City.

Arthur Morris, of the company's sales staff, states that an excellent Fall business is anticipated and that the company enjoyed a substantial increase in August business as compared with August of last year. Maurice Landay, president of the company, recently returned from a two weeks' vacation, which he spent at Lake George.

COPLIN OPENS STORE IN LOUISBURG

LOUISBURG, KAN., Sept. 6.—Harry M. Coplin, director of the Louisburg Concert Band, has opened a music store in the Hinds' Building, of this city. He will handle the Victor and Edison lines of talking machines, the Frank Holton band instruments, records, sheet music and other instruments.

UNIVERSITY STORE IN NEW HOME

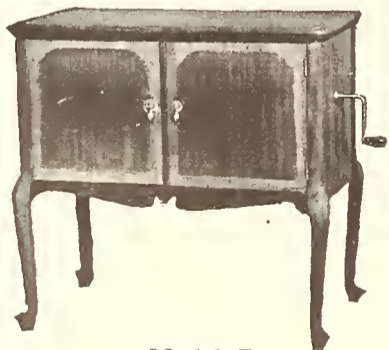
SEATTLE, WASH., September 1.—Mercer Meany will be in charge of the service department of the University Music Store, which is now moving to its attractive and advantageous new location at 4511 University Way.



Cheney Dealers Who Visited Factory

Hammond and Miss N. M. Smith, of the Cheney Phono Sales Co., Cleveland, the first stop on the trip being at Detroit, where a theatre party was given for the guests. After that they boarded the Pullmans for Grand Rapids, arriving on Tuesday morning, when they were

"LAUTER" TALKING MACHINES



Model D



Model G

Combination American Walnut and Brown Mahogany Two Tone Varnish Finish

Write Today for Cuts and Prices

Send us your specifications and give us an opportunity to figure on your requirements of UPRIGHT and CONSOLE TALKING MACHINES.

THE H. LAUTER COMPANY

West Washington and Harding Streets

Indianapolis, Ind.

Imported **ODEON** Recordings

of
Franz Schubert's

Symphony In B Minor

**The first, complete recording
of this famous masterpiece**

EVERYONE who is at all interested in music knows of the famous Symphony In B Minor—the supreme accomplishment of the musical genius, Franz Schubert. Only certain parts and selections from it, however, are really familiar to the general music-loving public. A complete rendition of this masterpiece is a musical treat that is rarely heard.

For this reason we have pressed three double-face records, from matrices imported from Europe, of the entire Symphony exactly as it was written by Schubert, note for note. To the best of our knowledge, these records are the only ones of their kind in existence.

No finer organization than The Orchestra of The German Opera House, Berlin, under the direction of Eduard Moerike, could have been chosen to render the complete Symphony. Moerike is today recognized as one of the foremost conductors of music in Europe and became very popular in New York, where he conducted last March. Every member of his orchestra is an accomplished musician of note on the Continent.

These unusual records are released under the ODEON label and are sold in sets only. Each set consists of three double-face records contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover the history of "The Unfinished Symphony." The complete set retails for five dollars.

By special arrangements with the leading record manufacturers of Europe, we alone are able to offer the American public, on ODEON RECORDS, a notable repertoire of rare record importations that feature the foremost artists of Europe. The steadily increasing demand for these records is a clear indication of public approval and appreciation. ODEON RECORDS are

Pressed by the Manufacturers of

OKeh Records

The Records of Quality



Franz Peter Schubert

The composer of the famous SYMPHONY IN B MINOR—popularly known as "The Unfinished Symphony."

Contrary to popular conception, death did not interrupt the completion of his beloved masterpiece. He was forced, by the stress of extreme poverty, to abandon it in order to earn a scanty livelihood. Schubert never heard even an orchestral rehearsal of his Symphony. It was played in public for the first time thirty-eight years after his death. Today, the world's foremost musicians concede "The Unfinished Symphony" to be one of the musical masterpieces of the century.



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York

DALLAS

*Improving Business Conditions
Create Optimism in Local Territory—Trade Happenings of Month*

DALLAS, TEX., September 6.—The Summer lethargy in Texas, so far as the music trades are concerned, is about ended, and stores everywhere are reporting improving business conditions. Recent general rains over Texas have improved the crop outlook and restored confidence, and rural merchants are looking for a good Fall trade.

The recent two weeks' buying season in Dallas, which marked the formal Fall opening of the wholesale dry goods and clothing stores, brought merchants and buyers from all over the Southwest to Dallas, and greatly stimulated business in the music trade. Jobbers and distributors of musical instruments of all kinds, notably of talking machines, report a marked stimulus to their business.

Lester Burchfield, manager of the talking machine department of Sanger Bros., distributors of Victor machines, reports satisfactory business. The rural merchants bought liberally during the recent two weeks' market opening in Dallas. Mr. Burchfield said that reports everywhere indicate a return of normal business conditions. The Southwest seems to be prosperous and a heavy Fall business in talking machines is expected, he said.

The Texas-Oklahoma Phonograph Co., distributor of Edison phonographs and records, finds a greatly improved condition of business in the very important territory to which it caters. O. G. Feltner, secretary and treasurer in charge of sales, remarked that conditions throughout the Southwest are picking up and that a decided spurt has been noticed by dealers for the last two weeks. Coincident with the Fall season this activity should be increased materially. The Texas-Oklahoma Phonograph Co. is well prepared to cater to its clientele, and has arranged for a stock of machines and records to meet all demands. This company is doing a great deal to stimulate dealers not only to a greater activity, but to a realization of the great possibilities in the phonograph business if properly developed.

A company is being organized in Dallas to finance the erection of a Fine Arts Building, which will contain a large auditorium, studios for music teachers and stores for music merchants. The building, as plans prepared by R. H. Hunt & Co., architects, show, will be a six-story structure of artistic design to cost approximately \$750,000.

The Haverty Furniture Co., which recently purchased the entire store of the Columbia Phonograph Co. here and placed this stock on sale at its Elm street store, has already disposed of the larger part of this stock and business continues to improve.

Sanger Bros., Victor distributors of this city, have received a letter from one of their dealers, the Walter Piano & Auto Co., Waxahachie, Tex., under recent date, which reads:

"Would you not get out a bulletin at once warning all your dealers against a swindler that on yesterday (Saturday) evening late put up a smooth job on us. He is medium height, neatly dressed in light or brown Summer clothes, straw hat, about thirty to thirty-five years old, smooth shaved, slightly stooped, head leans forward, about 140 pounds, very quiet in talk and manner. His scheme is to come in and engage with a salesman about a phonograph, saying he worked in Dallas (in this case) for Higginbotham-Bartlett Co., builders' materials, and that his father and mother, who live here (in the place he happens to be) are alone and getting old and that he wants to send them some music, but he cannot pay cash for the instrument; in fact, could not pay anything to-day as he has not cashed his check which he has in his pocket, says he

EACH IS A NEW EDISON.
Each will sustain the test of direct comparison with the living artist. Each is a money-maker for the fortunate merchants who represent the **NEW EDISON**

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson St. Dallas, Texas

will come back to-morrow or Monday and, although he does not want to put the salesman to the trouble to cash the check, finally agrees to get him to do so and draws out a check from the above firm made out by typewriter on one of firm's regular printed named checks for \$60, protectograph being used on check and everything seeming regular, agrees to pay \$35 down and signs the contract for the balance and gets the rest \$25 in money, leaves some number on a well-known street to have the instrument sent and that is the last of him. After not being able to find any Rev. King, who he said was his father, we got suspicious and found it was a swindle. He gave his name as A. N. King. We thought you might do this in the interest of all and with the hope that we might catch him working the scheme on some other talking machine dealer and, if detected, have him arrested and notify us. If you would act promptly getting out the bulletins immediately he may be caught in this territory."

NEW OKEH JOBBER DOING WELL

Texas Radio Sales Co., Dallas, Tex., Meeting With Success in Distribution of Okeh Records —Plans Addition of Important New Lines

DALLAS, TEX., September 5.—The Texas Radio Sales Co., of this city, which was recently appointed a jobber for Okeh records, is meeting with very pleasing success in the introduction of this well-known line to the trade in this territory. The company's sales force is establishing dealers in the leading cities and the general publicity used in behalf of Okeh records is helping these dealers stimulate sales. The Texas Radio Sales Co. is admirably equipped to develop Okeh business, as it is well known throughout this territory. For some time past it has been a distributor for the Radio Corp. of America and, according to its present plans, several other talking machine products will be handled in addition to Okeh records.

"We Serve the Southwest"

A S new distributors for "The Records of Quality" in the Southwest, we plan to play no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

Okeh Records

The Records of Quality

Wholesale Record Division

TEXAS RADIO SALES CO., Inc.

Offices and Show Rooms:
2005 Main Street DALLAS, TEXAS

Inquiries from Dealers Solicited

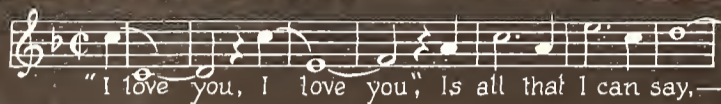
I Love You

That Irresistible Melody from
The Musical Comedy
"Little Jessie James"

"You can't go wrong
With any FEIST song"



© LEO. FEIST Inc. N.Y.C.



"I love you, I love you," is all that I can say.—

C I N C I N N A T I

Trade Stimulated by Festival and Exposition—Outlook Bright—
Dealers Face Trade-in Problem—L. L. Harding Dead—The News

CINCINNATI, O., September 7.—Cincinnati dealers have been experiencing a period of unusually good business during the last month. This good trade is in rolls and records as well as in talking machines. In fact, those dealers who did not place their orders early have been unable to get records for several weeks after they should have been issued. Every available means is being employed to get a greater turnout, with the result, according to Mr. Purnell, of the Starr Piano Co., that the number of records being made this year will be double the output of last year.

Festival and Exposition Boost Trade

One possible reason for the present good trade in the city is the great Fall Festival and Industrial Exposition which brought thousands of strangers to the city. Some of these people are here on pleasure, but most of them are here with business in mind and the music merchants are reaping some of the benefits. A few of the dealers, with this in mind, are running the following thought in their ads: "The pleasure-seeking people are invariably lovers of music,

and some of them will want to buy musical instruments to send or bring back to their loved ones at home." Several of the dealers have very attractive booths at the Festival. The Brunswick Co. is represented by a display of upright and console models of Brunswick phonographs; the Pandorf Music Shop and the Vocalstyle Music Co. combined to produce a very effective booth displaying console and upright models of the Brunswick, Victor and Strand instruments, and Vocalstyle records. The festival extends from August 25 to September 8 and the outlook is that it will have a stimulating effect on trade.

Uses Airplane to Advertise Brunswick

Other of the Brunswick dealers are doing some unique advertising. J. P. Riddle, of Pikeville, Ky., has just moved into his new home on Second street and it is expected that he may try some more sensational stunts like the one which he tried recently. Mr. Riddle, the president of the Riddle Co., is an ex-aviator, and to advertise his instruments he excited the whole town of Pikeville by making some risky tail spins and

barrel rolls above the town in an airplane. He scattered pamphlets as he flew near to the ground.

Edison Popularity Grows

The demand for Edison phonographs and records continues to grow throughout this territory, and as a result the Phonograph Co., Edison distributor, with offices in this city and in Cleveland, is kept busy supplying its large clientele with a sufficient quantity of stock. Most of the Edison dealers hereabouts are live wires and they lose no opportunity of bringing the merits of the Edison to the public. Window displays, advertising, circularizing and personal solicitation are all playing an important part in bringing the sales volume of individual dealers to a very satisfactory figure.

Dealers Dispose of Used Instruments

There seems to have been a slight increase in the percentage of trade-ins which have come in recently. To dispose of these used instruments many local stores are now conducting sales of used instruments. It is the general opinion that these sales have been a great factor in stimulating business. Even those sales which did not turn out as well as was expected have brought about a noticeably increased trading. On the whole, business is about 70 per cent more than that of this time last year. There has been a gratifying increase in the number of inquiries for high-priced talking machines, with a much greater number of these inquiries convertible into orders than heretofore.

Harmonize Instrument With Home

The policy of the Chubb-Steinberg Co. is to harmonize the instrument with its surroundings in the home, and, with this in view, it has a mechanic-artist follow up the delivery to so adjust the machine to its surroundings that it will look and sound best. It is felt that this plan has stimulated the sale of more expensive uprights, which are about 30 per cent of the current trade.

Death of L. L. Harding

L. L. Harding, vice-president of the Vocalstyle Music Co., of this city, died recently at his home in Canon City, Col. Mr. Harding had not visited the city for several years, but for a long time he used to visit Cincinnati semi-annually to take care of his business. He is survived by a son and five daughters. He was seventy-two years old when death overtook him.

Local Men to Visit Brunswick Plant

J. E. Henderson, sales manager of the Cincinnati Brunswick store, and U. S. Carter, of Ashland, Ky., a dealer, with two of the city salesmen, Ralph Hooke and C. T. McKelvy, are now taking an auto trip to Michigan, and while in Muskegon they plan to go through the Brunswick factory there.

Mr. Hess, of the Hess Printing Co., W. Va., and J. D. Haggard, musical instrument dealer of Ravenna, Ky., stopped in to see Ben L. Brown, of the Sterling Roll & Record Co., of this city, while they were here recently. On August 27 B. L. Brown went to Louisville to attend the concert given there by Sara Martin, an exclusive negro Okeh artist, and Handley's Orchestra, who are making quite a hit on their trip.



The NEW EDISON.

COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit
This Way

1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

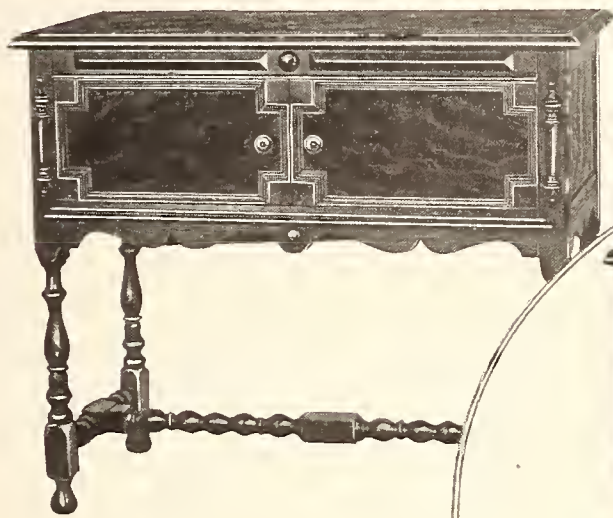
Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY

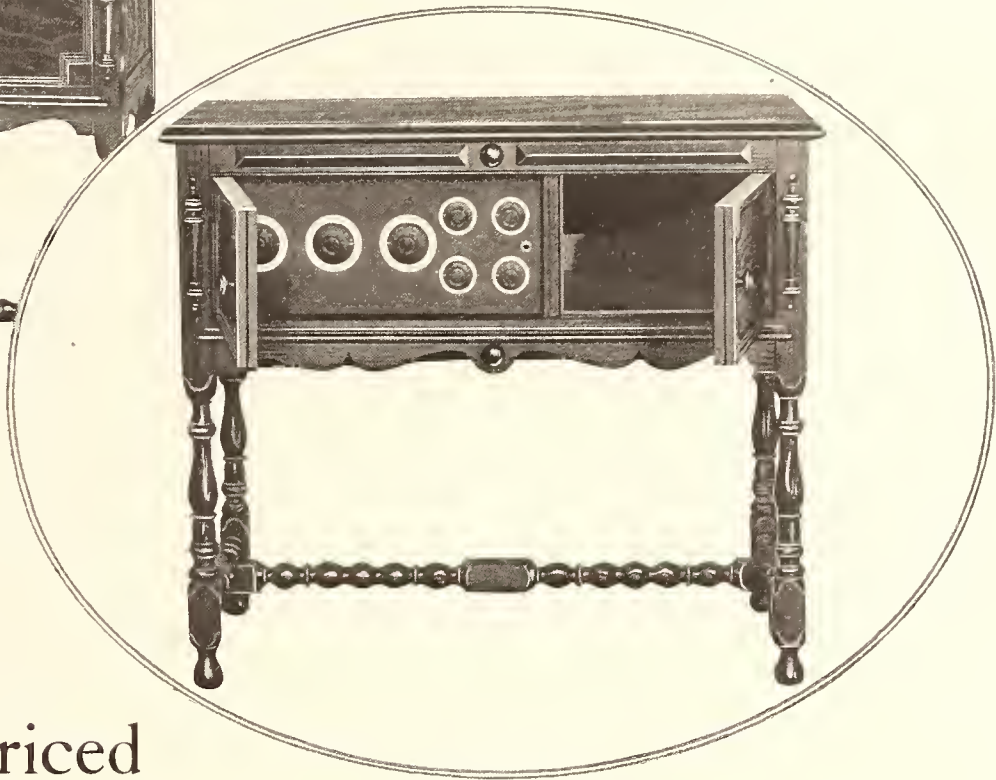
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader

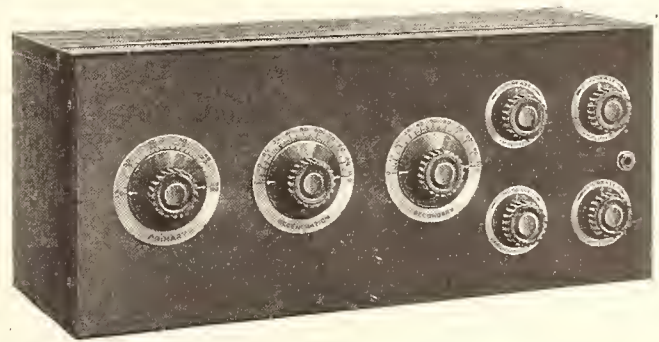
of the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

TALKING MACHINE DEALERS & DISTRIBUTORS

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio

BRUNSWICK FEATURED IN REVUE

Mammoth Brunswick Console Used in Jos. Howard's New Production—Important Factor in Revue's Success—Offering Booked Solid

A mammoth Brunswick console phonograph is being featured in a new vaudeville production launched at the Palace Theatre, New York, the week of August 27 by Joseph E. Howard, prominent composer and songwriter, and Ethelyn Clark. This revue, which is one of the most pretentious offerings shown on the vaudeville stage in recent years, is entitled "Etchings From Life," and judging from the reception it was accorded at the Palace the success of the production is assured. The hit achieved at the Palace is especially noteworthy in view of the



Jos. Howard's Unique Production

fact that this theatre is the leading vaudeville house in America.

The Brunswick phonograph, which is designed after the Stratford model, is finished in gold and black, with the name Brunswick prominently featured, and a handsome black curtain setting off to advantage the entire display. When the curtain rises the music from an organ is the first "business" in the production and after a few strains Mr. Howard and Miss Clark emerge from the phonograph. The complete scene is entitled "Brunswick Town" and is without question the most important factor in the new production.

Harry A. Beach, Eastern sales manager of the Brunswick Co., co-operated with Mr. Howard in handling the details incidental to the introduction of the Brunswick phonograph in the new revue. To properly celebrate the week at the Palace Mr. Beach was the host at a formal dinner given to Mr. Howard and James J. Morton, one of the members of the revue, on Monday evening, August 27. Among the Brunswick executives who were present at the dinner were E. A. Straus, P. A. Ware, Chester I. Abelowitz and Don Leopold. At the close of the dinner the entire party adjourned to the Palace Theatre, where an enthusiastic reception was given Mr. Howard and his production. It is planned to feature the use of the Brunswick to excellent advantage, as the production is booked solid over the Keith circuit.

VICTOR RECORDS BY RACE ARTISTS

Special Release of Three Records by Colored Artists Is Particularly Timely

In view of the apparently growing interest in records by colored artists, termed by some manufacturers "race" records, a special release of three new records of that type by the Victor Co. is most timely. The first of the new records bears on one side "If Anybody Here Wants a Real Kind Mamma" and on the other side "Memphis, Tennessee," both sung by Ethel Ridley, accompanied by Bradford's Jazz Phools. The second record is of "Bleeding Hearted Blues" and "You Can't Do What My Last Man Did," two piano numbers played by James T. Johnson, and the third record is of "Midnight Blues," sung by Rosa Henderson, and "Cotton Belt Blues," sung by Lizzie Miles.

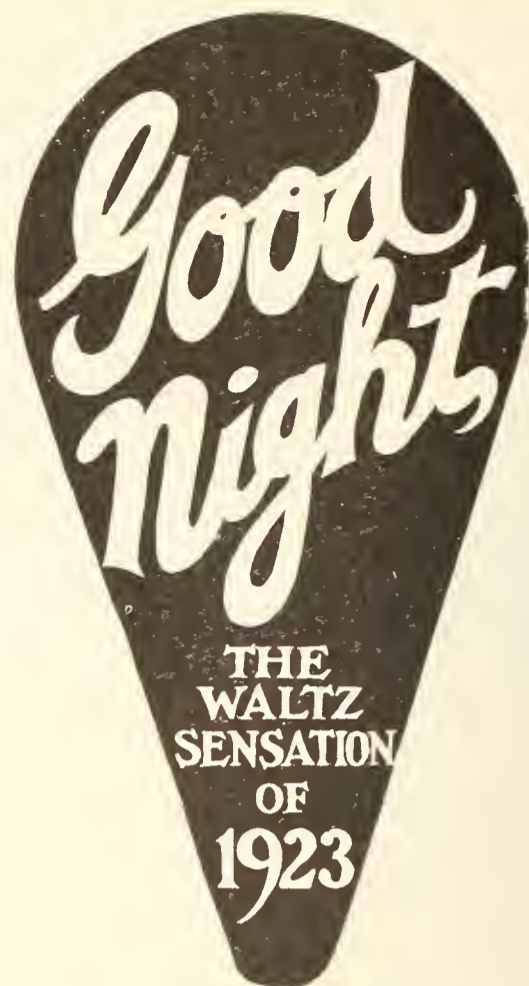
REPRESENT THORENS PRODUCTS

L. H. Junod & Co. American Agents for Swiss Motors, Tone Arms and Sound Boxes—Fall Sales Campaign Is Now Under Way

L. H. Junod & Co., 104 Fifth avenue, New York, are making plans for an energetic Fall campaign in behalf of Thorens motors, tone arms and sound boxes. These products, which are manufactured by the Herman Thorens organization at Ste. Croix, Switzerland, are well known in the talking machine industry, as they were introduced in this country many years ago. L. H. Junod & Co. have been appointed American representatives for the Thorens organization and complete sample lines are now on display at their warerooms.

Although a newcomer in the talking machine field, Mr. Junod is well known in general business circles. A number of years ago he became identified with the export industry, representing the firm of Steiger & Co., and later becoming American agent for Eisenhut & Co. and other prominent houses. Since 1909 Mr. Junod has represented the Swiss Government in consular affairs in New York, beginning as vice-consul, and in 1912 becoming Swiss consul here for New York and the New England States. As he is a native of Switzerland, Mr. Junod is thoroughly familiar with the economic and commercial conditions of his home country and has rendered invaluable service to the Swiss Government in many ways. He also has the unique record of having crossed the Atlantic Ocean on seventy voyages during his business career to date.

Incorporation papers have just been filed for the Hudson Music Co., Hastings-on-Hudson, N. Y. A. Barchas, R. Lurie and P. Block are the officers of the company, which will be capitalized for \$10,000. Acting as legal representatives will be the firm of Kaplan, Kosman & Steusand, 1540 Broadway, New York. The concern will deal in musical instruments.



B. D. COLLEN RETURNS FROM EUROPE

B. D. Colen, president of the Musical Products Distributing Co., New York, manufacturer of the "Standex" display stands and jobber of Vocalion records, returned recently from a trip to Europe. Mr. Colen visited several countries abroad, spending about three weeks in Berlin, making an investigation of commercial and economic conditions. Upon his return to New York he was glad to find that his company's activities during the Summer months were well ahead of all expectations and at the present time he is busy making plans for the Fall trade.

NEW STORE IN SAND SPRINGS, OKLA.

SAND SPRINGS, OKLA., September 5.—A music store has been opened here at the former location of the Star Café by Daltry and DeArmand, of Hugo.

AT LAST!

A Perfect reproducing
phonograph to retail at **\$10**

Strong, easy running motor with spring of best material—one winding plays entirely any twelve-inch lateral record—reproducer duplicated only on very much higher-priced ma-

chines—eight-inch, heavy steel turntable, nickel-rimmed and covered with best grade of felt—efficient speed regulator—cabinet made of mahogany finish wood.



YALE Phonographs

For trade prices and details, write to
Davis Mfg. & Sales Co., 763 State Street, New Haven, Conn.



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

ACTUAL SIZE

Volume and
 Perfect Detail



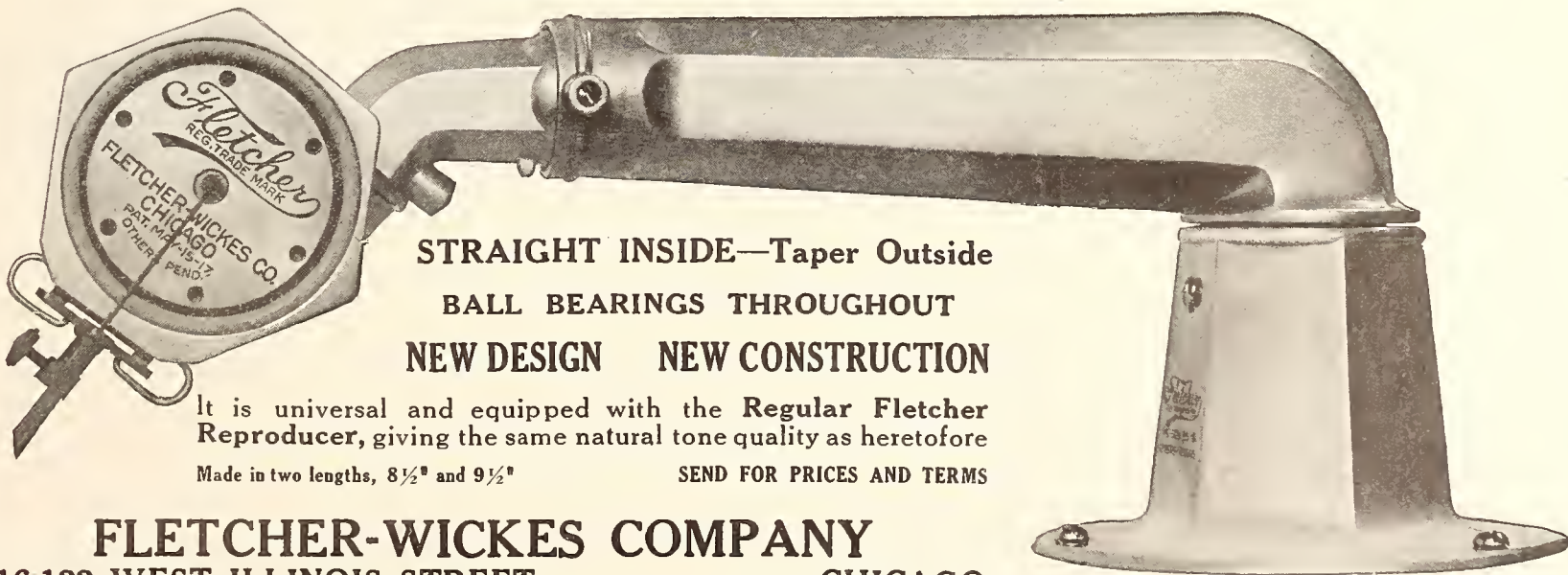
Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

Dealers, Send for
 Prices and Terms

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

PAUL WHITEMAN AND HIS ORCHESTRA RECEIVE UNPRECEDENTED WELCOME ON RETURN FROM EUROPE

Many Prominent in Talking Machine, Musical and Theatrical Circles Meet Leviathan at Quarantine—Musical Program and Airplane Play Part in Welcome—Guests at Banquet and Reception

Paul Whiteman and His Orchestra, exclusive Victor artists, arrived in New York a few weeks ago on the "Leviathan" after a triumphal season at the London Hippodrome. The "Leviathan" was met down at the Quarantine station about twenty miles below the city by a boatload of talking machine, musical and theatrical people. A band on the guest boat serenaded Paul Whiteman and His Orchestra all the way to the "Leviathan" dock, while overhead a big army bombing plane carried Charles Dornberger and His Orchestra from "George White's Scandals," who also serenaded the returning orchestra. A third band in life-saving suits played in the water at the side of the "Leviathan" at the Quarantine station and, upon arrival at the dock, a fourth band of serenaders appeared and played until Paul Whiteman and His Orchestra had disembarked.

By prearrangement among the representatives of the music industries in New York a reception was held on the "Leviathan" dock, in the course of which Paul Whiteman was crowned "King of Jazz." The crown for the coronation was made by the Buescher Band Instrument Co., Elkhart, Ind., to the specifications of the reception committee. The Buescher Band Instrument Co. made the set of instruments used by Paul Whiteman and His Orchestra and the crown bore replicas of these various instruments, including, of course, the popular saxophone. The coronation address came over the long-distance telephone from Elkhart, being sent by F. A. Buescher. The golden crown is inscribed "To Paul Whiteman in appreciation of his art and artistry and his aid to self-determination in the music of the nation."

The day following their arrival Paul Whiteman and His Orchestra were the guests of

honor at a banquet and reception given at the Waldorf-Astoria. Many well-known members of the music publishing and allied industries

success. The guests of honor at the dinner comprised the following: Victor Herbert, Senator E. I. Edwards, S. J. Kaufman, Jules Glanzer, Frank Crowninshield, Murray Hulbert, George S. Kaufman, Irving Berlin, Congressman Sol Bloom, Com. Richard Enright, George M. Cohan, Marc Connelly and Capt. Herbert Hartley. Murray Feil officiated as stage director and the Paul Whiteman Welcome Home Com-



Incidents Connected With Great Welcome to Paul Whiteman

1—The Seaplane Welcome. 2—Paul Whiteman Broadcasts by Radio. 3—The Submarine Band Does Its Bit. 4—The Paul Whiteman Welcome Home Committee's Yacht.

were present, together with half a dozen bands, which alternated in playing for the assembled guests. The entire program was broadcasted by radio and, under the direction of William Collier as toastmaster, the event was a decided

mittee, which was directed by Phil Kornheiser as chairman, comprised the following: William Collier, Victor Herbert, George M. Cohan, John Philip Sousa, Irving Berlin, Senator E. I. Edwards, Senator J. J. Walker, Jay Witmark,

Paul Whiteman and His Orchestra

VICTOR RECORD
STARS

USE

BUESCHER

INSTRUMENTS

EVERY time you sell a Paul Whiteman Orchestra record, many young persons will hear it who will wish they could play a Buescher Saxophone as well as Donald Clark, Hale Byers or Ross Gorman, or wish they could play a Buescher-Grand Trumpet so brilliantly as Henry Busse or Thomas Gott, or a Buescher-Grand Trombone so well as Samuel Lewis, or play a Buescher Bass so sweetly as John Barsby.



You, Mr. Record Dealer, ought to sell Buescher Instruments.

You are in a favored position to take advantage of that desire which every sociable young person has to play a musical instrument, and which is roused to the purchasing point when a Paul Whiteman Orchestra record is played.

75% of the best orchestras in all record catalogs use Buescher instruments. Window trims and mailing pieces showing great record artists help you to sell more records and sell Buescher instruments too!

Buescher Saxophones are easily learned from home study charts. Mutes make home playing of Buescher Trumpets, Cornets and Trombones not only practicable but popular.

Write for catalog and Buescher literature featuring record artists. We'll quote you trade figures that will show you profit. Address your letter to Mr. F. A. Buescher, personally, care of

BUESCHER BAND INSTRUMENT COMPANY, G-93 Buescher Block, Elkhart, Indiana

PAUL WHITEMAN AND HIS ORCHESTRA

will devote several weeks to the making of

NEW VICTOR RECORDS

in which will be embodied the greatest musical thrills ever recorded

The foremost musical critics and writers have acclaimed Paul Whiteman as an important factor in America's musical life

An extract from Gilbert Seldes' article in the August issue of "The Dial," one of America's leading literary magazines

*"Today I know of no second to Whiteman in the complete exploitation of jazz. Like Karl Muck and Jim Europe, Whiteman is a bit of a 'Kapellmeister'; his beat is regular or entirely absent. He never plays the music with his hand or designs the contour of a melody, or otherwise ACTS. I know that people miss these things; I would miss them gladly a thousand times for what Whiteman gives in return. ***** I mean that a sudden bellow or a groan is all very well, but the real thrill is in such a moment as the middle of Whiteman's performance of a 'Stairway to Paradise,' when the 'Beale Street Blues' occur. That is real enjoyment and the rest is nowhere. ***** He has arrived at one high point of jazz, the highest until new material in the music is provided for him."*

Watch for Paul Whiteman's New Records

Management

UNITED ORCHESTRAS

Incorporated

160 W. 45th Street

New York City

Buddy de Silva, E. C. Mills, Jules Glaenger, Hon. Sol Bloom, Walter Douglas, Dan Winkler, Hugh C. Ernst, Saul Bernstein, Otto Jordan, Elliott Shapiro, Mose Gumble, Edward T. King, James H. Thompson, Leo Wood, Julius Rosenthal, Louis Bernstein, Sam Salvin, Lou Davis, Jerome Keit, E. F. Bitner, Edward Marks, Edgar Leslie, Grant Clarke, Jack Robbins, Jack Mills, Will von Tilzer, Al Beilin, Fred Fisher, Henry Waterson, Milton Ager, Jack Yellen, Ben Bornstein, Mack Stark and Rubey Cowan.

This reception to Paul Whiteman, which constituted one of the greatest ovations that have been given a member of the music industry for many years, was in thorough accord with the tremendous success achieved by Paul Whiteman and His Orchestra in London. During their stay abroad this organization won the approval and enthusiastic praise of the English public, music lovers and musical fraternities. The orchestra played to capacity audiences at every performance and this visit to England gave international fame to an orchestra that has become celebrated in America from coast to coast as the leading modern interpreters of music.

Asa A. Pond, Columbia dealer in Pawtucket, R. I., is on the talent committee of the Elks' Lodge, which will put on a course of concerts this Fall.

Repair Parts, Main Springs, Motors

- Single-spring Motors\$ 2.50
- Double-spring Motors 3.25
- Liberty Motors 6.00
- Three-spring Motor 12.50
- Four-spring Motor 15.00
- Tone Arm and Sound Box, per set, \$1.35 and up

WRITE FOR CATALOG

PLEASING SOUND PHONO. CO.

204 E. 113th St. New York, N. Y.

L. D. ROSENFELD IN NEW POST

Has Joined Staff of the Regal Record Co., Inc. —Now in South Appointing Jobbers for "Little Tots' Nursery Tunes"

Louis D. Rosenfield, who has been connected with some of the most successful record manufacturing companies in the sales and advertising departments, has joined the staff of the Regal Record Co., Inc., and will give particular attention to the "Little Tots' Nursery Tunes" division of that company.

Mr. Rosenfield has a wide acquaintance in the talking machine field, both among distributors and retailers. He recently returned from a several weeks' trip through New England territory, where he found a great deal of enthusiasm among retailers for these new records. Mr. Rosenfield is now traveling through the South and Middle West, where he is appointing jobbers for the distribution of these records.

MISS LILLIAN GUTH BACK AT DESK

Miss Lillian Guth, secretary and credit manager for the Emerson Phonograph Co., Inc., returned to her office early in September following an auto trip to Maine and other New England territory. The trip was made for a much-needed vacation, following an unusually active Spring and Summer in Emerson business. Miss Guth recently reported that, since the reduction in the retail price of Emerson records, the distribution of this product has been greatly enlarged. The addition of several models to the Emerson line of machines has also added to the activities of all departments of the company.

BUYS CHILD MUSIC CO. STOCK

Louis Harter has bought the stock and equipment of the C. L. Child Music Co., Victor dealer, of Maplewood, Mo. Mr. Harter will move the stock to his new store in Webster Groves, Mo.

W. C. FUHRI RETURNS FROM COAST TRIP

Okeh General Sales Manager Appointed Two New Okeh Jobbers—Opened New Branch in San Francisco—Found Conditions Satisfactory

W. C. Fuhri, general sales manager of the General Phonograph Corp., manufacturer of Okeh and Odeon records, returned to his desk recently from a trip to the Pacific Coast, during which he called upon Okeh jobbers in various cities and made a number of important Okeh jobber appointments. At Dallas, Tex., the Texas Radio Sales Co., Inc., was appointed an Okeh jobber. This company has leased a large building at 2005 Main street and is making plans for an aggressive Fall campaign.

After leaving Dallas Mr. Fuhri visited Los Angeles, where the former General Phonograph Corp.'s branch is now conducted by the Okeh-Smith Co. as a jobber of Okeh records. C. N. Smith, head of this concern, is keenly enthusiastic regarding the future outlook for Okeh records in his territory.

W. E. Henry, formerly manager of the Los Angeles branch, accompanied Mr. Fuhri to San Francisco, and a new branch of the General Phonograph Corp. was opened at Third and Mission streets, San Francisco, under Mr. Henry's capable direction. From San Francisco Mr. Fuhri journeyed to Portland, Ore., establishing as an Okeh jobber in that city L. D. Heater, one of the best-known wholesale phonograph men on the Pacific Coast. Following the establishment of these new jobbers Mr. Fuhri called on several Okeh jobbers in the Middle West, stopping at Salt Lake City, Denver, St. Louis, Minneapolis, Kansas City, Detroit, Chicago, Cincinnati and other trade centers. He reports business conditions as looking very favorable and that Okeh jobbers are in the midst of preparations for a banner Fall trade.

DEATH OF CONNELLSVILLE MERCHANT

CONNELLSVILLE, PA., September 1.—I. Aaron, head of Aaron's, operating large department stores in Uniontown and Conneltsville, died at his home after a brief illness. Mr. Aaron was a native of Germany and located in America at an early age. He had just reopened the Uniontown store, which had been remodeled and renovated a few weeks ago. Both stores have model Victrola departments. The funeral services held at Conneltsville were largely attended.

At Last! A Perfect Repeating Device
Cesco Repeater



Price \$1.00

Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City

BROOKLYN MERCHANTS PLACING FALL ORDERS

End of Vacation Season Finds Retail and Wholesale Trade Busy With Plans for Fall Campaigns—Trade Expansions—Some Unusual Window Displays—Other Interesting News and Activities of Long Island Trade

Among talking machine jobbers and dealers in the Brooklyn and Long Island territory there is an increasing evidence of optimism regarding the outlook for Fall trade. Dealers are ordering stock to meet their demands in a liberal way, and with the Summer vacations almost over, and the sales staffs of the various jobbers once more at the helm, we can expect marked sales activity in the Brooklyn and Long Island territory around the middle of September

Opportunity for Portables Sales

That the season for portable talking machines does not end with the Summer months is noted by a prominent Brooklyn dealer. The Fall months, particularly those just preceding the Christmas season, have been found to be, among a certain class of prospects, a good time for the sale of portable machines. These prospects are the parents of children and young people who attend schools and colleges away from home. It is possible to sell the machine with the idea in mind that they make a very acceptable gift for the students, and can be easily transported back and forth at the close of the scholastic year.

Magers Music Shop Expands

Benton's Music Shop, Central avenue, Cedarhurst, L. I. Victor dealer, has sold out to Magers Music Shop, and business will continue under that name at the above address.

Pravder Music Shop Adds Sonora

The Long Island Phonograph Co., Sonora distributor of Brooklyn and Long Island, has secured as a new account the Pravder Music Shop, 531 Sutter avenue, Brooklyn. A sales drive by this new addition will soon be started.

Vorbach Bros. Help to Lower the Temperature

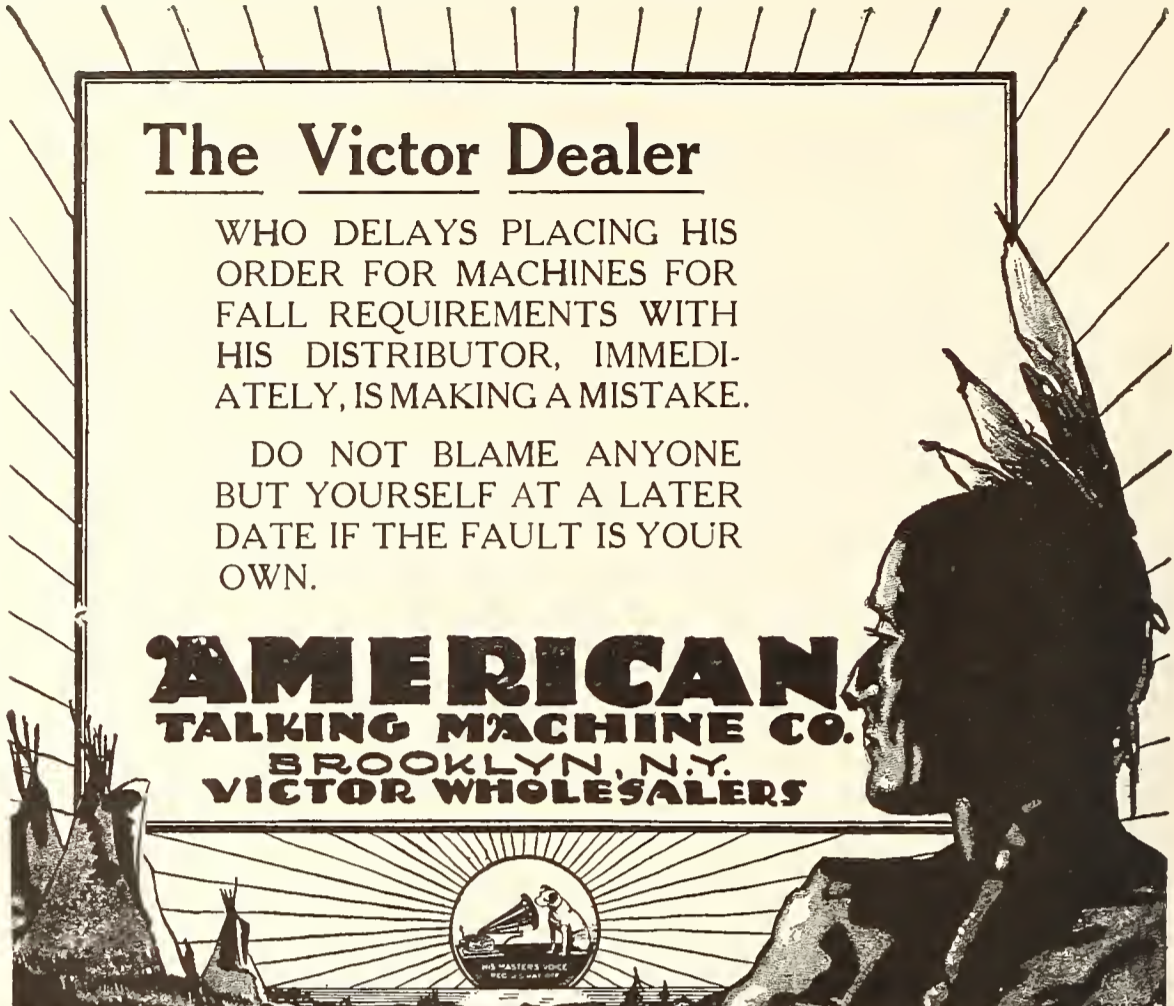
Vorbach Bros., 10927 Jamaica avenue, Jamaica, L. I., recently used a rather novel window display, considering the time of the year. It consisted of a Winter scene. A partition was built in the window representing a house. Snow covered the ground and the roof of the house. Several small evergreen trees appeared in the foreground. A caption was printed which invited the people to enter the store and be as cool as the scene depicted in the window. The

The Victor Dealer

WHO DELAYS PLACING HIS ORDER FOR MACHINES FOR FALL REQUIREMENTS WITH HIS DISTRIBUTOR, IMMEDIATELY, IS MAKING A MISTAKE.

DO NOT BLAME ANYONE BUT YOURSELF AT A LATER DATE IF THE FAULT IS YOUR OWN.

**AMERICAN
TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS**



interior of the store was arranged to represent the living-room of a house, several talking machines being displayed on the floor and also a piano and musical merchandise. This window display attracted unusual attention inasmuch as it appeared during the hottest months in Summer, namely, July and August. Mr. Vorbach attributes the sale of at least ten talking machines to this display.

Noting and Acting on an Opportunity

This concern is quick to take advantage of local happenings and did so during the recent automobile show held in the neighborhood. An automobile firm had displayed large signs inviting the public to come and view the 1924 models of cars. Accordingly Vorbach Bros. displayed a similar sign which read "Come and see our 1924 model," and had on display a number of talking machines of the latest models. It has always been the policy of this store to make its customers feel at home. Often a num-

ber of young people will come in and play pieces on the piano, and in some cases even dance. The good-will that is built up in this manner has led to a number of sales.

Victor Demand Grows Steadily

Victor business in the Brooklyn and Long Island territory shows a greatly increased activity at the present time. Richard H. Morris, secretary, treasurer and general manager of the American Talking Machine Co., Victor wholesaler, states that an exceptionally good Fall business is anticipated. Now that the consolidation of the G. T. Williams Co. with the American Talking Machine Co. has been completed, Victor dealers in the territory are receiving better service than ever before. R. H. Morris and G. T. Williams have spent considerable time recently in contact with the dealers in the territory, who are optimistic over Fall prospects.

Planning Fall Aeolian Drive

C. G. Davis, manager of the Aeolian Co., of Brooklyn, who recently returned from a two weeks' vacation, is one of the most popular members of the Brooklyn trade planning to carry on a very active Fall sales campaign. This concern, by the way, is one of the most prosperous in this territory.

Padula Occupying New Store

Vincent Padula, Sonora dealer of Corona, L. I., is now occupying his new store at 9 Forty-sixth street, Corona, L. I., under the name of the Corona Music Shop. The new quarters are advantageously located, and modern fixtures make this one of the most up-to-date establishments in this vicinity.

Simplicity of Window Displays Pays

A window display which has been found effective by a prominent Sonora dealer in Brooklyn is based on the idea that a heterogeneous mixture of stock displayed in a window is not always the best method of advertising. It is his belief that oftentimes the store is liable, through a desire to take advantage of all available window space, to place too many articles on display. He states that he finds if a number of talking machines, records, musical instruments and small goods are placed in the window, there is too much on view at one time and the different objects tend to detract attention from one another. Inasmuch as an adequate stock is carried on the floor itself, and the real reason for a window display is to get people to enter the store, if it can be accomplished by the display of only one or more articles, so much the better. When the customer comes into the



SERENADE

*The Highest Class Talking
Machine in the World*

*Now for a
Bigger Fall Business*

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Here is the whole story of our attractive proposition to dealers—in a paragraph.

The SONORA, with its mechanical and artistic perfection; and our service which is uniformly active, satisfactory, smooth running and profitable, place you in a position of utmost satisfaction season after season.

Let us explain more fully—write

Long Island Phonograph Co., Inc.

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

Sonora Distributors for Brooklyn and Long Island

Another Superior Point for THE NEW COLUMBIA

Each individual model of the New Columbia has been thoughtfully and artistically designed. The lines are charming in their simplicity and quiet elegance. Only the choicest woods are used, with their natural beauty brought out to best advantage. The hardware and other minor details make a harmonious whole unsurpassed in the realm of furniture.

COLUMBIA GRAPHOPHONE CO.
New York



store he or she has an unlimited collection. The display in this case consisted of a motor and turntable; on the latter there was a dancing doll. Besides this there was one cabinet talk-

ing machine displayed in the window. The motor revolved continuously, and the movement of the doll attracted the attention of many people as they passed the window.

analyzing the orders placed by Sonora dealers last Fall and pointing out that practically every dealer could have used at least 25 per cent more merchandise last year than the company was able to furnish. At this point order blanks were distributed among the dealers and the suggestion was offered that wherever possible the dealers anticipate their requirements for the next three months. This plan met with an enthusiastic response from the Sonora merchants present and orders were placed at the meeting which called for considerably more Sonora instruments than the sales totals presented by Mr. Keith in his address.

LONG ISLAND PHONO. CO. HOLDS FIRST DEALER MEETING

Constructive Addresses by Executives of Prominent Brooklyn Sonora Wholesaler and George E. Brightson, President of the Sonora Co., and Other Officials Feature Event

The Long Island Phonograph Co., Brooklyn, N. Y., Sonora jobber for Brooklyn and Long Island, was the host at a convention of Sonora dealers in this territory held at the Hotel Bossert, Brooklyn, N. Y., on August 30. The meeting was a decided success and, in all probability, similar gatherings will be held in the near future in order to give the company and its dealers an opportunity to exchange ideas.

success as an executive with several prominent organizations, gave a general review of business conditions, showing by facts and figures just why the coming Fall season should prove to be one of the most prosperous of recent years. Other speakers included Irwin Kurtz, president of the Talking Machine Men, Inc.; E. S. White, Frank Goodman, J. J. Schratweiser and Herbert G. Young.

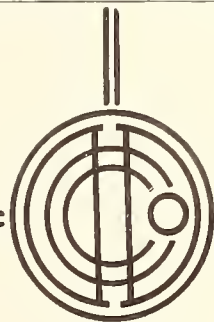
Quite a number of the dealers took advantage of R. H. Keith's invitation to join an open forum and brief talks were made by the following Sonora retailers: C. S. Hammond, manager music department, Frederick Loeser & Co.; James Quinn, C. J. Iannell, manager of phonograph department, H. Batterman & Co.; S. M. Creedman, Leon Brick, Mrs. Albert Bersin and other well-known Long Island dealers.

Before luncheon was served the Sonora dealers, with their friends, were invited by R. H. Keith, president of the Long Island Phonograph Co., to inspect the new "Argyle" Sonora console which was recently added to the line. This instrument met with the enthusiastic approval of all the visitors and it was predicted that the "Argyle" would prove to be one of the leading sellers during the coming season.

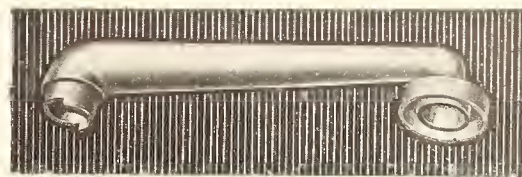
In behalf of the Long Island Phonograph Co. C. W. Keith furnished the guests with pertinent information relative to sales figures and sales possibilities. He reviewed 1922 conditions,

In a brief address of welcome Mr. Keith told the dealers that the meeting was theirs and during the course of the luncheon an interesting musical program was presented, including several selections by Miss Alexander, a well-known Spanish soprano. Mr. Keith officiated as toastmaster and seated at the guests' table were the following executives of the Sonora Phonograph Co.: George E. Brightson, president; S. O. Martin, vice-president and general manager; O. S. Keyes, treasurer; L. C. Lincoln, advertising manager; Frank Goodman, assistant general sales manager, and E. D. Coots, dealer service manager. Other guests at the speakers' table were E. S. White, Sonora Co. of Philadelphia; Herbert G. Young, assistant sales manager, Sonora Sales Co. of New Jersey; C. W. Keith and J. J. Schratweiser, of the Long Island Phonograph Co.

Mr. Brightson favored the dealers and their friends with one of his usual interesting addresses, stating that the Sonora Phonograph Co. has sufficient orders on hand at the present time to keep the factories working to capacity until March. Mr. Martin, who has won considerable



DOEHLER
The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Zinc Alloy Phonograph Tone-Arm

Doehler engineers and metallurgists—in the Doehler laboratories—are constantly engaged in research and development work in metal alloys for die-castings. And they are in constant touch with progress and discovery in other metallurgical and chemical fields.

As a result, Doehler customers are assured the full advantages of the very latest practice, and may feel the confidence that every Doehler Die-Casting is up-to-the-minute in the best metallurgical knowledge.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

A. Centonze Music Co.
PUBLISHERS

Distributors and Jobbers in

**RECORDS and
PIANO ROLLS**

**174 JOHNSON AVENUE
BROOKLYN, N. Y.**

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

A two-fold appeal to good taste

*—unusual tonal beauty and
faithfulness of reproduction*

*—exquisite cabinet work in
popular period styles.*

MANY successful phonograph merchants have found that the two-fold appeal of the Widdicomb is building them a steadily increasing patronage and prestige among discriminating buyers. If you are genuinely interested in increasing your business among the best class of trade, write us today for complete catalog and full particulars regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th ST. CHICAGO: 327 S. La Salle St.



Queen Anne Model 6
—finished in Red or
Antique Mahogany or
Walnut. Equipped with
albums for records, au-
tomatic stop and pa-
tented tone control.



Adam Model 12—finished in Red or
Antique Mahogany or Walnut. Equipped
with albums for records, automatic stop
and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood fashioning. They are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices on the various models range from \$90 to \$260.

SAN FRANCISCO

Business Gains Make Fall Prosperity Certain—Period Models Most Popular—Several Firms Move—Important Trade News of Month

SAN FRANCISCO, CAL., September 1.—The calamity howlers will be disappointed again, for there will be no period of depression this Fall. Business conditions on the Coast have been improving steadily, and as far as the talking machine trade is concerned most of the dealers report a big increase in sales over last month. The reduction in price on Victor Red Seal records has stimulated record business on high-class records and the volume of sales on Columbia records is unprecedented. Edison, Vocalion and Brunswick records are growing steadily in popular demand out this way and the prospects are for a revived interest in Okeh records now that the General Phonograph Corp. has extended its Coast representation.

Popularity of Period Models

"The fine art models of talking machines," says Robert Bird, Pacific Coast sales manager of the wholesale-Victor department of Sherman, Clay & Co., "have undoubtedly done much to raise the average price paid for talking machines these days. Even in the neighborhoods inhabited almost entirely by wage workers the demand for period styles is insistent."

This would seem to indicate that public taste is becoming elevated to a higher plane in the matter of machines as well as in record selections. Some claim the more fastidious popular taste is directly due to the influence of the luxurious interior furnishings exhibited in the motion pictures. Surely the increased appreciation of good music is largely due to the excellent programs of the movie orchestras.

Trade and Public Welcomes New Edison

The educational work of Edison Phonographs, Ltd., in promoting a critical valuation of fine art in music is appreciated by the trade, no matter what line is carried. The Edison re-creations represent the highest achievement and consequently it is no wonder Edison fans are multiplying in all quarters. The Coast trade certainly welcomes the recent splendid additions to the Edison record library and the fine line of Edison phonographs now available.

Work Starts on New Victor Plant

Excavation work for the new pressing plant of the Victor Co. in Oakland is about to com-

mence. The plant is expected to be ready for use within a year.

New Sherman, Clay Building Soon Ready

The new wholesale building of Sherman, Clay & Co., on Mission street, this city, is nearing completion and plans are being made to occupy it before October 15.

The Stockton store of Sherman, Clay & Co. was completely destroyed by fire a few weeks ago and the company is now occupying temporary quarters in Stockton. The company will rebuild bigger and better.

The big talking machine sale at Kohler & Chase is over and Jack Bray, manager of the talking-machine department, has fled the city to take a much-needed vacation. Accompanied by Mrs. Bray, he is exploring northern California.

General Phono. Corp. Opens Offices

The General Phonograph Corp., of New York, manufacturer of Okeh and Odeon records, has just opened a branch at 86 Third street, this city. The office is in charge of Bob Koltart, who was formerly with the Columbia Co. in San Francisco, and who later engaged in the talking machine business in Honolulu and Australasia. W. E. Henry, better known as "Pop" Henry, is the Pacific Coast manager of the General Phonograph Corp. He recently opened up the main office in Los Angeles. "Pop" is also an old Columbia representative and at one time was in charge of the San Francisco office.

Quarg Music Shop Is Expanding

William Quarg, manager of the Quarg Music Shop, as "The Phonograph Studio" is now renamed, is taking a business trip to Los Angeles. The shop was started a few years ago as an exclusive talking machine store, but gradually it has expanded until now several lines of musical merchandise are carried. A special show window this week is devoted to featuring Victor and Columbia records of the popular song, "Cut Yourself a Piece of Cake and Make Yourself at Home." A huge wedding cake is the piece de resistance of the display. The window was put in in co-operation with the Leo Feist Co., publisher of the selection in sheet music form.

Hazel Rae Love, of the Quarg Music Shop, the all-round authority on talking machine mer-

IN THE
HANDY
CAN



NYOIL

FOR YOUR
PHONOGRAPH

**Made in Our
Watch Oil
DEPARTMENT**

which for half a century
has made 80% of all the
watch, clock and chronom-
eter oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and wood-work and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

chandise, is back at her post after a vacation trip which extended from Fresno on the south to Eureka on the north.

Frank B. Long Moves

Frank B. Long, inventor and manufacturer of the Melodiola phonograph, is moving into a new and handsomely equipped establishment at 463 O'Farrell street.

To Move Brunswick Department

The Sterling Furniture Co., on Market street, is to come down to the main floor with its exclusive Brunswick department some time before the close of the year. The company has such faith in the line that it wishes to give it greater prominence in display and the sales department.

F. Travers on Business Trip

F. Travers, manager of the Sonora Phonograph Co., of the Pacific Coast, is making a business trip through the Northwest during which he will visit a number of the Sonora dealers. O. N. Rothlin, manager of the Phonograph Shop, on Stockton street, dealer in Victor and Sonora merchandise, finds interest in period styles more keen than ever before.

New Brunswick Accounts

The Alexander Music House, of Salinas, and the Pierce Piano House, of Eureka, are two new California agencies for the Brunswick line.

The Brunswick Co. has completed making a series of Paul Ash jazz and semi-standard records which will shortly be placed on the market. The records were made in a room of the San Francisco branch of the Brunswick Co.

Miss Bessie Lee, of the talking machine department of the Nathan-Dohrmann Co., San Francisco, is on her vacation. Incidentally, it is her honeymoon, for she deserted the ranks of single blessedness on August 18.


W. A. CARROLL VISITS EMERSON CO.

Detroit Emerson Jobber Makes Encouraging Report on Business Conditions and Prospects

One of the recent visitors to the offices of the Emerson Phonograph Co., Inc., was William A. Carroll, president of the Emerson Record Sales Co., Detroit, Mich., distributor of Emerson phonographs and records in Michigan and Ohio territory.

B. Abrams, president, and Arthur H. Cushman, sales manager of the Emerson Co., were quite gratified at Mr. Carroll's report of sales activities in the Middle West. Emerson sales have shown substantial increases and all indications point to a most active Fall season. Mr. Carroll, who has been an Emerson distributor for over seven years, stated that the reduction in the retail price of Emerson records has influenced many responsible dealers to stock the product.

Roger Babson and The Pacific Coast



Two Pacific Coast cities are mentioned among ten American cities as good advertising distributing centers.

A good distributing center depends on the surrounding territory for selling.

This recognized authority is therefore your guarantee that the Pacific Coast affords an excellent business opportunity.

We serve the entire coast and have several locations open for Edison representation in this favored section of the country.

Edison Phonographs, Ltd.

Portland
San Francisco
Los Angeles



New Gennetts Every Week!

In the Blue Label Gennett Records are released the latest popular songs and dance hits and standard numbers. Their timeliness, wide range and quality have given them tremendous popularity.

Gennett Records released under the Green Label represent the highest attainment in the art of sound recording. The best standard numbers come under this label, which assures variety in selection, perfect reproduction and the real musicianship of the artist.

"First and Best on Gennetts" is the slogan today. There is an opportunity for you in selling Gennetts. Get acquainted with them.

GENNETT RECORDS

Manufactured by
THE STARR PIANO COMPANY
 Richmond, Indiana

New York—Chicago—Los Angeles—Birmingham—Detroit—Cincinnati—Cleveland—Indianapolis
 Boston—London, Canada

The Trade in PHILADELPHIA and LOCALITY

TRADE REMAINS IN OPTIMISTIC MOOD DESPITE LABOR TROUBLES IN COAL MINING CENTERS

Growing Demand for Records Features Trade—Fall Prosperity Depends in Large Measure Upon Satisfactory Settlement of Coal Controversy—News and Activities of the Month

PHILADELPHIA, PA., September 7.—Sultry August days and pleasanter September weather in the Philadelphia district both brought with them many inquiries of a character suggesting orders to follow later on and, better still, a little more than the usual amount of mid-Summer business. The wholesale distributors of records are particularly enthusiastic over conditions as they exist and as indications portend they will be. The outstanding feature of the wholesale trade is the very large amount of business conditionally placed by retail distributors of records throughout the State and particularly in the hard-coal regions, which during August remained a storm center of agitation between mine owners and miners. These orders were placed subject to the results of the negotiations over wages and other matters at issue between employers and employes and, in the event of a successful termination of them, indicated by the late intervention of the Governor of the State, there is certainty of a splendid Fall business in this territory. The trade believes that the men will be successful in securing a wage increase, in which event their purchases of records will be large. Another element in this situation is that the radio is not so extensively in use in the mining district as elsewhere and, consequently, records form a larger element of popular entertainment.

City trade among the distributors of records, both in a wholesale and in a retail way, was seasonably draggy, but there is not a note of doubt as to its future brightness. Reduction in price of Victor Red Seals had the effect of considerably stimulating sales of these products. The trade understands that the new double-faced Victor Red Seals will be placed on the market September 23 and, in view of that fact, ordering of old records was held back to some extent. A very large increase in Victor record sales is anticipated when the new records are offered to the public. The market for talking machines was merely seasonably quiet. That, too, with the coming of the cooler months, in dealer opinion, largely will increase. As a matter of fact, August of this year was decidedly more satisfactory in the volume of sales than the corresponding month of a year ago.

Clever Display Emphasizes Service

A novelty in sales promotion and which resulted most satisfactorily was staged during the month at the Widener Store, 1109 Chestnut street. At the close of each week there were hung in the Chestnut street show windows, past which thousands of shoppers go, two immense reproductions of clock faces. On the left-hand face the hands indicated 8:30 o'clock and on the right-hand 1 o'clock. An explanatory note emphasized the point that orders re-

ceived for machines as late as 8:30 o'clock on Friday would result in positive deliveries by 1 o'clock on Saturday, giving a seventeen-hour guaranteed service. The diagrams so vividly brought home this lesson that attention perforce was arrested and sales attributable solely to this effective display were made. In the opinion of Manager R. L. Perrett it was most effective. The displays were made only at the week-ends.

C. Bellak Defers Retirement

It was officially announced during the week that the negotiations which had for a long time been pending over the disposal by sale of the piano and talking machine business of Jas. Bellak's Sons, Twelfth and Chestnut streets, finally were off and that the business would continue under the present management. This firm enjoys the reputation of being the oldest in continuous business history in Philadelphia, the establishment dating back to 1854. It is the intention of the present owner, Charles Bellak, to retire and for a time it looked as if he would do so, but at the last minute the negotiations fell through and for the present at least he will continue to direct its affairs as he has been doing for several decades.

Champion Phonograph Globe-trotter

The local branch of the Columbia Graphophone Co. believes that it has located the champion phonograph globe-trotter. The following letter was received recently by the branch and is the basis for making this claim for championship:

"During my army career, 1917-21, the phonograph has been round the world with me three times and, when surgeon on the U. S. Trans-

(Continued on page 80)

Dependability

It is a fine thing when you feel assured that your Jobber can be depended upon to give you Victor Merchandise just when you need it.

We count it a privilege that so many Victor Dealers in our territory place their dependence on us.

Our aim is to merit this confidence by making good and we invite such as have not done so to get in touch with and tie up to

THE LOUIS BUEHN COMPANY

OF PHILADELPHIA

Victor Wholesalers



\$100
RETAIL
PRICE

THERE IS NO SUBSTITUTE
FOR THE NEW EDISON.

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

port, it accompanied me to Finland on the famous Bolsheviki deportation trip. Your phonograph has had a stormy, strenuous and stirring existence. Crossing the ocean it has been left out on deck during a hurricane, yet it never failed to operate, whether in Northern or tropical latitudes. I would not part with it at any price."

Organize the G. F. Fields Music Co.

G. F. Fields has announced in a general communication mailed to the trade that he has disposed of his interest in the United Music Stores, Philadelphia, and has formed the G. F. Fields Music Co., which will act as wholesaler and jobber of music rolls, musical merchandise and radio sets. Mr. Fields has also announced that he has secured the exclusive jobbing of International player rolls for Pennsylvania territory. A location has been secured at 269 South Eleventh street, Philadelphia.

Everybody's T. M. Co. in New Home

In the new warehouse recently acquired by Everybody's Talking Machine Co., Inc., 810 Arch street, there will be opened an addition to the mail order department for the purpose of enlarging that division to take care of increased business which the firm enjoys nationally. The new building, located at Ninth and Filbert streets, consisting of a two-story structure, provides the firm with 6,000 more square feet of

space, part of which will be devoted to warehousing purposes and part to the mail order. Production of the Honest Quaker main springs is being speeded up in order to take care of the large bookings of orders now in hand and they are being shipped as fast as manufactured. With the new warehousing facilities it is planned to increase production. Samuel Fingrudt, in charge of the advertising department, is conducting a national advertising campaign and it is due partly to this development that business has been stimulated.

Vocalion Race Records Popular

Increased sales have followed in the Vocalion records distributed by the Lincoln Business Bureau, 1011 Race street, of which Bertram H. Matthews is proprietor, through the recording of that company of colored artists. The increased volume of business centers in stores, adjacent to or conducted where there is a large colored population. The August sales of this class of records have exceeded all expectations in Vocalion records.

Displays Boost Victor Record Sales

H. Royer Smith, who conducts a retail store at Tenth and Walnut streets, has had a record month in sales of Victor Red Seal records, which he featured in store and window displays. Miss Madeline, record buyer for the Smith store, left the first of September for a two

weeks' vacation trip to New York, where she visited the various Victor dealers, getting ideas of business promotion through the sales and display methods employed.

Inaugurates Drive on Records

Owing to the large number of Red Seal records which will be stocked by the Talking Machine Co., 1025 Arch street, it has arranged for the renumbering and redistribution of these lines in the shelving accommodations at the headquarters. The latter part of August clerks were kept busy rearranging the stock racks for the purpose of classifying the serial numbers and to make way for the incoming orders of double-faced Victor Red Seal records which will be carried during the coming season. The firm is prepared for a prosperous season in the new double-faced Victor Red Seals and expects that these will outsell the old single-faced record because of the comparatively low price. The firm announces that many dealers are awaiting the exchange proposition which shortly is expected from the Victor headquarters and which will deal with the returnable numbers of Red Seals. It is holding off orders for the new Red Seal records, expecting to clean up the old stock before placing orders for the new requirements. The entire sales force of the company started out on September 4 in order to clean up the Fall business. E. M. Stern, president of the company, is on an extended automobile trip through Canada and is expected to return by the middle of September.

Victor Dealers Ordering Fall Stock

Orders for the Victor machines placed with H. A. Weymann & Son, Inc., 1115 Chestnut street, cover September, October and November deliveries. Owing to the large number of orders on hand the firm is making every effort to speed up deliveries but feels that some dealers' wants will remain unsatisfied the next three months because of the demands on the output of the Victor factory, and the accumulated orders are far in advance of the number of machines to be had in stock. It is sending out announcement to the trade that concentration is being made on speeding up deliveries from the factory. Harry W. Weymann, president of the company, left the latter part of August for an auto trip along the St. Lawrence River and

H. A. WEYMAN & SON, INC.

1108 Chestnut Street

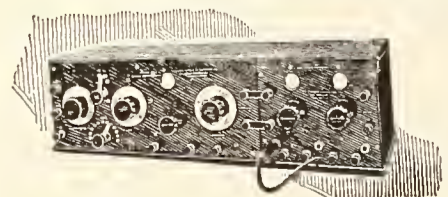
Philadelphia, Pa.

VICTOR WHOLESALERS



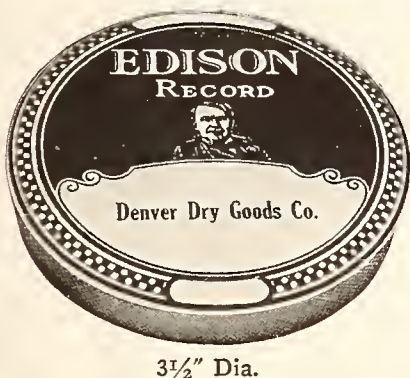
AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise
UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)



VELVALOD RECORD CLEANERS

Dealers—Advertise direct in the home thru the best advertising medium on the market. Jobbers—Get your samples for your salesman. Prepare for the Holiday Trade. We will help you get it. Write at once.

Philadelphia Badge Company
Manufacturers and Patentees
942 Market Street Phila., U. S. A.

3 1/2" Dia.

other Canadian points. He was accompanied by Mrs. Weymann and their son, Herbert W. Weymann, in charge of the publicity end of the business. During the absence of Mr. Weymann C. W. Bahls, general manager, is taking care of the talking machine department.

Louis Buehn Travelers Out

The four members of the sales force of the Louis Buehn Co., 835 Arch street, who have been on vacation, returned to headquarters the latter part of August preparatory to starting out after Labor Day on the Fall trip, visiting the dealers in their territories. C. E. Sheppard will spend the month visiting northeast Pennsylvania. Frank R. Ransley will look after Philadelphia. Harry Pierce will visit the southern New Jersey and southern Pennsylvania districts, while Thomas Hower makes the rounds of central Pennsylvania. Louis Buehn, head of the firm, has returned to headquarters from an extensive automobile trip to New England. While in the New England States he visited several of the golf courses for the purpose of training up for the big game to be played at the Seaview Golf Club near Absecon, just outside of Atlantic City. Mr. Buehn will enter the contest for the Blackman cup, to be held on September 15 on the Seaview golf course, and is expected to make a good showing because of his prowess in the game.

Girard Co. Planning Tone-tests

Plans for a series of tone-tests to be given during the coming Fall season are now under way at the Girard Phonograph Co., 1819 North Tenth street, co-operating with the dealers who feature the Edison phonographs and records, for which the Girard Co. is the local distributor. The series of tests will be featured in the eastern Pennsylvania, southern New Jersey, Delaware and Maryland districts, which come under the local territorial rights, where the dealers have arranged, in conjunction with the Girard and the Edison Co., to give concerts in halls, churches and other public gathering places, where the artists will personally appear and give concerts, while the vocal selections will be duplicated on the Edison. A. W. Rhinow, of the Girard Phonograph Co., is now perfecting plans with the dealers and the Edison Co., so that an early listing by the dealers will give ample opportunity for securing such talent as may be desired in the territory in the immediate future.

Concludes Sale of Old Columbias

During the month there were closed out at the Gimbel store the last of the special lot of Columbia cabinets of which this establishment had secured a very large proportion. Manager G. F. Wurtele, of the record department, enjoyed a brief vacation during the month and fully prepared himself for the big season ahead, which traditionally opens about September 15.

New Cheney Model Makes Debut

In the recently acquired home of the Cheney Sales Corp., in the Jefferson Building at 1015 Chestnut street, there is being featured the newest addition to the Cheney family of phonographs. It is listed as No. 119 and it was placed on the market the middle of August. It is a console constructed of mahogany, with an attractive and artistic grided door, and retails at \$165. Customers who have viewed the new model in Room 808 in the Jefferson Building,

to which the firm removed from its former quarters in the Story & Clark Co. Building at 1105 Chestnut street this Summer, have placed large orders for the new model and dealers find little effort necessary to dispose of them; consequently, generous repeat orders are being received. The new location of the Cheney Corp.

is used as display room and sales offices and is the executive headquarters of G. Dunbar Shewell, president of the corporation. The local offices are under the management of D. H. Fulmer. G. Dunbar Shewell, Jr., advertising manager and son of the president, spent August on a vacation trip to Maine.

Wanamaker Makes Drive on Brunswicks

The John Wanamaker Store conducted an extensive Brunswick newspaper campaign, employing the use of every paper in Philadelphia, with the exception of one, in advertising these machines and, as a result, found business for the Brunswick greatly increased. Under the direction of the Philadelphia Brunswick manager, O. F. Jester, there is being conducted from the local headquarters at 1002 Arch street a full-page newspaper advertising campaign, with the Sunday Ledger, one of the best-known and leading Quaker City news journals, as the medium for getting the Brunswick be-

(Continued on page 82)



Unrivalled Clarity!

MUSIC MASTER'S clean-cut, scratchless reproduction of tone is the marvel of all who hear it. It does not imitate the singer's voice; it gives forth the voice ITSELF, without distortion.

It always speaks highly for itself when attached to any demonstration set. Put one on your show outfit now and **DRAW THE CROWDS!** Dealers who have sold it know MUSIC MASTER to be one of the quickest turning-over items in radio.

Send for full description of the entire line of GERACO Proven Radio Products and prices.

14-inch Horn, used in the Home, \$30

21-inch Horn, for Dancing and Concerts, \$35

GENERAL RADIO CORPORATION
Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

S.W. cor. 10th and Cherry Sts., PHILADELPHIA; 1005 Liberty Ave., PITTSBURGH

"GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

DISTRIBUTORS for OKEH Records, STRAND Phonographs and GOLD SEAL Record Repeaters.

Music Master
RADIO REPRODUCER

NOW EXCLUSIVELY WHOLESALE

but with the advantage of many
years of retail experience.

The Talking Machine Company

Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 81)

fore the public. The object of this newspaper campaign is to co-operate with the dealers in preparation for the Fall and holiday business. The series will include not only the Brunswick machine advertisement, but the records as they are issued monthly. The newest console model, the Raleigh, was introduced to the local trade the last week in August and many advance orders were placed.

Wilde's Music Store, of Shenandoah, Pa., has just taken on the Brunswick line and will handle these instruments exclusively.

R. O. Lamforth, who for more than a decade has been connected with the talking machine business and recently manager of the talking machine department of The Fair, in Chicago, Ill., is now covering the coal regions of Pennsylvania as representative of the Brunswick Co.

Remodeling and Expanding

Remodeling and redecorating of the talking machine department of the Estey Piano Co., Seventeenth and Walnut streets, is now under way in preparation for the opening of the busy season and the warerooms will be in readiness by the middle of September. The department recently was enlarged, part of the main floor rear being devoted to the record department, while the entire second floor is given over to the display room for the Victor, Cheney and

Sonora machines which the firm handles. The booths are being decorated in a scheme of gray and blue and this is followed out in the upholstering of the newly installed wicker furniture, and every comfort for the service to customers is to be had in the new department. With the confinement of machines to the second floor on a greatly enlarged space there was provided room for an enlarged stock of records and for the stocking of a greater number of machines. Four new salesmen will be added to the forces during the coming month.

Entering Radio Field

One of the newest departments which is being featured especially for service to the music dealers, and particularly for those carrying talking machines, is that of radio equipment. The new department now occupies six rooms on the mezzanine floor, where are carried a line of the Ware, Western Electric, Crosley, Radio Corp. of America and the firm's own specialty, the Estey Tea Table model radio sets and accessories. It is the purpose of the Estey Co. to make the radio department a wholesale center for talking machine or music stores which desire to carry sets and accessories, particularly the former, which will need no technically trained sales forces. The various sets are complete at varied prices. Four salesmen have been

added to the forces to take care of the territory included in the Eastern States. They are J. A. Bailey, Jr., Gilbert Farrell, George Rieger, Jr., and J. W. Mackin. A special department of the radio store is the contract department, under the supervision of Gerald L. Quinby, who is in charge of the radio service and who will feature the installation of radio in buildings. The Estey Co. is now conducting negotiations for the acquisition of a well-known radio factory and, when completed, announcement will be made of the firm's purpose to manufacture its own parts and radio sets under the Estey brand. This factory, one of the best-known devoted to the manufacture of radio equipment, will provide the Estey Co. with a thoroughly equipped plant for its own use. Mrs. Terese M. Quinby, in charge of the talking machine department of the Estey Co., accompanied by her son, Gerald L. Quinby, manager of the radio department, made an extensive vacation trip through the Great Lakes and returning by way of Albany, a trip down the Hudson and New York, arrived at headquarters the last week of August.

Now Victor Wholesales Exclusively

With the disposition of its remaining four retail stores, The Talking Machine Co., of this city, has become a Victor wholesaler exclusively. The sales of the other stores were chronicled in The World from month to month, the last four having been recently disposed of. They were purchased by Morton's, Inc., a new corporation headed by Morton L. Stern who will conduct the business in the same high-grade manner which has been noticeable in the past.

Clever Exploitation of "Music Master" Horn

The idea that the Summer months must necessarily be quiet months for the radio industry is disproved by the experience of the General Radio Corp., of this city. Walter L. Eckhardt, president of the company, in a talk with The World, produced figures which showed that August has proved the biggest month in the history of the business. Mr. Eckhardt contributes this large volume of business almost entirely to the quality of the products, as the big Fall campaign which has been planned has not as yet been put into effect. An analysis of the business consummated during August shows that the greatest volume of business was done on the "Music Master" horn and "Geraco" radio parts. An augmented staff has been put into effect in the factory at Putnam and Mr. Eckhardt is working towards the goal of a quarter-of-a-million dollars' worth of business each month.

An effective stunt, showing the enterprise of Mr. Eckhardt and his associates, has been put into effect, featuring "Music Master" horns. The services of an aviator and his plane have been secured to fly over cities east of Pittsburgh, featuring this horn. The words "Music Master" appear on the entire spread of the wings, as well as the tonneau of the plane, and are distin-

On Guard



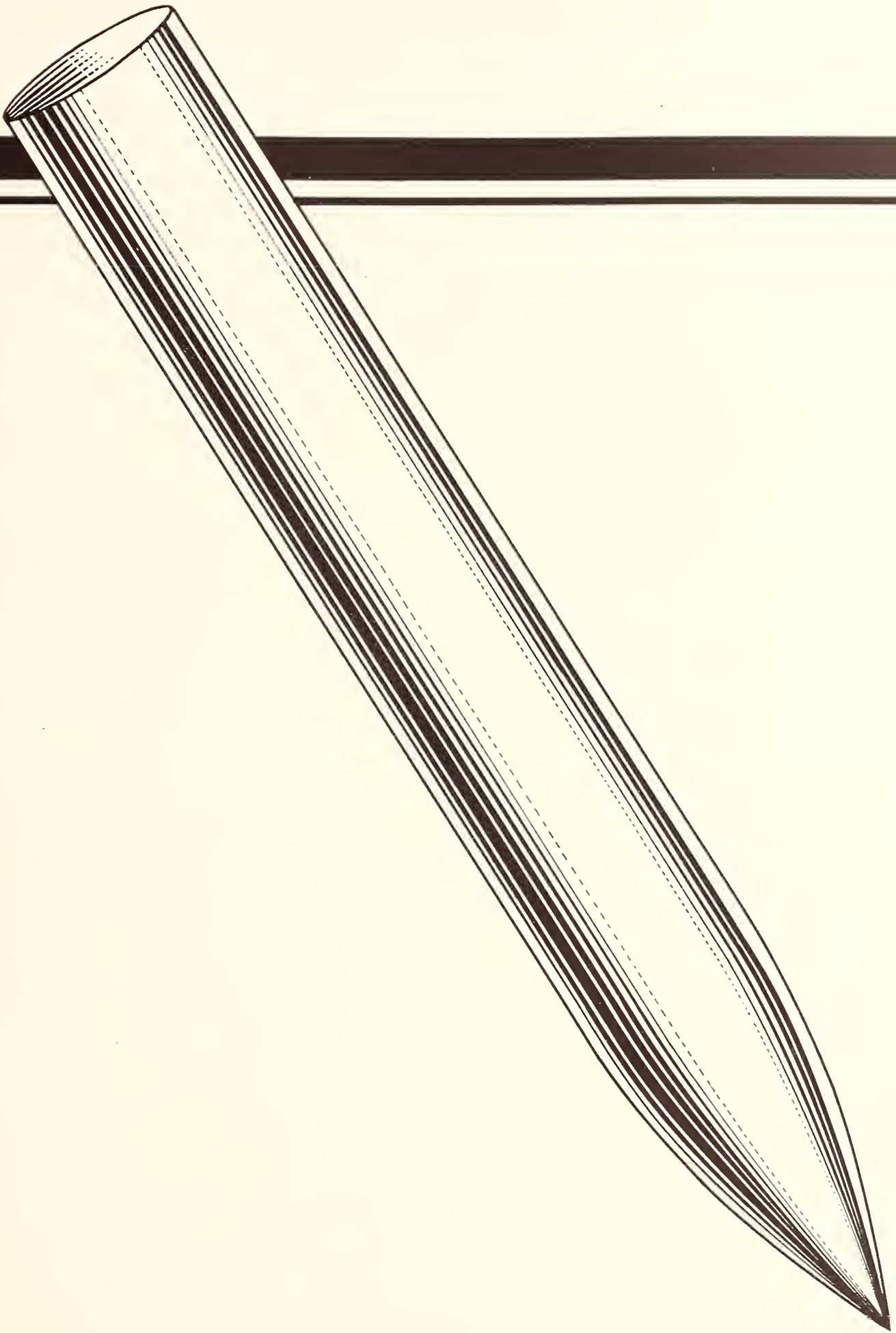
Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street Philadelphia, Pa.

Victor Wholesale Only



NEEPLES—those important trifles—
can make or mar your record sales.
Perfect reproduction and satisfied
record buyers are synonymous with—

Okeh

QUALITY

NEEDLES

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

NICKEL in the SLOT

A Musical Novelty by
Zez Confrey
Writer of
STUMBLING



THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 82)

guishable at a great altitude. While flying the aviator releases flocks of literature on the "Music Master" horn. This literature itself is printed on cardboard cut in the shape of an aeroplane. The opening gun in the big Fall consumer campaign will be found in a full-page ad in the Saturday Evening Post in the first issue of October.

The New York territory has shown wonderful progress during the past month, many substantial dealers having been added in this territory during that period.

Talking Machine Demand Is Active

Mr. Eckhardt also reports that the talking machine business has shown steady increase and looks forward to excellent Fall business in this line. In spite of the fact that the export business of this company has never been gone after, business with foreign countries has grown of its own accord. In the past month merchandise has been shipped to Chile, Mexico, Cuba, Argentine Republic, Australia, South Africa, Canada, Japan and England.

The remainder of the capital stock of the General Radio Corp. has been sold, making a total of \$250,000 paid into the treasury of the company.

Following Mr. Eckhardt's well-defined plan of gathering about him associates of particular ability it is announced that Henry E. Marshall, for many years with the Columbia Graphophone Co., has joined the staff of the General Radio Corp. to take up special executive work.

Buehn's Red Seal Campaign

The reduced price on single-faced Red Seal Victor records was broadcasted to the buying public by Philadelphia retailers in newspapers and other means of publicity. Following the usual enterprise it has always manifested the Victor distributing firm of the Louis Buehn Co. immediately prepared window signs for its dealers announcing the reduction in price. This sign was very attractively prepared and dealers lost no time in making use of it.

Among recent visitors to the Buehn headquarters was Mrs. Ida M. Huber, head of the Victor department of the Donovan Co., Lancaster, Pa., who was on her way to the Victor Talking Machine Co.'s factory at Camden.

Girard Co. Engages Miss Morrissey

Miss Marie Morrissey, the popular concert contralto, has again been engaged by the Girard Phonograph Co., Edison distributor, for an extensive Tone-Test tour this Fall. Owing to popular demand, this will be the fifth successive season that Miss Morrissey will tour that territory.

According to a statement made by Mr. P. R. Hawley, general manager of the Philadelphia jobbing organization, Miss Morrissey's limited engagement requires that her itinerary be confined to those cities where the contralto has previously appeared and where her popularity among Edison enthusiasts warrants a repeated engagement.

Bookings up to the present time in the Philadelphia territory promise a number that will exceed those of previous seasons, and there is every likelihood that three separate tours shall be required to fill the demands of dealers.

Extensive Fall Campaign Planned

The Guarantee Talking Machine Supply Co. reports that Fall business is already being received at its headquarters in this city. The need of the new quarters recently acquired is already being felt and extensive plans for a Fall campaign are under way. Within a short period this company will box all its springs under the trade name of "Guarantee."

A. L. Stott Covering Maryland and Delaware

Edison dealers in Maryland and Delaware have greeted enthusiastically the announcement made by the Girard Phonograph Co., Edison distributor, that Albert L. Stott, field representative, will spend most of his time in the development of the Edison business in that section. Since he joined the field staff of the Philadelphia distributors last Fall, Mr. Stott has spent considerable time in these two States and enjoys a

wide acquaintance with the Edison trade. Through his associations he has gained an intimate knowledge of the possibilities afforded the Edison line in the southern portion of the Philadelphia territory, and it is believed generally that his new appointment is but a forerunner to a largely increased volume of Edison business in the locality he will cover.

500 Accounts Opened Since May

The mythical Summer dullness did not manifest itself near the headquarters of Everybody's Talking Machine Co. S. L. Fingrudt, secretary of the company, reports that over 500 new accounts have been opened since May 1. New headquarters, opened the early part of the year and additional storage space nearby, have been secured to meet demands. An aggressive Fall sales campaign has been planned and, in anticipation, work has already commenced on the enlargement of office space. A new catalog, which bids fair to not only surpass all others, but to take first place among repair part literature, is now in the course of preparation.

Arthur W. Merrihew's Big Achievement

The proverbial "feather in the cap" this time goes to Arthur W. Merrihew, according to a report covering the first half of the year just disclosed by the Girard Phonograph Co., Edison distributor of this city.

Mr. Merrihew holds the distinction of having opened the largest number of new Edison dealerships in the Philadelphia territory since the inauguration in January, by the distributor, of the intensive publicity campaign for new dealers.

Although he has devoted considerable time to development work among Edison dealers already established, which is a part of the duties ascribed to every member of the Philadelphia staff, Mr. Merrihew set out at the beginning of the campaign not only to exceed his quota but with the expressed intention of outdistancing the remainder of the staff, and the results thus far indicate that the end of the year will find him still at the head of the list.

- JOBBERS
- GUARANTEE REPAIR PARTS
- GUARANTEE REPAIR TOOLS
- GUARANTEE GRAPHITE
- GUARANTEE NEEDLES
- GUARANTEE ALBUMS
- GUARANTEE SAPPHIRES



TRADE MARK

"All that the name implies"

The windows are washed, the floors are scrubbed! we are all set for a real-honest-to-goodness Fall business.

Our new building is all ready with its shelves and bins bulging with complete stocks, at your service all the time.

Look over your stock now, and let us fill your wants.

- JOBBERS
- MOTORS
- TONE ARMS and SOUND BOXES
- KENT
- ATTACHMENTS
- THREE-IN-ONE OIL
- ADD-A-TONES
- BRILLIANTONE
- NEEDLES

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA



Another Superior Point for THE NEW COLUMBIA

Lubrication, the life of every motor, has received especial attention in the New Columbia. The hard-to-oil parts, which usually are neglected in all phonographs, are cleverly provided for by a central oil well from which the oil is led by tubed wicks to five important bearings. An absolutely silent, longer-wearing motor is perfectly insured.

COLUMBIA GRAPHOPHONE CO.
New York

OMAHA

Business Holds Its Own—Water Shortage Causes Unemployment and Hurts Business—The News

OMAHA, NEB., September 6.—In spite of a tendency on the part of the many talking machine dealers during the late Spring to look forward to a dull season during the months of July and August, they have been agreeably surprised by the fact that trade has held its own, and in some instances has surpassed the volume of business done during preceding months. A slight falling off was noticeable in the city of Omaha during the last two weeks of August, although this did not affect the outlying territory controlled by Omaha wholesalers. Dealers attribute the diminution in the retail business to the fact that Omaha was in the clutches of a water famine for a period of ten days. The Missouri River, always erratic in its course, washed away one of its banks at a point where the deposit was swept into the city water supply. The sediment basins and the filtration plant were unable to take care of this extra burden, and the result was that the city water contained nearly a 25 per cent content of mud, rendering it entirely unfit for use and necessitating the packing plants and many other large business interests in the city to close down. Unemployment is always reflected in curtailing the purchase of other than necessities, and, as a consequence, talking machines were out of the running for a time.

Business has been very satisfactory during the greater part of the Summer, according to Schultz Bros., Edison jobbers, and, judging by the way orders are coming in, the Fall trade bids fair to break the record.

The Ed. Patton Co. is now the only exclusive Victor dealer in Omaha. This company has just

taken over the entire retail Victor business of the Mickel Music House as well as its line of small musical instruments. The Conn saxophone, formerly featured by the Mickel Music House, is now carried by the Patton Co. A. O. Topping, manager of the phonograph department of the Ed. Patton Co., has recently returned from a vacation and business trip to St. Louis, St. Joe and Kansas City. He reports himself well pleased with prospects for a splendid Fall and Winter trade.

J. H. Nicklensen, who has charge of the record department of the Patton Co., states that it is prepared to push its campaign of educational records. He expects the new double Red Seal Victor records to be very popular due to their combination of merit and economy.

The Cheney Co., which has a branch office in Omaha, reports a good season. The Salisbury model has proved a good seller throughout the territory, and dealers are sending in orders that augur well for the September trade.

The Brunswick-Balke-Collender Co. is busy preparing for a great trade this Fall. R. H. Pribyl, district manager, is most enthusiastic in his report, and declares himself highly pleased with the outlook.

William H. Schmoller, senior partner of the Schmoller & Mueller Music Co., who makes an annual visit to his birthplace in Eisenach, province of Thuringen, Germany, writes that reports of distress in Germany are not exaggerated.

S. S. Oakford, president of the Oakford Music Co., Sonora dealer, has returned from a three weeks' trip to the West Coast, having visited San Francisco, Los Angeles and Long Beach. Mr. Oakford visited relatives and transacted business on his trip.

The "Playon" record repeater, made by the continuous Phonograph Player, Inc., of Philadelphia, has been featured during the Summer months at Atlantic City, where it attracted much attention.

EXHIBIT AT KUTZTOWN FAIR

I. E. Albright & Son, of Allentown, Get Excellent Results From Annual Exhibit

ALLENTOWN, PA., September 5.—I. E. Albright & Son, music dealers, of 129 North Eleventh street, this city, following their custom for the past fifteen years, had an elaborate display of pianos and talking machines at the Kutztown Fair held recently in Kutztown, Pa. The display, which was in charge of Claude T. S. Albright, consisted of Becker Bros. pianos and player-pianos, Columbia talking machines and records, etc. Considerable business resulted.

HACKETT TO SING FOR KING ALFONSO

The New York Tribune carried a cable announcement recently to the effect that Charles Hackett, famous American tenor and exclusive Columbia artist, would sing during the present San Sebastian opera season before King Alfonso of Spain by special command. American Ambassador Moore is expected to introduce Mr. Hackett at a special concert to be devoted to songs of American composers. Mr. Hackett will tour with the Chicago Opera Co. after the San Sebastian season.

ODEON RECORDS AVAILABLE

The foreign language division of the General Phonograph Corp. has suggested to its dealers that they take advantage of the concert tour of Erno Kiraly, Hungarian artist, who arrived recently in this country. A. H. Thallmayer, manager of the company's foreign record department, states that Mr. Kiraly's records under the Odeon, Beka and Favorite labels, which he made in Europe, are available to the General Phonograph Corp.'s dealers through the company's contract with the Carl Lindstrom organization in Berlin.

Edison Is Always First!



The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire



for beauty—for tone—for price



Two-tone finish has the call

(Beautiful two-tone effects in this new Strand)

There is sure to be a shortage

(Write your order while delivery is dependable)

The dealer's discount does the rest

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Sweetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. **Write or wire.**

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

BUFFALO

Retailers and Wholesalers Preparing for Busy Fall and Winter Seasons—Activities of the Trade

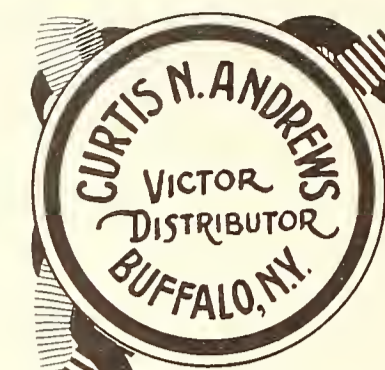
BUFFALO, N. Y., September 7.—Preparations are being made by dealers in talking machines in the Buffalo and western New York districts for a record-breaking Fall trade. At present dealers throughout this district are enjoying a business of unequalled proportions for this season and indications point toward an exceptional Winter trade.

C. E. Seigesmund, of Curtis N. Andrews, Victor wholesaler, says the demand for higher-priced Victrolas is prevailing in this district. Dealers are receiving favorable results with the new Victor console models 400 and 405. Present indications are that it will be difficult to meet the holiday demand that is certain to come. Instruments retailing from \$100 to \$150 are in a greater demand than can be supplied.

The decrease in price on Red Seal records has been a big boon to the record departments of dealers in Buffalo, who are eagerly awaiting release of the double-faced Red Seal records.

F. C. Clare, manager of the Iroquois Sales Corp., says the company is planning for the busiest Fall it has ever had. Advance orders from dealers throughout the western New York section for Strand talking machines for September and October deliveries are indications of a tremendous trade. G. R. Kuehner has returned from a trip to Rochester and other western New York towns, where he has arranged with dealers for their Fall and early Winter stock of Strand machines and Okeh records.

Harold A. Scrimshaw has been placed in the Eastern section by the Iroquois Sales Corp. and has proved himself very capable. W. Howard Webb, 150 Genesee street, is the only dealer



A Victor Year

Victor weekly releases, coupled with the double facing of Victor Red Seal records, means unlimited sales possibilities for the aggressive Victor retailer. The new

Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

We are at your service

CURTIS N. ANDREWS

Victor Distributor
BUFFALO, N. Y.



with a display at the Erie County Fair this year. He has a very attractive exhibit of Okeh records and Strand instruments.

The Hoffman Piano Co., carrying the Brunswick and Sonora talking machines, is conducting a sale preparatory to installing its new Fall stock. Albert Stettenbaus and Albert Diddion have been added to the sales force of this company. Both are widely experienced.

The Buffalo Talking Machine Co., Victor dis-

tributor, with headquarters in this city, is experiencing a most satisfactory demand from the many dealers whom it serves, indicating that retailers are enjoying a state of prosperity. Many orders for Fall and holiday stock are being placed, the trade evidently being determined not to be caught short when the expected Fall trade boom is actually here.

The \$75,000 addition to the Broadway store of the Erion Piano Co. will make this one of the finest and largest stores of its kind in the city. The first floor of the three-story addition will be devoted to the display of talking machines, records and pianos, while the upper floors will be used for storage and repair departments. The main store has an excellent location on William street.

Joe Armbruster and His Society Band of Buffalo have returned from New York, where they made several Okeh records for the General Phonograph Corp., manufacturer of Okeh and Odeon records. The company is very much pleased with Armbruster's records of "Ritzi Mitzi" and "Japanese Sunset."

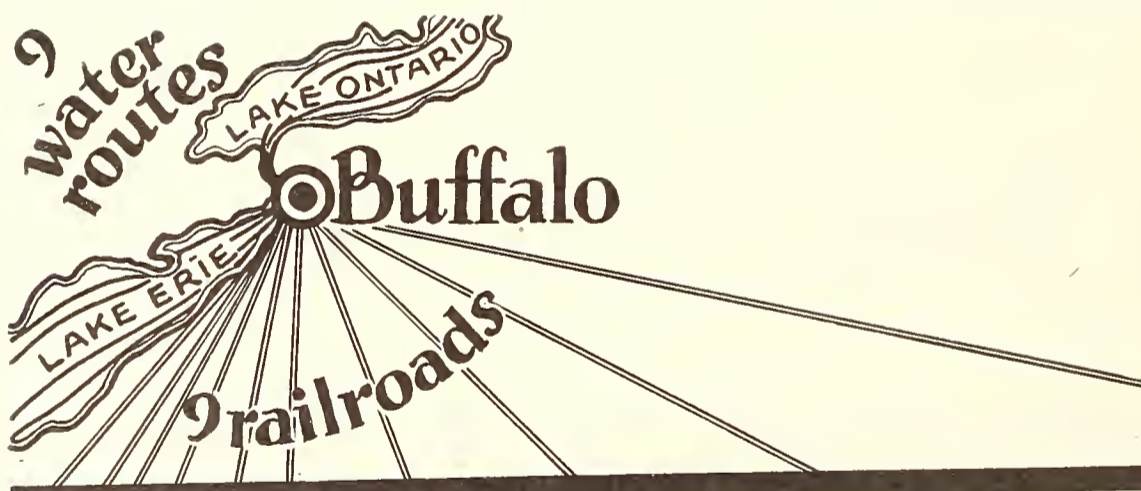
William R. Stagg has opened a distributing office in Buffalo for the Cheney talking machine in the Calumet Building, West Chippewa street. He will cover the western New York district for the Cheney instrument.

Bennie Krueger and his Brunswick recording dance orchestra recently played a return engagement at the Clifton House in Niagara Falls, Ont., where they received an enthusiastic reception from local music lovers.

F. F. Barber has been made manager of the J. N. Adam Co. Music Store, following the resignation of F. C. Culp, who has gone to Canada with the hope of regaining his health. Mr. Culp was presented with a silver loving cup by employes of the store as an indication of the esteem in which he is held.

George F. Schafer, formerly located at 20 Main street, has opened his new music store at 52 Main street, Batavia. It is equipped with every modern convenience. The interior finish of gold and white makes a beautiful setting for his fine stock of talking machines, records and pianos and the modern fixtures installed makes this one of the most efficient local stores.

E. J. Ryan, dealer in furniture and musical instruments in Seneca Falls, N. Y., has bought the block and business of Fred Teller at 100 Falls street and will consolidate his business with that of Mr. Teller's. Plans have been made for extensive improvements in the store.



BUFFALO

*A NIGHT'S RIDE FROM EVERY
IMPORTANT TRADE CENTER
IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.

Victor Wholesalers
BUFFALO, N. Y.

Bakertone
for Phonographs

No surface noise and no sacrifice of volume or tone quality.
No need to alter the phonograph. A simple attachment that can be added by anyone.
Helps records sales. Sells at \$3.50.
Ask for discounts.

Bakertone Corporation
408 Pearl Street
BUFFALO, N. Y.



W. L. Forohley, of Hamburg, who lost his stock of talking machines in the \$20,000 fire there, has taken temporary quarters with John B. Gueting.

Victor Smotch, talking machine dealer at 169 Niagara street, recently retired from business.

Henry Poucher, of Fairport, N. Y., dealer in musical instruments and furniture, died recently. He was ninety-two years old and remained active in his business until a few months before his death. He had many friends in the trade.

At a recent meeting called by the Buffalo Better Business Commission with representatives of the Buffalo daily press advertising of two local music dealers was discussed. It was charged by the Better Business Commission that these dealers used misleading advertising to make sales. Chief among the charges was the misuse of the word "Free," used in advertising talking machines. These dealers had been warned by the Better Business Commission to change their policy of advertising, it is claimed, but continued their old methods. The Buffalo newspapers have been asked to refuse copy from these houses until they change their advertising policy.

COLUMBIA DEALER USES TIMELY "AD"

Selden Drug Co., Lewistown, Mont., Represented in Co-operative Ad Campaign

LEWISTOWN, MONT., September 5.—On August 24 the second page of the Lewistown-Denver News carried a full-page spread headed "Yes, We Have No Bananas, But—" and after the word "but" came the advertisements of eleven different merchants, telling of the many things that had to sell as substitutes for the much-lamented bananas. Only one phonograph merchant, the Selden Drug Co., Columbia dealer, was represented. His message stated that the public demand for the popular banana song had sold out the first shipment of Columbia records, but that other new hits were in stock, including three popular selections that were listed. The famous Columbia trade-mark was used to advantage by the Selden Drug Co. and the advertising produced splendid results.

STARTS DRIVE ON FOREIGN RECORDS

HERRIN, ILL., September 6.—Miss Fleata Trout, of the Victrola department of Cline's Drug Store, this city, is making a special drive for foreign business in her locality. One large booth has been set aside exclusively for her foreign customers. In this booth are located the files for the foreign records and the walls are covered with foreign hangers, photographs of foreign patriots and foreign scenes. Miss Trout has had exceptional success with the foreign population of this mining district.

Walter Scanlan, a popular Irish tenor and Edison artist, is touring the country this year with a new Irish play, "The Blarney Stone."

"TALKER" RECORD AS EVIDENCE

Used by German Concern in a Suit Involving a Business Misunderstanding

A German court now faces the problem of deciding on the legal status of a talking machine record of a business conversation, recent dispatches from Berlin say. The case is of importance because of the growing use in Berlin of phonographs to record telephone messages.

The case hinges on a telephone conversation which the plaintiff contends constituted a contract for the delivery of a quantity of gasoline. The defendant in the case misunderstood and did not deliver the gasoline. The representative of the firm had switched on a recording apparatus when giving the order and the phonographic cylinder was filed.

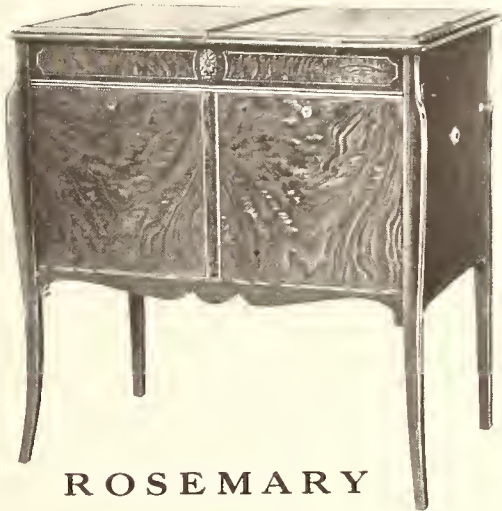
When the case came before a Berlin civil court the wax record of the conversation was placed on a talking machine in the courtroom and the verbal contract was reproduced. The case was referred to a higher court.

PAUL BOLONGNESE WITH EMERSON CO.

Made Manager of Foreign Record Department —Prepared New Foreign Record List

Paul Bolongnese has rejoined the Emerson Phonograph Co., Inc., as manager of its foreign record department. Since his return to that organization he has prepared a new list of Italian, Jewish and Polish records. These latter selections will cover a wide range of titles and as the demand for such works is quite active the release of the new list is looked forward to by retailers who specialize in foreign selections. Mr. Bolongnese has had wide experience in foreign recordings. He is acquainted with the majority of foreign record artists and in other ways keeps in touch with the particular demand and vogue in foreign selections.

A. H. Mayers, prominent member of the New York talking machine fraternity, who has been spending the Summer abroad, expects to sail for home on September 22.



A tone unsurpassed for beauty and richness

Smart in appearance; magnificent two-tone-wood effect

ROSEMARY

F i s c h e r

Are you willing to stock a phonograph which is

1. Unsurpassed by any in tonal quality.	<i>grade instrument you now handle</i>
2. Unsurpassed by any in excellence of construction.	6. Selling easily and in steadily everlasting quantities wherever it has been introduced.
3. A gem as an article of furniture.	7. Sold direct to you—no local distributors.
4. Sold f.o.b. <i>your</i> city anywhere in the U. S.	8. Available in very handsome, popular walnut and brown mahogany.
5. <i>Certain to bring you a bigger profit than any high</i>	

NOW mail this coupon to

Mayer Bros. & Bramley, Inc.
417 West 28th Street
New York City

Please send full information and prices on your 15, 16, 17, 18, ROSEMARY and VICTOR PAW models of the Fisher Phonograph.

Name _____
Street _____
City _____
State _____

THE TWIN CITIES

Exhibitors at State Fair—Lucker Keeps Open House—Distributors Prepared for Active Fall Trade—The News of the Month

MINNEAPOLIS AND ST. PAUL, MINN., September 7. —The throngs attending the great Minnesota State Fair are looked to to furnish innumerable good talking machine prospects to the firms which are exhibiting their wares at this perennial show. Fair Week (September 3 to 8) has also brought its quota of out-of-town customers to firms not represented at the Fair. Booths are being maintained by W. J. Dyer & Bro., Victor jobbers; Laurence H. Lucker Co., Edison distributor; Edward G. Hoch Co., Cheney & Stone Piano Co., Vocalion Red records.

The Edison people, occupying a double booth in the Liberal Arts Building at the entrance to the grandstand, have inaugurated various plans of increasing interest in the display, one of which will net someone a handsome Edison console phonograph retailing at \$175.

A Cheney Queen Anne model will also be given away to a lucky visitor at the booth of the Edward G. Hoch Co. The Cheney booth is made doubly interesting by an exhibit of the various stages in the process of making a Cheney machine, a stunning console representing the finished product.

Foreign Record Demand Grows

The Northwest, with its large proportion of foreign-born population, is buying a large amount of foreign records. By means of a cleverly contrived campaign W. J. Dyer & Bro., Victor jobbers, are experiencing great activity in records in foreign languages.

George A. Mairs, manager of the Victrola department, stated that records are going big and that the demand is unprecedented for the month and for this year. A few of his largest orders are bound for the Pacific Coast.

"I believe the record business throughout the country is picking up," Mr. Mairs declared. "We are also receiving good orders for machines." The firm's campaign on portables No. 50, which proved so successful, is even yet bearing fruit, although Fall is setting in.

The Consolidated Music Co. is also doing a large and successful foreign record business.

The Minneapolis Symphony Orchestra has obtained Renee Chemet, violinist and Victor artist, as soloist in St. Paul and Minneapolis engage-

ments later in the season, which undoubtedly will have a bearing on the sale of this violinist's records throughout this territory.

New Victor Records Stimulate Sales

G. A. Zoller, manager of the Golden Rule phonograph department, says that his business is fairly brisk, largely due to the introduction of the double-face Red Seal records, which is rapidly clearing out his stock of single-face numbers. Miss Edith Clark has returned from Chicago, where she continued her study of voice training, and is back as saleswoman in the Golden Rule's Victrola section.

Brunswick Activities

Eugene F. O'Neill, veteran talking machine man with Brunswick-Balke-Collender Co., says: "Every report indicates that the Northwest is convalescing. While there are some sections where the returns will be light, due to low grain prices and poor yields, yet the situation is more encouraging than last year. Collections are improving and merchants are now ordering for their Fall requirements. As a section, however, the Northwest is very 'spotty.' Among recent visitors at the Brunswick office have been William Hardt, of Winona; Syd Sather, of Grand Rapids; R. E. Hamlin, of Moose Lake, and W. H. Schemley, of Durand, Wis.

The new full-page advertising campaign of the Brunswick made its initial appearance in the Minneapolis Sunday Tribune August 26, and has been favorably commented upon by the trade. A car of the new Brunswick "Raleighs," retailing at \$200, is in transit and will be sent out on back orders when received.

Harry L. Davis, southern Minnesota and South Dakota Brunswick traveler, is back from an extensive tour of his territory. He reports conditions fair, with South Dakota badly "spotted" in sections.

Sam Hilde, of the Brunswick Co., who travels in Montana territory, reports that there are encouraging prospects, but North Dakota merchants, he says, are not optimistic. Fred Nelson, of the Brunswick Co., has just returned from his vacation, motoring in Wisconsin, and is tuning up his Elcar for a trip among the northern Minnesota dealers.

Radio and phonograph combined are displayed in the combination radio and Brunswick which Boutell Bros., furniture dealers, are displaying.

Laurence H. Lucker Co. Keeps Open House

The Laurence H. Lucker Co., Edison distributor, is doing a nice business, according to J. Unger, who says the company is holding open house all week for State Fair visitors, and to date the booth in which the Edison line is very attractively displayed has been one of the most popular stopping places at the Fair.

Sonora Consoles Popular

One-third above last year's figures is the expectation of the Sonora jobbers, Doerr-Andrews & Doerr, according to John E. Date, who remarked: "Business in the last few weeks has made a phenomenal return. Reports from South Dakota show that dealers there are looking for a good Fall business. Personally, we have larger stocks than we have had at any time in our history. We will be able to furnish all dealers with console models." Mr. Date finds that these models constitute 90 per cent of the demand, which is in line with a prophecy he made a long time back.

Sonora Ad Drive to Start Soon

Sonora advertising bearing the slogan, "Look below the surface on quality merchandise," supplied by the home office advertising department, will start in the Twin City and Duluth press September 16, the campaign continuing throughout the remainder of the year.

Harry J. O'Connor, sales manager for the Sonora Co., accompanied by Mr. Date, has been spending a fortnight visiting the territory. He is the guest of Mr. Date at his Summer home at Tonka Bay, Lake Minnetonka. Mrs. Mary Leonard, of the Leonard Piano Co., of St. Paul, made a visit to the Date Summer home recently.

Visitors Order Fall Stock

Visitors at the Doerr-Andrews-Doerr offices include: A. L. Miles, of the Miles Music Co., Sonora dealer in Duluth, and his son, Donald, manager of the phonograph department; E. D. Wetzel, Little Falls; H. Hall, of the Hall Music Co., Brainerd, and John B. Christeau, of Owatonna, one of the largest and most progressive phonograph dealers in southern Minnesota, all of whom placed substantial Fall orders.

Odeon Records Sells Quickly

Mrs. B. C. Eggar, manager of the Consolidated Music Co., says: "Business is much better, although sales in North and South Dakota are going slowly, the best territory being the iron range towns in northern Minnesota. At the Consolidated Co. the foreign records are exceptionally popular, especially the line of instrumental Odeon records. The demand, she says, seems to be more or less even among the various nationalities, some territories being partial to the Scandanavian, German or French, while others favor the Polish, Russian, etc." E. A. Fearn, president of the Consolidated Co. in Chicago, arrived Tuesday morning to visit the Minneapolis branch.

Miss Edna Baer Goes West

Miss Edna Baer, who has been in charge of the record ordering at the Cable Piano Co. for some years, left late last month for San Diego to reside. She has been succeeded by Miss Dos.

Interesting News Gleanings

John Lang, manager of the Dayton Co.'s phonograph department, and Neil Schumacher, phonograph manager of the Cable Company, have returned from vacation.

John J. Roden, of Dayton's, surprised his friends among the phonograph trade by his recent marriage to Miss Lucille Conley.

Big Victor Demand Presages Shortage

"Business is starting with a bang," according to Charles K. Bennett, manager of George C. Beckwith Co., Victor jobber. "Our men on the road have sent in most encouraging orders. We expect to be up against a machine shortage. The double-facing of Red Seal records has acted as a tremendous stimulus to sales and our dealers have started replenishing their stocks with the new records."

Mr. Bennett is back at his desk after a fortnight in the East, visiting at Chicago, Philadel-



The New Edison is recognized as the foremost phonograph of all time. It means prestige to the merchant who sells it.

The new low priced models—upright and console—new increased discounts, quick turnover and timely release of the latest hits offers steady increasing profits.

We have a liberal proposition and open territory for live merchants of the Northwest. Write now. Cash in on the Fall and Holiday demand.

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South Sixth St.

Minneapolis, Minnesota

**Edison
Dealers
Enjoy
Every
Advantage**

Another Superior Point for THE NEW COLUMBIA

Maximum storage capacity for records is an outstanding feature of every New Columbia. Especially noteworthy is the ingenious use of excess space at the back of the \$225 Upright Model for convenient storage of surplus numbers. Even the Portable Model has a special drawer with a capacity of eight records.

**COLUMBIA GRAPHOPHONE CO.
New York**



phia and New York, and spending some time with Harry Goldsmith, of Milwaukee, as the guests of W. T. Haddon, Island Heights, N. J.

Mr. and Mrs. H. J. Jeronimus, of Duluth, exclusive Victor dealers, spent August 27 at the Beckwith offices and Monday evening were entertained at dinner at the Nankin by Mr. and Mrs. Bennett, in company with Miss Aileen Stanley, "The Phonograph Girl," appearing at the State Theatre, and her manager, after which the Jeronimuses and Bennetts attended the theatre to hear Miss Stanley.

Keep Your Wife at Home With Music

The phonograph has a new function if an incident reported by Mrs. Flygen, in charge of the Central Furniture Co.'s Victrola department, is a criterion. A much-worried man approached Mrs. Flygen, explaining that his wife had deserted him and their two small children. Knowing her whereabouts, he thought to soften her heart and speed her return by sending her some appropriate records. Mrs. Flygen finally helped him select "the Twenty-third Psalm," "Psalm of

Life" and one of Rodeheaver's revival hymns. At his next appearance the customer was radiant, reporting that his wife had played each piece three times and decided to return home.

Do Record Machine Business

Whitney-McGregor's phonograph department, under the management of Mr. Rosenstein, had a red-letter day recently when the department did four times as much business as any previous day this year. By featuring a low-price machine many prospects were entertained, most of whom bought a more expensive instrument than the advertised product. As a consequence, Mr. Rosenstein disposed of his old-style Victrolas.

Harry Wunderlich, of the Wunderlich Music Co., Kansas City, Mo., has been enjoying a Minnesota Summer at his new big log cabin at Lake Washburn, in the vicinity of Outing, Minn.

Cheney Shortage Probable

"Our business for Fall is assured," Edward G. Hoch, head of the Edward G. Hoch Co., Cheney distributor, said, "and it will be ahead of last year. We are advised by our central office that

some models are sold out until February of next year." The Cheney line has just been taken on by the Emporium department store in St. Paul. The first ones are now on display there. Foster & Waldo, who handle the Cheney in Minneapolis, say they have a list of Cheney customers who are so well satisfied that they bring in their friends as prospective purchasers.

The trade, says Mr. Hoch, is most enthusiastic about the Cheney sales manual, recently issued, probably the first of its kind in the talking machine trade. This book, in the form of a questionnaire, is an excellent aid to selling.

MUSIC STORES FOR NEW ARCADE

CANTON, OHIO, August 27.—Applications have been received from two music dealers for space in the new Piper Arcade, Tuscarawas street, to be completed by September 15.

The Piper Arcade is one of the finest in this section of the country and is modeled after the Taylor Arcade in Cleveland.

TAKE STOCK OF YOUR PROFITS

Are your earnings in a rut?

Are you making the money you should?

Is someone else making some of your money?

Does your manufacturer give you the utmost in money-making opportunity?

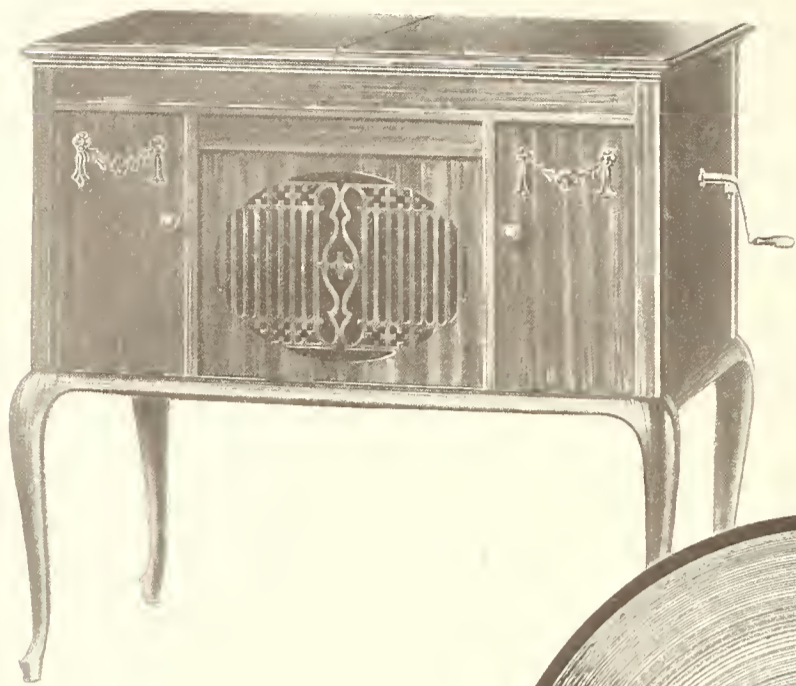
Take Stock—Face Facts—Investigate

Write Us Today

You'll get surprising information

THE WOLF MANUFACTURING INDUSTRIES
MAKERS OF MASTERCRAFT PHONOGRAPHS
QUINCY, ILLINOIS

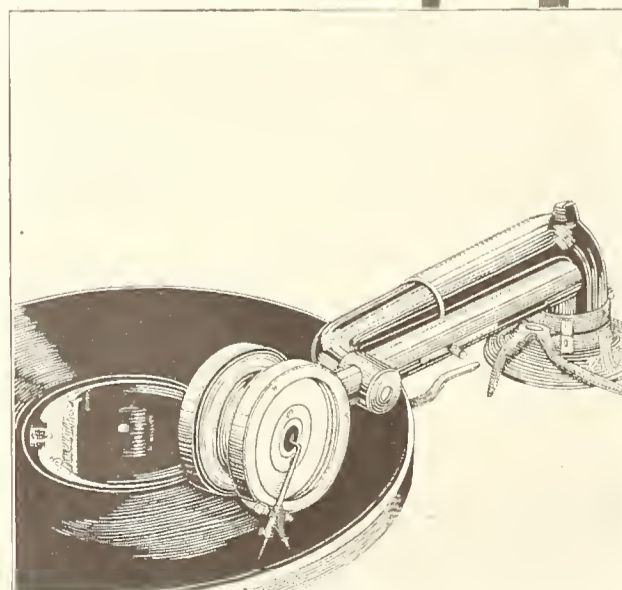
Brunswick



Brunswick's precedent-shattering evolution of the talking machine field gives you genuine *selling points* which make profitable sales. Have your clerks familiarize themselves with the Brunswick story. You'll find it translates into greater profits.

The New Hall of Fame

MICHAEL BOHNEN
MARIO CHAMLEE
GIUSEPPE DANISE
CLAIRE DUX
FLORENCE EASTON
LEOPOLD GODOWSKY
JOSEF HOFMANN
BRONISLAW HUBERMAN
MARIA IVOGUN
THEO KARLE
GIACOMO LAURI-VOLPI
ELLY NEY
SIGRID ONEGIN
MAX ROSEN
MARIE TIFFANY



Establishes Precedents in the Phonograph Field



*For your own information note how
Brunswick has blazed the trail*

It was Theodore Roosevelt who said: "We do not go by precedents. We make them."

This saying might be applied to the Brunswick policies. From the start Brunswick phonographs and records have established precedents, have blazed new trails in the reproduction of music.

Here are *four* Brunswick revolutions in the history of talking machines that upset all precedent and created new possibilities in the field. These precedents have helped Brunswick dealers to gain a commanding position in the musical field.

All Records Playing

Brunswick Precedent No. 1—The advent of Brunswick introduced the perfected reproducer that *plays all* makes of records. The Brunswick reproducer opened to owners of Brunswick phonographs all the music of the world on records. It was a sensational success from the start.

Consoles

Brunswick Precedent No. 2—The first console models, with flat and split tops, with balanced lids, were made by Brunswick. Brunswick console models are the most popular made—and much imitated.

Double-faced Operatic Records

Brunswick Precedent No. 3—Before Brunswick began marketing its double-faced Gold Label operatic and classic records great artist records were generally single-faced. The Brunswick supremacy in interpreting the art of great artists,

combined with two records on one disc, established these Gold Label records as the greatest value and the best phonograph music to be had.

Continuous Record Service

Brunswick Precedent No. 4—Until Brunswick blazed new trails records were released once a month, with an occasional "special" release. Brunswick instituted the revolutionary policy of "Always Something New on Brunswick Records," keeping new records flowing from the factory to the dealer in a ceaseless stream, enabling dealers to provide new Brunswick records, the latest and best music, day by day.

All For Greater Profits

The Brunswick method of merchandising records, with its quick turn-over, together with a carefully limited catalog, and consequent low inventory, has meant ever mounting profits for Brunswick dealers. They no longer have to keep a heavy stock of slow moving records to meet the possible demand, and quick selling records have meant quicker and greater profits.

Brunswick's first consideration is the success of its dealers. The progressive policies enumerated above, the careful guarding of dealers' interests through our own branch offices and distributors working in close harmony with our methods, have given Brunswick dealers significant advantages, and the prestige of an unexcelled popular prestige.

Prestige, profit and protection are the cardinal points of Brunswick service.

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

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

General Offices: Chicago Branches in All Principal Cities

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

Brunswick
PHONOGRAPHS AND RECORDS



The End of a Costly, "Mussy" Job

REPLACING a broken phonograph spring in the customer's basement or backyard is about "zero" in employment from the repair man's viewpoint.

The savage way the caged derelict springs out the instant the barrel is opened, spattering dirty oil over the premises seems to shout its revenge for a long imprisonment at hard labor.

And the labor of coiling a new spring into the old grimey casing is far from child's play.

Both these disagreeable costly, time-eating, profitless, jobs are hereby abolished for users of

"United" Motors

For we have instituted a *new system*, by which we supply our trade with complete *spring assemblies*—spring, barrel, shaft and gear—ready to slip into the place of the old barrel.

Read the short paragraphs under the cuts—they tell the whole simple story.

You need never open a barrel. We do that for you at the factory. Just send us from time to time, your accumulation of old barrels; we put new springs into them and return them to you, charging only a few cents a piece to cover our actual material and labor cost.

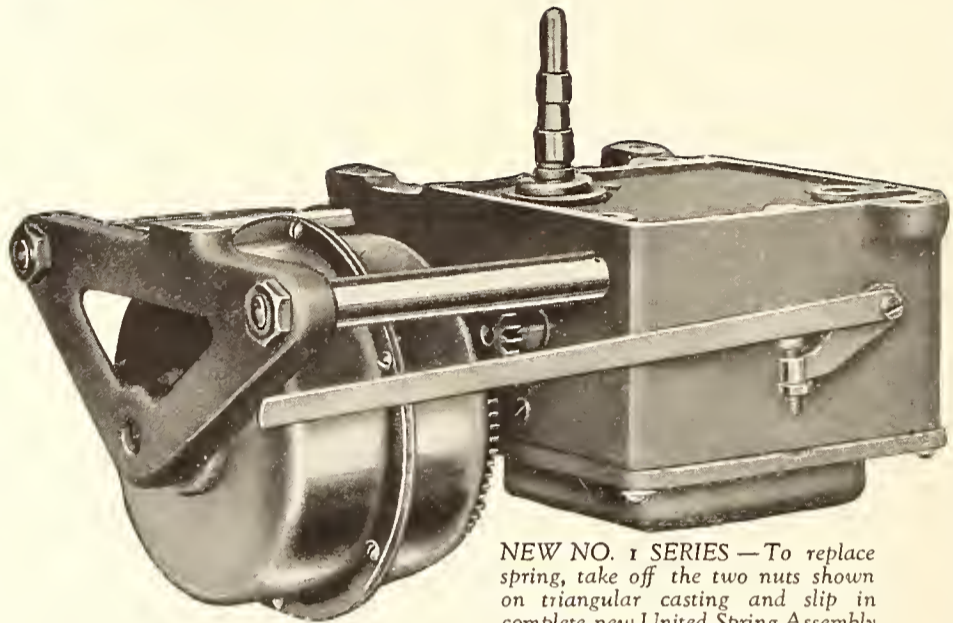
You can make the replacement for your customers at a *lower charge*, because the labor involved is a matter of *minutes* instead of hours—and yet pile up a nice yearly profit, instead of a deficit for your service department.

Cast Iron Motor-Housing "United" motors are the only ones in which the entire mechanism is completely housed in, and protected by, a dust-proof, oil-tight cast iron housing. This is a permanent safeguard against injury to motor during the assembly, shipment, demonstration, delivery and operation of the instrument. It multiplies the life of the motor and enhances the reputation of every United-equip phonograph.

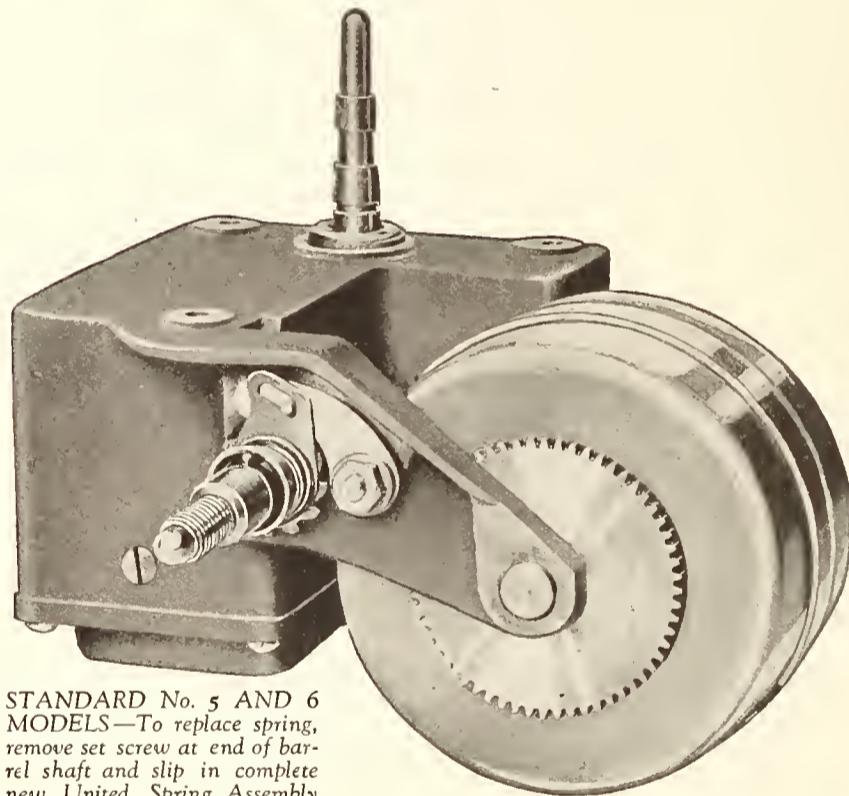
Automatic Wick-oiling Exclusive with us. An oiled pad in the bottom of the sealed cast-iron housing feeds lubricant, by capillarity through cotton wicks, to the moving parts—automatically, continuously, uniformly, and for years without re-oiling. A phonograph motor that must be oiled by Mrs. Brown or daughter Bess—just isn't oiled! And when Mr. Brown gets on the job, he floods it by main strength. None of this with a "United" motor.

Send for our book—"The Heart of the Phonograph"

UNITED MANUFACTURING & DISTRIBUTING CO.
9705 COTTAGE GROVE AVE., CHICAGO, ILL.



NEW NO. 1 SERIES—To replace spring, take off the two nuts shown on triangular casting and slip in complete new United Spring Assembly



STANDARD No. 5 AND 6 MODELS—To replace spring, remove set screw at end of barrel shaft and slip in complete new United Spring Assembly

A Fine Swinging Fox Trot Melody

LOVE TALES

"You can't go wrong with any FEIST' song"



IN DES MOINES

Brisk Record Business Features Trade—Winning Edison Dealers on Eastern Trip—Month's Changes and Activities in the Trade

DES MOINES, IA., September 7.—August business closed and September business opened as good or a little better than any of the dealers or distributors expected for this time of the year. Most distributors report that business for this Summer has been somewhat better than for several years past and attribute this to the fact that business in general is coming back to a state of prosperity.

Des Moines dealers are reporting a record business that is unusually good. Much of this increase, it is pointed out, is due to the discontinuance of the "records on approval" which went into effect August 1. People no longer take out records, tire of them and return them at the expense of the dealer. Des Moines dealers are unanimous in their approval of the "cash and carry" plan. Other plans for the betterment of the talking machine business in Des Moines are said to be under consideration by the Des Moines Dealers' Association.

Mickel Bros., Victor distributors, have planned their advertising helps for dealers in conducting "Victrola Clubs." Under the direction of H. B. Sixsmith, sales manager, a campaign of advertising displays, letters, copy, blotters, tags, etc., has been prepared for the dealers at nominal cost. Dealers who have tried the "Victrola Club" plan have found it to be very successful, and many are planning to use it again this Fall and Winter to stimulate business. According to Mr. Sixsmith, dealers have shown a tendency this year to place their orders for Fall and Winter goods very early.

George E. Mickel, president of Mickel Bros., visited Des Moines September 1 on business,

returning the following week to his home in Omaha.

Harger Blish, of Harger & Blish, Edison jobbers, left August 20 with the winning dealers of the contest promoted by the company on a trip through the East. The winning dealers were: F. N. Cooper, Woodward, Iowa; Harry Shraycr, Bethany, Mo.; A. L. Hegglund, Pierre, S. D.; Paule Jewelry Co., Burlington, Ia.; and the Odell Jewelry Co., Keokuk, Iowa. The latter dealer was the winner of the "lucky" trip. According to H. H. Blish, the contest was very successful in stimulating Summer business for dealers. Sales during the period of the contest were 100 per cent better than during any previous year's contest.

A. L. Hegglund, the winning Edison dealer from Pierre, S. D., made a spurt in his sales efforts in the last twenty-four hours before the close of the contest and turned in orders amounting to over \$3,000. Considering the fact that Hegglund is a mail carrier in Pierre and is able to work at sales only in evenings and spare time, the record is remarkable. The Paule Jewelry Co. rated the highest in sales and points of any firm entering the contest.

Harger & Blish report that orders for Fall and Winter stocks are coming in earlier than usual this year. Dealers' stocks are very low, according to Mr. Blish, but most dealers are buying early and showing very good judgment in their buying.

During Iowa State Fair Week, August 22-31, Joe Thomas' Saxatet was one of the popular bits of entertainment on the program. During their stay in Des Moines, the members of the

organization were frequent visitors to the Dunning Co., distributor of Starr phonographs and Gennett records. Two records, "Anabelle" and "Barney Google," by Gennett, featuring the Saxatet, have been very popular locally.

Ralph Lohr, Victrola dealer at Muscatine, Iowa, did some effective advertising of his own at the West Liberty fair. Dressed in rustic attire and carrying a portable Victrola under his arm, he attracted the attention of the crowds when he seated himself in the shade, started the Victrola and proceeded to eat his lunch. The stunt was repeated at various points of the fair ground and Lohr never failed to draw an interested crowd.

Russell Elam, formerly in charge of the piano department of the Scruggs, Vandervoort & Barney Co., St. Louis, has just been appointed sales manager of the Massey Piano Co. here.

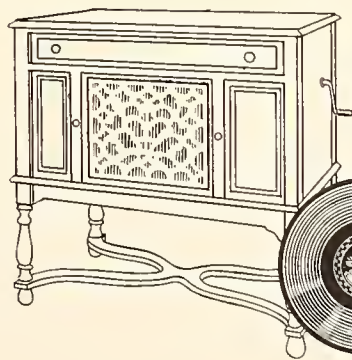
The Iowa Victor Dealers' Association will hold its annual convention at the Hotel Savery here September 17-18. The meetings will be given over to talks by dealers and a program arranged by President L. A. Murray, of Davenport, Iowa. Professor Bristol, of Iowa State College, will be one of the principal speakers at the meeting. G. L. Richardson, district representative of the Victor Co., will attend.

The Massey Piano Co., which recently bought out the stock of the Haddorff Piano Co., held an effective clearance sale the first part of September.

Ginsberg's Furniture Co. will handle Victor products exclusively in the future.

Chapman Bros. Furniture Co. has been moved to its new location at Fifth and Walnut streets, and a large new stock of talking machines is being received. The entire balcony of the new store will be given over to the talking machine and record departments.

E. O. Rockwood, general credit manager of the Columbia Graphophone Co., has returned to New York after a vacation at Ogunquit, Me.



Edison



COMPARISON WITH THE LIVING ARTIST REVEALS NO DIFFERENCE

HARGER & BLSH DES MOINES

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument

*The newest
Cheney
console model*
The KENT
*A modern day
expression of
Sheraton*



Top, 20 inches by 38 inches; 33 inches high. Biltmore mahogany with a rich brown finish. Nickel-plated metal parts. Four record albums.

*Retails for \$165
East of the Rockies*

A Beautiful Console—Low in Price

The New KENT Model Exemplifies Wonderful Values Which Are Increasing Cheney Sales

The rapidly increasing sales of every dealer who sells The Cheney are due to two things—a very high degree of intrinsic worth, and most unusual artistic value, in this “master instrument.”

There could be no better demonstration of the wonderful values which every Cheney dealer offers than this new model which fills out the line with a low-priced console.

Though its retail price is so low that it comes within the range of popular demand, The KENT has the characteristics of many instruments much more expensive. There is both distinction of design and beauty of finish to add materially to any setting in which it is placed.

Above all, this instrument is a Cheney—endowed with the Cheney Acoustic System. That is a distinction which is coming to mean much, for the public is learning that no other phonograph can match the fidelity and beauty of Cheney reproductions.

While our stocks are full at present, there is such a growing demand for The Cheney that we urge all dealers to place orders for their fall requirements immediately. Dealers who look forward to adding The Cheney to increase their phonograph volume should let us know immediately.

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION
1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION
376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

RIDDLE PHONOGRAPH CO.
1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP.
643 S. Olive St., Los Angeles
86 Third Street, San Francisco
California, Western Nev., Ariz.

*All territory not listed above is handled direct
by The Cheney Talking Machine
Company, Chicago*

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

WHOLESALE DEALERS URGE DEALERS TO PLACE EARLY ORDERS FOR THEIR FALL AND WINTER STOCKS

Plans for National Music Exposition Maturing—Hallet & Davis Travelers Hold Conference—Many Dealers Add New Lines—Machine Shortage Feared—Other Important Trade Activities

BOSTON, MASS., September 5.—There has been very little complaint about Summer business, now at end, on the part of the talking machine trade. The early weeks of the season found many good prospects, and these were "worked" vigorously during the Summer with the result that, on the whole, a good many instruments have been sold. The demand for records has kept up pretty well also. And the popular hits which all of the leading houses carry have been very much in demand. There is a general feeling that business for Fall and the rest of the year is going to go big, and jobbers everywhere are urging the dealers to place their orders early, else there is sure to be a shortage such as they will regret later on in the season.

Plans for National Music Exhibition

Plans continue to mature for the National Music Exposition to be staged at Mechanics Building the week of November 26 under the direction of the National Exhibition Association, Inc. On the whole, the trade is taking kindly to the proposition, but in order that local dealers may be better informed a circular bearing the signature of Secretary William B. Merrill, of the New England Music Trade Association, has just been sent out—nearly 300 of them to the trade throughout New England—giving definite information of what the exposition really purposes to be. In a few days it is planned to get the Association together so that the thing can be talked over man to man, after which it is believed there will be little difficulty in getting pretty nearly all the music trade into line insofar as taking space is concerned.

Hallet & Davis Co. Travelers Convene

At this writing there is a very interesting conference at the Hallet & Davis Co. warerooms and factory in which the road men of this house are participating. Considerable attention is being given to the merchandising and advertising of the company's talking machine, and those who are addressing the conference at the wholesale warerooms are E. E. Conway, C. C. Conway, John L. Cotter and R. O. Ainslie. Mr. Cotter,

who is in charge of the sales and advertising division of the company's business, has prepared a most comprehensive campaign which he is to present to the roadmen. On Thursday evening, September 6, the program calls for a dinner at the Engineers' Club. Some of the traveling men who have come to Boston for this Hallet & Davis conference include P. A. Weeks, of Atlanta, Ga.; H. E. Morrison, of New York City; J. A. Stitt, of Los Angeles, Cal.; B. F. Clark, of Dallas, Tex., and A. J. Cullen, of Chicago.

Sonora Officials Enjoy Vacation

Joe Burke, of the Sonora Co. of New England, is on the job again after a vacation in the White Mountains, where he and his family were registered at the Alpine House at North Woodstock, N. H. For a part of the time with Mr. Burke was Frank Coupe, vice-president of the Sonora Phonograph Co. of New York, who had with him Mrs. Coupe and their daughter, Miss Norma Coupe. Mr. Coupe and his family remained somewhat longer than Mr. Burke and when they finally returned to New York City they carried back with them the young son of the household, Bennett Coupe, who had been at a Summer camp in the mountains.

Manager Burke says the prospects for September are splendid, but that while machines are coming through pretty well they are not fast enough to take care of the trade which has largely increased of late through many new merchants taking on the Sonora line. Raymond Burke, Joe's brother, has been on a business trip through western Massachusetts and Vermont, and the reports he sent home were of the most encouraging character.

Remick Manager on Motor Tour

Lee Myers, manager of the Boston stores of the Song and Gift Shop of Jerome H. Remick & Co., is home from his vacation. He spent two weeks touring through central and northern New York State, going over the Mohawk trail to Albany, through the Berkshires and later into the Adirondack Mountains. But all the while he could not forget the latest Columbia hits

Buy Now
For
Fall

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

which he had been doling out to his customers before he left his store duties.

New Okeh Dealers Listed

Two new accounts just signed up for the representation of the Okeh and Odeon records are the L. M. Pierce Co., of Hartford, Conn., and Pittsfield, Mass., which were arranged by P. J.

(Continued on page 96)

Fall Business Is Here Are You Ready for It?



Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE

Victor Exclusively

will help you meet your problems.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

*Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.*

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

*Edison
is
FIRST
with
HITS*

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 95)

Donovan, of the staff of the General Phonograph Corp. of New England; and Henry L. Kincaide & Co., of Quincy, which deal was closed by C. E. Hodgkins, of the same staff. Manager N. B. Smith, of this New England department, was over in New York for several days visiting the home offices of the General Phonograph Corp. Just now his secretary, Miss Rose M. Gallagher, is finishing her vacation at Onset, down on Cape Cod.

Concert of Handy Band Postponed

The concert scheduled for Symphony Hall one Sunday evening in July did not come off for the good reason that the fact was overlooked by General Manager Smith, of the General Phonograph Corp., which was to father the concert, that no jazz could be played here on Sunday. The concert was to have been given by "Handy's Famous Original Band," and as there were other impending engagements that carried this aggregation into the South the concert had to be postponed until some date this coming Fall. Much of the music that will be heard when the concert does take place is such as is or will be well known on the Okeh records.

Fred E. Mann on Organ Committee

Manager Fred E. Mann, of the Boston branch of the Columbia Co., has been chosen one of the committee at the Boston City Club to purchase and install a pipe organ during the coming Fall

and Winter. Mr. Mann has just returned from Toronto, Canada, where he was the guest of Manager McMurtry of the Columbia branch in that city over the border.

Louis Buehn a Visitor

A welcome visitor to Boston lately was Louis Buehn, of the Louis Buehn Co., of Philadelphia, Victor jobber. As soon as he got in touch with Robert Steinert, of M. Steinert & Sons, of course he had to be driven out to the links for a game of golf. The Charles River Country Club was the scene of the "encounter," but the details of the game are shrouded in more or less mystery.

Visits the Victor Factory

Nicolo Carbone, whose Fields Corner Music Shop—for he runs several talking machine establishments—is exclusively Victor, has been enjoying a trip to the Victor factory. Another Victor enthusiast, who has been a guest at the factory, is Miss Josephine Anderson, of the Steinert Co.'s Lowell establishment.

Busy Times With the Brunswick

Harry Spencer, head of Kraft, Bates & Spencer, is right on the job almost night and day lately, for there are a thousand-and-one things demanding his constant attention. He says the New England department is flooded with orders. A letter which was just received the day The World representative called on him was from a titled woman in London who asked for a cata-

log of the Brunswick line, and stated that she was soon to visit this country and was so much interested in this line that she was going to make a close study of it in all its branches. Mr. Spencer says that the new advertising campaign is receiving cordial cooperation from the local dealers, and that those who have been eager to tie up to the full-page idea in certain selected Sunday and daily newspapers include the Jordan Marsh Co., R. H. White Co., the Shepard Stores, the C. C. Harvey Co., Vose & Sons, Henry F. Miller Co., and a number of dealers in cities in Massachusetts, New Hampshire and Vermont. The first of these advertisements is to appear during the early part of September.

Charles Von Euw a Proud Daddy

Charles Von Euw, manager of the stockroom of M. Steinert & Sons, at 35 Arch street, has become the proud father of a seven and one-half pounds son, who was born a few weeks ago. It is understood that the youth is answering to the name of Charles Kenneth, the latter being "some name" around the Steinert establishment.

New Victor Dealer in Wollaston

A new Victor dealer in Greater Boston is Charles W. Bahr & Co., who have opened a fine store at 679 Hancock street, Wollaston, where they are carrying this line exclusively. The store was opened on August 18 and Manager Kenneth E. Reed, of the Steinert establishment, went out to assist in the auspicious event. Still another Victor establishment to throw open its doors is C. C. Beedle & Co., who have a new store in the center of the town of Keene, N. H. Mr. Beedle, however, is not new to the business, as he has been conducting a prosperous talking machine business in Keene at another location for twenty-five years.

Many New Edison Dealers

Frederick H. Silliman, head of the Pardee-Ellenberger Co., Inc., has just signed up several good houses which, from now on, will carry the Edison instruments and records. These include the Fox Furniture Co., at Newton; Miller's Music Store, at Salem; Miller's Music Shop, at New Haven, Conn.; W. G. Shaw, Quincy; J. S. Silva, Provincetown; D. Levenson, East Boston; Clinton Optical Co., Clinton; Norwood Music Shop, Norwood; C. L. McGaw, South Weymouth; Charles Stanley's Sons, Mexico, Me., and F. E. Tucker & Sons, Haverhill. Mr. Silliman is most enthusiastic over the prospects for the Fall and Winter, and he says business for this time of year was never better since he has been handling the Edison line.

F. H. Silliman Enjoys Vacation Via Auto

Frederick H. Silliman managed to get away from the daily grind of work long enough to take a delightful auto trip with Mrs. Silliman, on which they were away a little more than a week. They started out in the direction of the Adirondacks, touching Plattsburg, then headed north for Montreal, Canada, where they remained only about a day; then went over the famous high-

We Serve New England!

PREPARE now for a busy Fall season. Examine your stocks and plan your campaigns for bigger and better business. Then, call on us. We can and will gladly be of service to you.

Our complete stocks of all Okeh Records, including the foreign language and Irish records, and the employment of modern methods of distribution assure you of speedy and accurate filling of all record orders. The benefits of our experience in, and the knowledge of, the New England market are at your service at all times in the solution of arising sales or business problems.

**General Phonograph Corporation
of New England**

142 Berkeley Street

Boston, Mass.

Okeh Records



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 96)

way to Quebec and back home by way of Sherbrook and St. Johnsbury, Vt. They had good weather all of the time and for the most part Mr. Silliman says he found the roads in pretty good shape. He is especially enthusiastic over the country in the Green Mountain State, which he and Mrs. Silliman greatly enjoyed.

Several of the Pardee-Ellenberger staff are just finishing their vacations. F. S. Boyd has been at Duxbury for a fortnight, dividing his time between digging clams, fishing and sailing and incidentally enjoying the swimming. Guy R. Coner has been spending his vacation on motor trips to interesting places. William G. Adams took an extra week and is on his way home from Moosehead Lake, Me., where he had a fine rest in the wilds with some of his friends. E. B. Compton has been at Clarksville, O., where he has been visiting members of his family.

Donnelly Does Business on Vacation

George P. Donnelly, the popular assistant manager of the Columbia Co.'s Boston branch, is back home from his vacation, which was spent in Maine. As he couldn't entirely get away from business, he called upon a number of the Columbia dealers in the Pine Tree State before coming home. While in the vicinity of Portland Mr. Donnelly spent considerable time in the company of Salesman Ingalls.

Cupid Busy With Columbia Staff

Cupid appears to be getting busy around the Columbia offices. Lately the engagement was announced of Peter McInerney, supervisor of orders and inventories, to Miss Ruth Schubmehl, who resides in a neighboring city; and more recently the engagement was made known of Miss Margaret J. Reardon, for some time secretary to Manager Fred E. Mann, to John J. Moore, Jr., who is now Columbia salesman in southeastern Massachusetts and Rhode Island; and it is rumored that there are other engagements within the Columbia ranks soon to be announced.

George W. Lyle a Visitor

President George W. Lyle, of the Strand Phonograph Co., was a Boston visitor toward the latter part of August, making his headquarters here with Arthur C. Erisman, of the Strand and Vocalion forces. Mr. Lyle left Boston for Indianapolis, Ind., for the special purpose of speeding up production, which, he says, must be hurried in order to keep up with the Strand orders, a statement that is backed by Manager



Fore-Warning is Fore-Armed

Profit by the experiences of former years and lay in a reserve supply of Victrolas—now.

We, as wholesalers, are endeavoring to do so, thereby protecting the interests of our Retailers.

You, as Retailers, should not wait until the eleventh hour to secure your necessary quota.

"We can help those who help themselves"

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Exclusive Territory for DeForest Radio Dealers Still Exists

ANYWHERE IN NEW ENGLAND

Erisman, who says that the business has been unprecedented this Summer and that orders ahead in the New England territory are very large, necessitating a greater output.

Joins Kraft, Bates & Spencer Staff

F. E. Warren is the latest one to join the staff of Kraft, Bates & Spencer, and his territory will include western Massachusetts and Vermont. Mr. Warren is a man of experience, knows the trade as well as people, and has a wide following so he is in every way equipped to increase the Brunswick business in his particular field.

Stock Shortage in Sight

The Eastern Talking Machine Co. has had a very good Summer, but, like other distributors, it is finding it somewhat difficult to convince dealers that there is to be a shortage of Victor

goods this Fall, and already this is being forced home by reason of the heavy demands placed on the Eastern Co. for quick delivery of goods. Manager Herbert Shoemaker, who is keen to sense the situation, says that there is every indication of good business ahead and he is stocking up so as to be able to give the promptest service possible to all the dealers whom his house serves. Mr. Shoemaker lately returned from a vacation spent at Jackson, N. H., where he got well rested for the strenuous days ahead.

Visitors to Columbia Headquarters

General Auditor J. J. Munro and Assistant Auditor T. A. Lawrie, of the Columbia Co., were recent visitors to the Boston branch, where they were entertained by Manager Fred E. Mann. Other visitors included R. V. Lewis, manager of the Columbia department of the Summerfield Co. at Worcester, who when here expressed himself as greatly pleased with the new Columbia models; and E. C. Edwards, manager of the Columbia department of G. H. Tilden Co., at Keene, N. H., who is mapping out plans for a busy Fall and Winter season in his store.

Jordan Marsh Co. Adds Brunswick

The big department store of Jordan Marsh Co., of Boston, is one of the latest concerns to take on the Brunswick line in its talking machine department. The talking machine department of this large store has for some time been carrying the Victor, Sonora and Avona makes.

Returns to Retail Business in Malden

M. C. Perkins, who has been with Arthur C. Erisman as an inside man for more than a year, has again gone back into the retail business and the store which he once operated in Malden is now located at 209 Pleasant street, that city, quite near to Malden square, where his many friends are hoping that he will make a big "go" of it.

Erisman Visits Widener

Arthur C. Erisman, the popular Strand and Vocalion distributor for New England, spent a week-end in August with "Jim" Widener, who has a beautiful Summer home at Meganset, on Cape Cod, which has been the scene of much hospitality during the Summer, and where Mr. Widener manages to get in long week-ends.

C. F. De Forest With Meiklejohn Co.

An important piece of news emanating from the Pardee-Ellenberger Co., Inc., is that Charles F. De Forest, who has been with this concern

(Continued on page 98)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY**. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET,
New England Distributors

BOSTON, MASS.

Steel Needles Motrolas Record Brushes Khaki Covers



Another Superior Point for THE NEW COLUMBIA

The New Columbia motor eclipses every other motor in use in the phonograph industry today. Amply powered, perfectly lubricated, designed by real engineers—it is sturdy as an automobile engine and runs with the precision of a fine watch.

COLUMBIA GRAPHOPHONE CO.
New York

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

for several years, principally at the New Haven, Conn., department, has accepted a position with the well-known Rhode Island house of the Meiklejohn Piano Co., whose principal store is in Providence, but which also has establishments in Pawtucket and Woonsocket. Mr. De Forest is to have charge of the talking machine and piano departments of these stores, and as he has had wide experience in the talking machine business the Meiklejohn Co. is to be congratulated on having obtained the services of so valuable a man.

Growing Sales Force Expansion

The West End Phonograph Co., Columbia dealer, of Leverett street, this city, has been enjoying a splendid business and has been forced to increase the number of hearing rooms and display space for new Columbias in its store. The same holds true with Mr. Carbone, of the Washington Music Shop, Columbia dealer, located at 1865 Washington street, Rox-

bury, Mass. Mr. Carbone has set aside a large space for displaying practically exclusively the new Columbia models.

Lee Myers Enjoys Auto Tour

Lee Myers, manager of the Boston stores of the Song and Gift Shop of Jerome H. Remick & Co., Columbia dealers, just returned from a well earned vacation. Mr. Myers spent two weeks touring through central and northern New York State.

New Columbia Agency

The East Boston Music Store, Meridian street, East Boston, has acquired a Columbia franchise and has actively started a campaign of retail distribution of Columbia products through East Boston and vicinity. Anthony Riccio is the proprietor.

Oscar W. Ray Remembers Friends

Oscar W. Ray, who is now associated with the wholesale department of the Vocalion, has been heard from in Europe, whither he went early in

the Summer on business for his house. Mr. Ray, who returned to New York on the Leviathan, made many friends while he was in Boston during the days that he was with the Emerson organization.

Arthur Stout Summers at Oceanside

A welcome visitor to Boston the latter part of August was Arthur Stout, who is the head of the manufacturing end of the Strand instruments. Early in the Summer he brought his family here from Indianapolis, and they have been guests at the Oceanside, Magnolia, for several weeks. He visited Arthur C. Erisman several times while here.

H. Rosen Joins Summerfield Co.

Harry Rosen, widely known to the talking machine trade throughout this city, and a brother of George Rosen, local Emerson record and radio distributor, recently joined forces with the Summerfield Co. in the capacity of buyer in the talking machine and related departments. This concern operates one of the largest house-furnishing businesses in the New England territory and the talking machine department is an important part of the enterprise.

News of the Vacationists

George McDonald, record supervisor for the Eastern Co., spent his vacation of two weeks at Boothbay Harbor, Me., and with him was James E. Dunn, head shipper for the same concern.

E. W. Kilgore, sales manager for the Eastern Co., got back after Labor Day from his vacation, which was spent largely in New York, where he visited his family.

Norman Mason, of the sales force of the Erisman Co., spent his vacation at Silver Lake, N. H., and he has been showing his friends some pictures of the big fish he caught while away.

Fred E. Mann, of the Columbia Co., Boston office, is now a proud grandfather, the sturdy youth being named Stuart G. Hall, Jr. Mrs. Hall formerly was Miss Emily Jane Mann.

Arthur C. Erisman went down to New London, Conn., a few weeks ago, where he was the guest of some of the members of the New York Yacht Club, and for several days he lived like a European potentate.

Ernest A. Cressey, of the C. C. Harvey Co., is back from his vacation, which was spent at Belgrade Lakes, Me., where he and Mrs. Cressey have been going for several Summers.

Arthur W. Chamberlain, of the Strand and Vocalion staff, has returned from his vacation, spent at Hebron, N. H.

BRIGHTWOOD MUSIC SHOPPE OPENS

SPRINGFIELD, MASS., September 7.—The Brightwood Music Shoppe has opened its doors at 225½ North Main street, in the Brightwood section of this city, with a line of new Columbia instruments. Messrs. Brodsky and Neiburg, the proprietors, have been connected with the music trade of New England for some time, and their wide knowledge of the trade as well as their aggressiveness will stand them in good stead.

Edison Dealers:—

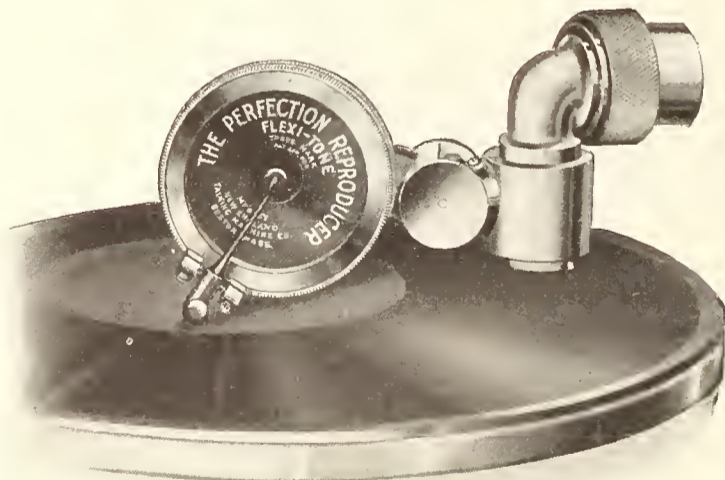
Here is a way to make extra profits.
Investigate the "Perfection" and see
for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices
and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.



Magic-Tone
PATENTED 1923
FOR YOUR PHONOGRAPH
Attached To The Stylus Bar, It Effects a Most Delightful and Fascinating Reproduction, Reducing Metallic Harshness and Surface Sounds.

25c

100%—Silent Salesman—100%
Holding 3 Doz. Magic-Tones—
Printed in Snappy 5 Colors

Magic-Tone { **THE LATEST:**
A Novel and Useful Invention
Maximum Cost 15c
Minimum Profit 10c } **PRICE**
25c

Patented February 5, 1923

For Your Phonograph

Loud Tones Instantly Modified to a Whisper and Amplified at Will

"EVERY OWNER OF A PHONOGRAPH A CUSTOMER"

Sold on Guarantee—100% Satisfaction or Money Refunded.
Orders Are Coming in Hourly by Wire, Mail and Telephone.

BE THE FIRST DEALER IN YOUR DISTRICT

Order Sample Silent Salesman Holding 3 Dozen Magic-Tones with Booth and Window Cards and Illustrated Leaflets. By **\$5.25**
Prepaid Insured Parcel Post—SPECIAL AT

Jobbers: Write or Wire for Territory and Terms

MAGIC-TONE SALES COMPANY
BURTON COLVER, President
Sole Distributors

105 WEST 40th STREET NEW YORK, N. Y.
Phone Longacre 4094



Magic-Tone
PATENTED 1923
FOR YOUR PHONOGRAPH

Attached to the stylus bar of the reproducer effects a most delightful and fascinating reproduction of all phonograph records.

25c

MAGIC-TONE SALES CO.
105 WEST 40th ST. NEW YORK CITY.

Booth and Window Card
Hangs on Stands
5 Colors on 10 Ply Board

PREDICTS A TWO-TONE SHORTAGE

Geo. W. Lyle Looks for Unprecedented Two-Tone Demand—Factories Will Work to Capacity to Handle Dealers' Requirements

Geo. W. Lyle, president of the Manufacturers Phonograph Corp., New York, maker of the Strand phonograph, who returned recently from a trip to the Pacific Coast, makes the prediction that the next twelve months will see an unprecedented demand for two-tone models. "As sure as fate," said Mr. Lyle in a chat with The World, "we are going to see a two-tone year. I look for a volume big enough to result in a pronounced shortage of two-tone merchandise, a bigger shortage of merchandise than in any year since the war. The Strand factory is going to act on that estimate of the future by turning out every two-tone instrument that our capacity will permit, and if I were a retailer I would certainly stock a substantial proportion of two-tone models. The public wants them, and we will be guided by this demand."

The Manufacturers Phonograph Corp. has just issued a handsome new catalog which illustrates and describes its complete line. Included in these instruments are a number of two-tone models, among which are the Queen Anne, Model 80; Queen Anne "Special," Model 260; Louis XV, Model 10, and the Italian Renaissance, Model 40.

LATEST EDISON RECORD RELEASES

Among the important recent record releases by Thomas A. Edison, Inc., are: "On the Isle of Wicki Wacki Woo," by Aileen Stanley, on the reverse of which is "What You Was, You Used to Be," by Sally Collins; "Mira o Norma-Norma," by Alice Verlet and Anita Rio; on the reverse of which is "Ah! ne fuis pas encore!" (Ah! Linger Yet a Moment), by Alice Verlet and Ralph Errolle; "Marcheta" (A Love Song of Old Mexico), by Schertzinger, tenor, with vocal obbligato, Walter Scanlan and Betsey Lane Shepherd; the reverse bearing "Say It With a Ukulele," rendered by Bailey and Bent; "Long Ago in Alcalá," and on the reverse side, "Down Deep Within the Cellar," both sung by Arthur Middleton; "Abie at the Opera," by Paul Burns, on the reverse side of which is "Goldberg's Automobile Troubles," by Dave Martin; "Finlandia" and, on the reverse side, "Badinage," both by American Symphony Orchestra.

A TRIBUTE TO EDDY STEADY

Eddy Steady, popular and aggressive Columbia dealer at Berlin, N. H., is quite flattered to know that his name is presented on a New Process Columbia record, for such is the case with record No. A934. He is, however, somewhat at a loss to understand why it was necessary to place his last name in brackets, but, nevertheless, he plans to make the selection "Eddy (Steady)" the hit of 1923 in Berlin.

BAERWALD RETURNS FROM EUROPE

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., returned to New York recently on the steamer "Laconia" after spending six weeks abroad. Mr. Baerwald's trip was primarily a pleasure journey and his principal purpose in going abroad was to visit his mother in Berlin. Mr. Baerwald has a host of friends in Germany and during his stay there he visited the leading trade centers, acquiring an intimate knowledge of business and economic conditions in that country. In a chat with The World Mr. Baerwald stated that the phonograph industry in Germany was making steady progress, but there was a dearth of satisfactory phonograph motors.

Caroline Lazzari, contralto, who is an Edison artist, recently appeared at Monteagle, Tenn., at a concert given under the auspices of the local Women's Association.

USES EFFECTIVE ADVERTISING

Herrmann's Victrola Shop Secures a Whiteman Orchestra for the Annual Baby Parade in Port Richmond—Advertising Used to Advantage

Under the direction of Herrmann's Victrola Shops, of Port Richmond and Stapleton, S. I., Paul Whiteman's Piccadilly players will appear September 15 at the Coliseum at Port Richmond, to furnish the musical program in celebration of the annual baby parade. This baby parade, which is held under the auspices of the Port Richmond Board of Trade, is one of the important events of the social season, and Mr. Herrmann is using generous publicity featuring the affair.

Mr. and Mrs. W. P. Manning, of the W. P. Manning Music Co., Columbia dealer, of Augusta, Ga., have just returned from an extended vacation trip to the West.

INTRODUCTORY OFFER
OF
THE KRASCO ASSEMBLED UNIT

\$24.30 For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.



*Will play ten 10-inch records with one winding.
The greatest single talking machine improvement since the invention of the disc record.*

WILL GO IN ANY CABINET

Licensed under the Brooks-Klemm Patents

MANUFACTURERS, JOBBERS and DEALERS using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 8, 1923. THIS is not the first time we have said it, but that is because it is one of those things which need saying over and over again. It is

Doesn't
Pay to
Knock

not the first time, that is to say, that we have thought it necessary to ask the retail trade what possible benefit any one can suppose is derivable from the practice of knocking a competitor's goods. We had always hoped that the talking machine trade in the mid-West would keep itself free from a practice which has always had a blighting effect and which at one time was the disgrace as well as the misfortune of the piano industry. Unhappily there are not wanting signs of a recrudescence of this detestable practice. One begins to hear of very nasty things said by salesmen about competing machines, and even about competing records, though fortunately in neither case is it easy to find plausible excuses for the poisoned word. After all, there may be honest differences of opinion in respect of the reproducing abilities of various talking machines, or about the comparative artistic value of records; but the true salesman devotes his time to talking about his own goods, and ignores those of his rivals. Of course he does, for at the best he cannot know much about his competitor save what rumor tells him. Even if he had once worked for a rival his knowledge is no longer first-hand. How much better it would be if every head of every retail house in our city would post up in every salesroom a replica of that significant sign which hangs in the warerooms of the Steger & Sons Pianoforte Mfg. Co., in Chicago. We have quoted it before. Let us quote it again in all its sterling simplicity:

"An expression of opinion by our salesmen concerning our competitors or their goods is absolutely forbidden."

There you have it. Perfectly simple, and in its import and application simply perfect. *There* is the only sound policy, most lucidly expressed. Why does not everybody adopt it?

THE tendency to concentrate one's selling efforts upon some one style or number of talking machine in one's line, and to ignore the

A Poor
Sales
Policy

others, is probably almost universal; but it is none the less a mistaken and a thoroughly erroneous practice. Every established line of machines includes at least one very popular, easily-selling, model. This may be either an upright or a console; but in the present day it is more likely to be a console. As things stand to-day it is a very simple matter to sell goods of that particular kind; because the public is interested in low-price consoles. That is so far to the good, but it is by no means to the good when all the efforts of a sales organization are concentrated on that one good seller. It simply means that everybody is taking the short and easy way of making a sales record, without thinking about the foolishness of such a policy. For one thing, the name of a house, which ought to be known for fineness of work and achievement, becomes associated in a community with an article not really representative of its finest ideas. For another thing, no factory force can suddenly begin to turn out unheard-of quantities of one model without inflicting upon the merchants much delay and disappointment. Again, the merchant himself gains nothing in the end by such a process, for he simply destroys the value in his community of all the reputation and character which enable that manufacturer to undertake the production of fine goods. The name value of the line a merchant represents varies directly as its embodiment in high-class machines: but how can such production be kept up, to maintain that name value, if the merchant is doing all he can to persuade his community that the best representative of it is some low-priced model, instead of the fine and artistic models which form the backbone of the production and the foundation of the reputation? It is really just about as easy to sell the whole line, if intelligence is used, and foresight; but this means looking ahead from the chance of to-day to the event of to-morrow. And that, apparently, implies a task too big for a great many merchants.

PORTABLE machines are still generally held as mere seasonal goods, but the tradition is receiving a very hard blow this season. For

The New
Standard
Type

manufacturers who have been making and shipping portables all Summer are continuing to receive orders for them and are finding it necessary to contemplate continuing their production all the Winter. How is this? It seems that some merchants last Christmas, being short of regular goods, disinterred from their stockrooms some of the portables which had been left unsold from the previous rather depressed Summer, and put them on their floors. They found to their surprise that these little fellows at once sold, without any trouble and in fact with superlative ease. At once the manufacturers were asked to supply some more. Thus the process of converting the portable from a seasonable to an all-year instrument, so quietly begun, has steadily gone on, until to-day it seems as if we shall have to consider grouping the talking machine under three standard classifications, upright, console and portable, all of which are to be considered as year-round sellers. This is a development which should be welcomed by all. It is never the easiest thing in the world to find out what people really want, and amidst one hundred and ten millions there is room for all kinds of tastes and varieties of taste. The portable is becoming important. We hope it will continue to be so. There is a place for it. It is easy to sell, its sale is profitable, and it is not a competitor with the upright or console. Its presence renders unnecessary the manufacture of unduly low-priced uprights and widens the scope of the talking machine's appeal.

LITTLE attention has been given to one of the most important events which the near future has in store for the Chicago trade. This is

The
Furniture
Mart

the opening, on January 1, 1924, of the wonderful new Furniture Mart on the Lake Shore Drive. Chicago has long suffered under the infliction of inadequate quarters for the semi-annual trade fairs at which the furniture manufacturers acquaint the dealers with their latest productions. Grand Rapids has for years held the primacy, with Jamestown, N. Y., in these great markets from which the public is rigidly excluded; but Chicago is only now taking her rightful place in this big movement. The country is big and no one or two cities can supply all the needs of the nationwide furniture business. Chicago's new Furniture Mart will be interesting to our trade because it will offer to talking machine manufacturers the best of opportunities to put themselves in touch with their retailers at the two best periods of the year for wholesale buying, while at the same time offering permanent all-year-round showroom headquarters in a building specially devoted to the purpose and free from every kind of distraction, yet perfectly adapted to its own special end; which is that of bringing manufacturer and merchant together. The Vitanola Talking Machine Co. is taking space in the new building, and, in fact, its present Chicago headquarters, into which it has just moved from the Saginaw factory, are only temporary. Some may say that the talking machine does not belong in the furniture trade. It is certainly a domestic article, and one indeed which furniture dealers can handle profitably. The new Furniture Mart is likely therefore to have more than one talking machine manufacturer for a tenant.

ALTHOUGH the holiday season is yet afar off there is ample evidence in certain quarters that talking machine dealers who were over-careful about placing advance orders for machine stocks are going to see business go by them before the first of the year because they haven't the goods on hand to meet the demand. Each year we hear that the peak of the talking machine demand has passed and each year almost there is a scarcity of the popular machine models. It happens with startling regularity as the holiday season approaches and there is little comfort to the dealer in criticizing the manufacturer for lack of production or the jobber for lack of special service. What is needed is foresight.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

DEALERS IN THE MID-WEST TERRITORY MAKE PREPARATIONS FOR A BIG FALL TRADE

Retailers Unanimous in Expressions of Prosperity in Every Branch of Trade—Heavy Ordering Indicates Determination of Dealers Not to Be Caught Short of Instruments This Fall

CHICAGO, ILL., September 8.—The retail trade as a whole is predicting one of the best Fall seasons that it has ever experienced and, in line with this prediction, goods are being ordered accordingly. On every hand we receive the information from retailers that the trade during the Summer has been exceptionally good, with the exception of a week or so, when there was

quite a lapse; nevertheless, retailers are fairly well satisfied with the business consummated for the past several months.

The portable trade was very good during the Summer, but it was somewhat slow in the sales of these instruments during the latter part of August. With September, however, there was a tendency toward revival of this business and,

judging from present indications, we may look forward to a continued activity for the balance of the year at least.

As far as records are concerned business was exceptionally good throughout the entire Summer months and it is at present going along very nicely, with no signs of a let-up. "Blue" numbers and "class" records are very popular throughout Chicago at present and, according to the wholesale men, these types of records are being very favorably received in all parts of the country.

Regarding talking machines, both uprights and consoles have been accounting for themselves in satisfactory sales during the Summer and, judging from reports received by retailers and wholesalers, the sales of the console instrument are somewhat in excess of the upright type.

Wholesalers Report Heavy Ordering

Throughout the wholesale trade we find that the dealers have been ordering very heavily and this ordering began towards the latter part of August. The wholesale men are of the opinion that the retailers are pushing stronger than ever and, judging from the amount of orders that dealers are sending in, the retail trade as a whole contemplates selling a tremendous amount of machines in the next few months. One thing noticeable in the wholesale trade this season is that a large number of the retailers are sending in, along with their orders, inquiries pertaining to further shipments. It seems that a number of these retailers are making preparations in advance of the holiday season, and doing everything that they can do to anticipate their future requirements. As we can easily remember, for the past several years the trade has been quite lax in anticipating its "future" requirements and, consequently, when the holiday activities came around they were at a loss as to what to do regarding immediate shipments.

Heretofore this laxity on the part of the retailers has caused the manufacturer to build instruments only a little in excess of actual orders. His reason for this was obvious in that he did not deem it wise to overload his warehouses and do all anticipating for the retailer. Therefore, when the retailer came along at the last minute and requested immediate shipment there was no possibility of carrying orders and, in order to do what he could, the manufacturer was forced to work nights, days and holidays to get out the instruments. This, of course, has a reaction on the retailer in that it cut down his margin, as the manufacturing costs were necessarily somewhat increased, owing to this overtime work. It is hoped by the manufacturers that more of the dealers will see the wisdom of anticipating their requirements early, as it undoubtedly will give the manufacturer a better opportunity to turn out goods in a manner that will allow a better margin of profit to the retailer.

Broadcaster Corp. Is Chartered

The Broadcaster Corp., successor to the Linerphone Talking Machine Co., 316 Union Park court, has just been incorporated for \$125,000, on which there is claimed \$100,000 has been paid in, the balance to be paid up by January 1. The corporation papers were taken out under the State laws of Illinois and the officers named are Max Rovech, president; Saul Meltzer, vice-president; Arran Meltzer and Sol L. Zax, secretary and general manager. The purpose of the new broadcaster corporation is to manufacture and deal in talking machines and, in addition, it will install radio sets.

The officers of the company have announced

(Continued on page 102)



For The New Edison



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

NOT
Just Another Equipment
BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

the taking over of a new manufacturing plant located at 2414 to 2424 West Twentieth street, Chicago, wherein they are occupying the entire second and third floors, which offer a space of approximately 35,000 square feet. The old trade name of Linerphone will be dropped entirely from the product of this concern and in its place the name Broadcaster will be used.

A. B. Cornell, of Jewel Fame, at Helm

After a lapse of seven weeks A. B. Cornell, treasurer and sales director of the Jewel Phonographs Co., has returned to his desk at headquarters. During his absence he spent some of his time at his Summer home in Summerville, N. J., and the balance of the time in calling on the trade. In a chat with Mr. Cornell he reported that the trade in general has very favorably received the new Jewel line of tone arms and attachments, as well as the Jewel-Tone needle equipment. This latter product of the Jewel Co. has been constantly growing in demand since its introduction to the trade and Mr. Cornell is of the opinion that this demand will continue with increased steadiness for the balance of the year.

Lincoln T. M. Shop Opens New Store

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, is opening a new store at the corner of Lincoln and Lawrence avenues, which will be ready for occupancy about September 15. This concern retails both the Sonora and the Brunswick lines at its old locations and at the new shop will carry the same lines, as well as a well-known line of pianos, player rolls and musical instruments.

Gets in Touch With 30,000 Colored Elks

It was estimated that more than 30,000 persons rode in the gala procession put on by the Improved Benevolent Order of Elks, a colored organization which swept through Chicago's South Side streets on August 28. The organization brought 50,000 colored visitors to Chicago for the convention, which lasted from

Tuesday until Friday, and the entire number of visitors as well as Chicago's own colored populace, which is said to number around 200,-

**King Oliver's Jazz Band**

000, had their attention called to the colored catalog of the General Phonograph Corp. by the Consolidated Talking Machine Co., of this city.

**Erskine Tate's Orchestra Draws Crowds**

All along the line of march and throughout the entire colored district the Consolidated Co. saw to it that there were plenty of placards mentioning colored artists who can be heard on the Okeh record. The principal features, however, were Erskine Tate and His Vendome Or-

chestra, King Oliver and His Jazz Band, Mamie Smith and numerous other nationally known colored artists who have recorded for Okeh records. The placarding of the colored district was personally supervised by E. A. Fearn, of the Consolidated Co., who spared no expense in this work.

Blackman Music Co. Incorporates

The Blackman Music Co., of this city, has filed papers of incorporation in the State of Illinois for a capital of \$100,000. The incorporators named are Fred K. Dabson, Gustavus Dabson and John M. Cameron. The purpose of the organization is to deal in musical instruments and radio sets. The company has its headquarters at 2845 West Nineteenth street, Chicago.

Ashley Visiting Points in the West

M. F. Ashley, vice-president of the Krasco Mfg. Co., left Chicago about the twentieth of August for a trip throughout the West, where he will call on the trade. His trip took him to Denver, Salt Lake City, Los Angeles and other Coast commercial centers and he is expected to return to Chicago about the middle of September.

Isham Jones Goes Big in Golf

The latest reports coming from the Byrn Mawr Golf Club indicate that Isham Jones, of Brunswick recording fame, is still in the line insofar as championship is concerned. It is stated by those who actually saw the contest that Mr. Jones was trimming all comers until he ran up against a certain player who turned out to be Bobby Bensing, son of the president of the Brunswick-Balke-Collender Co. and assistant secretary and treasurer of that concern. It is said that Bob has made an average of 75 on all courses around Chicago and that when Isham went up against him he decided that he had a better chance at playing a saxophone than he had at a niblick.

While we are on the subject of golf we would like to know why someone don't get up a talk-

**Style J
Mahogany****Style M
Equipped With Albums**

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
Variety of designs;
Wide range of prices;

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

*Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records*

**Style G**

Kimball Phonographs Play ALL Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

ing machine men's association here in Chicago. We have a lot of enthusiasts, but it seems that we lack a leader and, in order to start the ball rolling, all the boys in the Brunswick organization are willing to stand Bobby up against all comers in the trade.

Illinois Sonora Campaign

Sales Manager L. Golder, of the Illinois Phonograph Corp., Sonora distributor, Chicago, reports that Sonora dealers throughout his territory are exhibiting considerable interest concerning the rather unique advertising campaign which Sonora will start about September 15 in the daily newspapers throughout this section. Just what this campaign will consist of Mr. Golder has not as yet mentioned, but he promises one of the most interesting series of newspaper advertisements that have been seen in this section for a long while. His office is in receipt of samples of the new Sonora DeLuxe period models which came in towards the latter part of August and Mr. Golder reports that the local Sonora dealers who have come down to the National avenue showroom of Sonora have been placing very substantial orders for these new DeLuxe period instruments.

Activities of Sterling Devices Co.

Fred Keller, of the Sterling Devices Co., has just returned from a trip through the Eastern territory and is happy to report that the trade outlook in that section is very bright. While in the East he made arrangements to bring his family from Philadelphia to Chicago to take up their residence here. Heretofore Mr. Keller was not actively associated with the plant activities of Sterling, but his former association was as Eastern representative of this concern in Philadelphia. Now that his activities confine him wholly to Chicago he has decided to locate permanently in this city.

Julius Keller, Sr., production manager of the Sterling Devices Co., is at present at Lake Winnebago, Wis., taking a well-earned rest, and immediately after his sojourn of two weeks at the Lake he will return to Chicago, calling on the trade en route.

Cole & Dunas Distributing Strings

Cole & Dunas have just been appointed local distributors by the National Music String Co., New Brunswick, N. J., to handle its well-known Bell Brand and Black Diamond lines of musical instrument strings. Cole & Dunas are about to place on the market their new Olympian attachment for playing both hill-and-dale and

The Oro-Tone
PORTO-TYPE

Vacation days are over but sales of the Oro-Tone Porto-Type are going right on. The attractive appearance of this new machine and the splendid tone quality, rivaling full size phonographs, make it an "all year" seller. Sample sent on approval.

SPECIFICATIONS

CASE—Exceptionally strong to withstand the severe use given portable machines. MOTOR—Mounted in rigid cast-iron frame and plays two records with one winding. TONE ARM and REPRODUCER is the standard Oro-Tone Equipment and plays all records. RECORD-FILING COMPARTMENT holds twelve ten-inch records. CONVENIENCE—All parts and records are contained within the Porto-Type, thus insuring safety even with rough handling. DIMENSIONS—Length 16½ inches; Width 11½ inches; Height (closed) 7 inches. Weight, 20 pounds.

LIST PRICES

With Standard Tone Arm Shown on Porto-Type \$35.00
With Oro-Tone Automatic Equipment (see ad elsewhere) \$37.50
Do not fail to mention style or arm wanted. Usual Discount Allowed to Responsible Dealers.

Send for Sample on 10 Days' Approval



Pat. Appld. for

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George St. CHICAGO

lateral-cut records. The new attachment is simply constructed and is well thought out in design, the working parts being of a minimum number and of the highest grade metal.

Visits Aeolian Salon

R. E. Miller, representative of the Aeolian Co., who travels the Eastern territory for the Melody Music Roll Co., was visiting Chicago while on a short vacation and was seen at the Aeolian Salon in Mandel Bros. by The World representative. Incidentally, this is the first vacation that Mr. Miller has had in seven years.

"Hot Roasted Peanuts"

Unusual interest has been aroused in Chicago by the recent appearance of a new music roll, entitled "Hot Roasted Peanuts." This roll was introduced to the trade by Cole & Dunas, which concern was recently appointed distributors for the Connorized Co. The song contained on the roll entitled "Hot Roasted Pea-

nuts" is of the novelty type and enclosed in each box along with the roll is a peanut in a little whistle. Joe Dunas, of Cole & Dunas, believes that the peanut and whistle were put there for a good purpose in that the person pumping the piano is supposed to crumble the peanut shell and blow the whistle.

Oriole Orchestra Touring

The Oriole Orchestra, an exclusive Brunswick organization, which has been attracting considerable attention at the Edgewater Beach Hotel for several months, will temporarily discontinue its activities on October 1 in order to take up a two weeks' tour of the East. At the termination of the tour the Orioles will rest up for two weeks and then return to the Edgewater Beach Hotel on November 1. During the absence of this organization from Edgewater Beach the month will be filled by Bennie Krueger and His Orchestra, another exclusive Brunswick organization which comes from the Eastern territory.

Introduce Leather Bulletin Board

One of the latest dealer helps to come from the Brunswick advertising department is an all-leather bulletin board which is finished in polychrome bronze and gold. In size it is 17½ inches wide by 32 inches high and has embossed across the top the Brunswick name and a few words pertaining to Brunswick daily releases. On the face of the bulletin board there are five counter-sunk spaces, wherein can be easily placed paper strips containing printed announcements of any daily Brunswick releases.

C. S. Tay Sales Co. Chartered

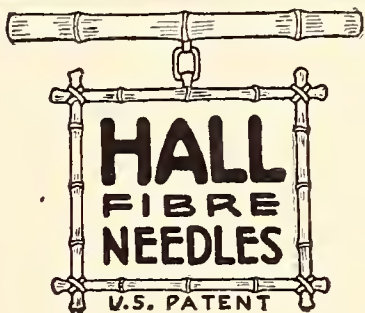
A charter of incorporation was recently granted to the C. S. Tay Sales Co., 53 West Jackson boulevard, Chicago, with a capital of \$2,000. Incorporators are G. W. Marquis, Morris Sider and Clarence S. Tay. The concern will deal in talking machines, radio supplies and accessories.

Vitanola Adds Roll Cabinets

The Vitanola Talking Machine Co. has, in course of construction, a very suitable line of player roll cabinets. The line will be comprehensive in every detail and is expected by the officers of the Vitanola Co. to be ready for the trade at an early date. The new Vitanola player roll cabinets are in keeping with the design and construction methods embodied in the manufacture of the well-known Vitanola talking machine and the occasion for the introduction has

(Continued on page 104)

Positively
Eliminate
All
Surface
Noise



Cannot
Possibly
Injure
Records

Suggest—Demonstrate—Push
HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

arisen purely from dealer demand throughout the country, this demand coming from those who have long recognized Vitonola products and workmanship.

Careless Fellow Causes Small Fire

Davidson's Talking Machine Shop at 234 South Wabash avenue, exclusive Victor dealer, was the scene of considerable excitement recently, due to the breaking out of a fire, which caused a small loss. It seems that a customer carelessly threw a lighted match into a bundle of paper supplies, which in turn caused an immense amount of smoke. Luckily, however, the fire was extinguished immediately.

Vitonola President in the East

M. C. Schiff, president of the Vitonola Talking Machine Co., left on the first of the month for an extensive trip through the Eastern territory. He intends calling on the trade in practically every large city in the eastern part of the United States. The results of Mr. Schiff's travels are already strikingly written upon the

order books of the Vitonola Talking Machine Co. He recently finished a trip throughout the southern section of the country, and while in that territory was instrumental in opening a considerable number of large new Vitonola accounts.

New York Album & Card Co. President Here

Max Willinger, president of the New York Album & Card Co., recently spent a week in Chicago calling on the local trade. He also spent some time at the Chicago factory of his company and superintended several items throughout the plant which will in due time be of benefit to the trade.

Child Saxophonist Records

One of the proudest fathers in the Chicago trade is John Jaros, proprietor of the Jaros Palace of Music, with headquarters at 2813 West Twenty-second street. The reason of all this paternal proudness being his talented ten-year-old daughter, Blanche, who is speedily becoming recognized as the Child Wonder saxophonist.



Patented Aug. 14, '23
Other Patents Pending

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

Secret of Success

lies in ability to make turnovers. About all you must do is to show the *Triplex*. It sells better than the ordinary type of talking machines.

Miss Blanche has appeared on the programs in many of Chicago's leading theatres and, in addition to her ability as saxophonist, this versatile young miss is attracting considerable atten-



Blanche Jaros, Child Saxophonist

tion as a ballet and toe dancer, as well as a singer. Her ability as a saxophonist is commendable in that she is perfectly at home with her instrument, whether the number being played is of the classical or popular type.

Recently the little lady, assisted by her sister Hattie at the piano and her brother Jerry on the violin, made two special Okeh records. The numbers were "Velma," by Rudy Wiedoeft, and "Frolics of Spring." It is said by those in position to know that one of Chicago's best-known music publishers will feature Miss Blanche on the cover of two songs which are speedily becoming popular.

New Brunswick Dealer in Detroit

H. B. Bibb, manager of the Chicago district of the Brunswick Co., announces that the complete Brunswick line has been taken on by the Crowley-Miliner Co., of Detroit, Mich. This concern is one of the largest department stores in the State of Michigan. The talking machine department is managed by Larry Dow.

Take on More Space

The Blood Tone Arm Co., 326 River street, has again found it necessary to take on additional space so as to care for its rapidly growing business. The new room is to be used as a department for margining and soldering tone arms. Plans are also being made to install a printing department and when this is consummated all assembling and manufacturing required in the building of the Blood Tone Arm Co. will be done under one roof.

New Columbia Dealer

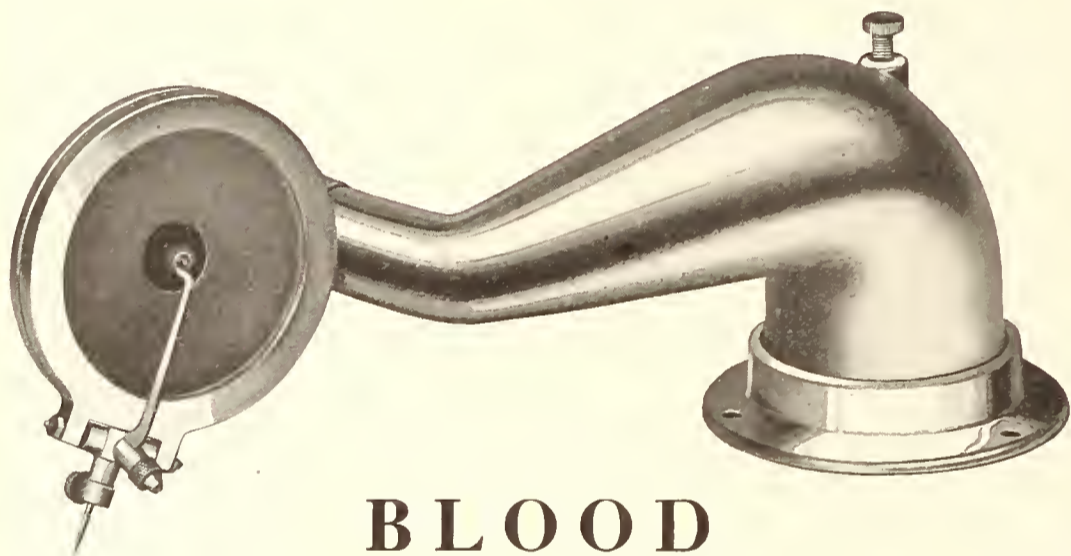
The Mont Claire Music Store has recently opened at 7160 West Grand avenue, Chicago, Ill., handling new Columbias and new process Columbia records. George Tomaso is the proprietor and will be assisted by his son. Modern fixtures have been installed, the decorative scheme being in white enamel and blue.

Forster Numbers in Great Favor

In connection with the popularity of the late

(Continued on page 106)

Merit Induces Recognition Recognition Induces Sales Volume



B L O O D

Merit is recognized by leading manufacturers and Sales Volume follows as a natural consequence.

In keeping abreast of BLOOD sales volume, we find it necessary to increase our plant space from time to time.

Today we are doing practically all of our manufacturing under one roof, thereby insuring greater production, better inspection of assembly, and speedier shipment.

Blood management is doing everything in its power to expedite shipment. To farsighted manufacturers who anticipate their requirements previous to an unprecedented Fall business.

Again we caution the manufacturer to take inventory of his tone arm stock. Laxity at this time may invite future loss.

The Blood Tone Arm Company
326 River St. CHICAGO, ILL



CONSOLIDATED SERVICE

quickly earns and retains the unlimited confidence of those OKeh dealers who partake of its many merits and advantages.

Why? Because we keep on hand at all times a thoroughly complete stock of all records listed in the OKeh catalogues. Because we use only the speediest of modern methods of distribution. Because we constantly offer new and valuable sales helps. Because we are always ready and cheerfully willing to lend a helping hand in the sensible solution of our dealers' sales and business problems. In other words, we are striving just as earnestly and just as conscientiously to *maintain* the present efficiency of Consolidated Service as we did to *attain* it.

A more reliable combination could hardly be found than that of Consolidated Service and

OKeh Records
The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

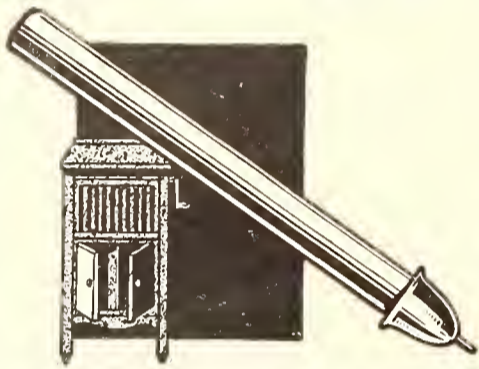
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

numbers published by the Forster Music Publishers, Inc., there has been some activity among the personnel of the company. Dan Winkler, New York manager of the company, spent the week of August 15 in Chicago, while John Fink, manager of the professional department, has returned from Atlantic City, after spending the months of July and August at the seashore resort promoting the Forster publications. Maurice L. Adler, sales manager, also returned to his desk after spending a month in the East.

Mr. Adler reports that the outlook for Fall is more encouraging than ever before and that the last few months have shown between 40 and 60 per cent increase in sales and there is no indication that the sheet music industry will have cause to complain over business in the immediate future.

"Oh! Harold," one of Forster's popular numbers, is now being featured at the Auditorium in connection with Harold Lloyd in "Safety Last." Other late numbers that are very popular throughout the country are "Rose of Sunny

"Tonofone"



Semi-Permanent Needles are now being sold by over 8,000 dealers.

Play 20 to 50 selections each.

Give Accurate Reproduction.

Absolutely DO NOT DAMAGE the Finest Records.

Play with Minimum Surface Noise.

Medium

For all Vocal and Instrumentals Records.

Loud

For all Dancing and Band Records.



Packed in Colored Display Cartons

One hundred packages to carton.

Red and White cartons contain 25c packages; Blue and White, 10c packages.

RETAIL PRICES

Package 12 needles..... 25 cents

Package 4 needles..... 10 cents

100% Profit to Dealers

Jobbers' proposition on request.

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

Eastern and Export Representatives:
South Atlantic Export Co.
25 Broad St., New York, N. Y.

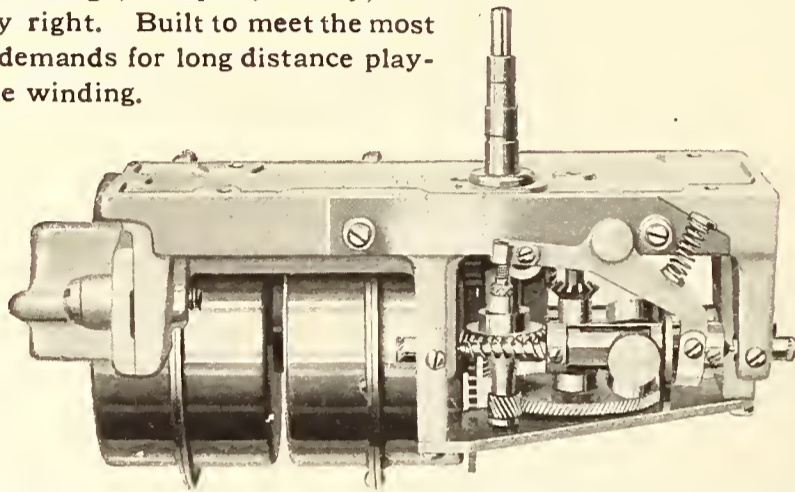
The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

The Hall Mark of Dependability, Service and Quality

"KRASCO"

A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

Italy," "Mellow Moon," "Chinky," "Down by the Wishing Well," "Where the Sacramento River Flows" and "When Clouds Have Vanished and Skies Are Blue."

Columbia Activities

W. J. Thomas, of Divernon, Ill., Columbia dealer, ran a beautiful Columbia display at the Sangamon County Institute recently.

R. F. Perrin, Columbia dealer in Arlington Heights, is showing the new model Columbias at the Cook County Fair. He has a beautiful display of pianos, Columbia phonographs, etc.

One of the visitors to the Columbia office recently was J. C. Cowser, of Farmington, Ill., who spent a week in the city, accompanied by his wife.

H. H. Barker, of the Barker Furniture Co., Indiana Harbor, visited the Columbia offices in Chicago recently and inspected the new line of Columbias. He was much pleased with business conditions and predicts an early Fall business revival.

A recent addition to the Columbia fold is the C. E. Hurd Music Shop, of Freeport, Ill., which has just added a complete line of Columbia machines and new process records.

The Svaboda Furniture Co., of Kewanee, Wis., ran an interesting Columbia display at the County Fair held there recently.

H. E. Miller Visits Chicago

H. E. Miller, representative of the Aeolian Co., who travels the Eastern territory for the Melodee Music Roll Co., spent a part of his vacation in Chicago calling on his old friends in the trade. While here he spent considerable time at the Aeolian-Vocalion sales office at the Mandel Bros. department store.

Now Yahr & Lange Sales Manager

After five years of active service with the sales force of the local Columbia branch, Irving S. Leon has severed his connection with that office and is with the sales department of Yahr & Lange, Sonora distributors, with headquarters

in Milwaukee. While associated with the Columbia sales office Mr. Leon traveled the northern part of Illinois and during the years of his activity in this capacity became known to



Irving S. Leon

practically every talking machine dealer in that section. In his new capacity Mr. Leon will have charge of the traveling force of the Yahr & Lange talking machine division, which covers

"BROKEN-HEARTED MELODY"
 By **Isham Jones**
 THE MOST ORIGINAL-MOST HAUNTING-SWEETEST WALTZ PUBLISHED

FORSTER MUSIC PUBLISHER INC.
 735 SOUTH WABASH AVE
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

a large part of the State of Wisconsin, as well as the northern peninsula of Michigan.

A Musical Trio in the North Woods

When three "good fellows" make a hasty retreat from the "Great White Way" and pitch their tent in the northern part of Wisconsin there is bound to be something doing. Such was the case when Dave M. Allen, of Leo Feist, Frank Westphal and M. G. Peters found themselves at the Little White Birch Lodge, Star Lake, Wis., last month, for according to these three gentlemen they found more pleasure



Left: Dave Allen Right: M. G. Peters

in the Northern woods than they ever found along the "Rialto" or at Rainbo Gardens. Besides the charms of nature, there was every kind of sport to indulge in, while the three spent several weeks visiting the Wisconsin lakes, marking a vacation that will long be remembered. The first stop was the Little White Birch Lodge at Star Lake, Wis., where several days were spent, and then the party journeyed to Eagle River and spent five days at a camp with friends, who cordially provided them with horses, boats, machines and everything necessary for outdoor life.

Tonofone Head on Eastern Trip

Miss E. E. Powell, secretary of the Tonofone Co., is making preparations to leave for a short visit to Paducah, Ky., where she intends to remain for a few days prior to leaving for a trip throughout the Eastern trade. Miss Powell's plans call for business visits to Boston, New York and other large Eastern cities and in all probability will be away from her desk at headquarters for about three weeks. Miss Powell reports that the sales of Tonofone have been

keeping up remarkably well during the Summer months and she has found it necessary to add additional help in order to take care of Tonofone's constantly growing demand.

Prof. Cheney on Lecture Tour

Towards the latter part of the month of August, Prof. Forest Cheney, of the Cheney Talking Machine Co., left for a visit to the mid-West and Coast sections of the country, where he will lecture and visit Cheney dealers. Prof. Cheney will carry out the same program he held to earlier in the year when he made a tour of the eastern section of the country. The only difference this time is that the professor will not go from town to town driving his famous "Blue Gull" Packard, but will make use of the railroads instead.

The first stop on the program called for a visit to Cheney dealers in the Omaha territory, which will be followed by visits to Council

Bluffs, Denver and other big mid-West cities, whence he will gradually work his way to the Coast, where he will call on all of the Cheney dealers.

His program will comprise sales talks on the Cheney talking machine and heart-to-heart talks with the sales people with whom he comes in contact. The lectures themselves will consist of technicalities embodied in the building of Cheney instruments and the reasons for these embodiments.

No definite return was announced by Prof. Cheney upon his departure, but it is expected that he will return to Chicago headquarters in about eight weeks.

D. W. Kimball Marries

On Saturday evening, September 8, D. W. Kimball, son of C. N. Kimball, president of the W. W. Kimball Co., was married to Miss Mary (Continued on page 108)

A Remarkable Trade Stimulator

which you can use to wonderful advantage in increasing your business. Why let your competitor get it all? Here's a solution to your trade problems.



Mahogany and walnut finishes. Gold trimmings and 3 spring motor. Plays all disc records with a full rich tone. Send for further particulars.

SONATA MANUFACTURING CO., Inc.

664-66 W. Austin Ave.

Chicago, Ill.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE **\$1.00**

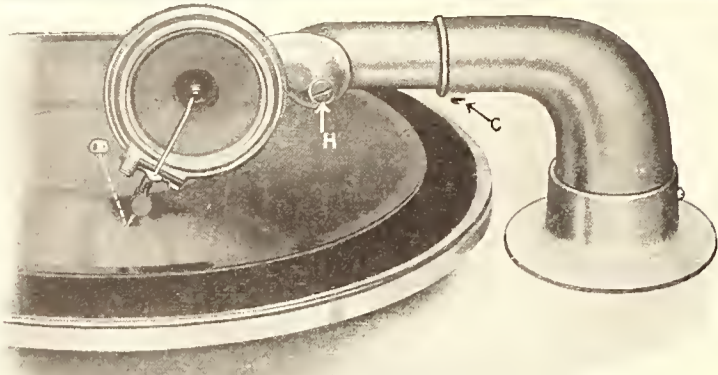
The ALTO



Manufactured by

ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.



THE NO. 20 TONE ARM
PLAYS ALL RECORDS

Adjustable in length from 6¾ to 8½ inches or from 8 to 9½ inches.

Description: No. 20—Base. No. 21—Large Elbow. No. 5—Adjustable Length Extension. No. 22—Throw-Back Elbow. C—Lock Screw for length adjustment. H—Assembly Screw for joining throw-back elbow to adjustable extension. G—Lock Screw to prevent Assembly Screw H from working loose. J—Boss Containing Spring and Ball to insure snug, smooth operation in turning reproducer for playing all records. B—Neat Beaded Turning Joint. K—Rubber Bushing to insulate reproducer from tone arm.

Oro-Tone No. 20

A New Tone Arm and Reproducer with
Many Advantages for Manufacturers

A tone arm and reproducer of excellent material and workmanship with extra loud tone of surprising quality. Already meeting with remarkable success among manufacturers who want a thoroughly dependable article at a low price.

Send for Sample on Approval

The Oro-Tone Co.
QUALITY FIRST

1000-10 George Street, CHICAGO
Distributed in Australia by United Distributors Co.,
Melbourne and Sydney

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

Knox Winton, daughter of Mrs. William Crayton Winton, of Duluth, Minn., at the home of the bride. The Kimball family, consisting of Mr. and Mrs. C. N. Kimball, the Misses Mary and Elizabeth Kimball and William Wallace Kimball, were present. After October 1 Mr. Kimball will bring his bride to Evanston, Ill., where they will reside.

Both D. W. Kimball and his brother, W. W. Kimball, recently took up commercial activities when they became associated with the firm of W. W. Kimball Co., after their graduation from college. At the present time D. W. Kimball is connected with the advertising department of the Kimball Co., while W. W. Kimball is associated with the retail branch of the business.

It is the intention of both brothers to go through the various departments throughout the whole Kimball organization and learn every

angle of the business. Both have already adapted themselves to their new duties, and through concentrated effort they are rapidly gaining a thorough knowledge of all branches of the music industry.

New Music Shops in Chicago

The Chicago office of the Columbia Graphophone Co. this week gave out news that it had opened two new accounts in Chicago territory, one being the Tri-Art Shop, at 517 S. Cicero avenue, and the other one the Monte Claire Music Store, at 7160 W. Grand avenue. Both new shops will handle the Columbia line of instruments and the Columbia New Process records exclusively.

The proprietor of the Tri-Art Shop is J. J. Klapka, who is also a member of the Klapka & Hollicky retail music establishment at 5915 W. Twenty-sixth street. Mr. Klapka has been associated with the trade for a number of years,

and in opening his new store he has taken advantage of his years of experience by laying out a most modern and attractively decorated retail store.

The Monte Claire Music Store is operated by George Tomaso, who will be assisted by his son. Here also the installed fixtures are of most modern type, and the decoration scheme is carried out in white enamel and blue.

Why Not?

Throughout the Chicago trade one frequently hears the word "Golf" used and if a little investigation is made by the hearer of the word he will soon find that the speaker is very much interested in the game and from time to time goes out to the links. In the past three or four years the golf fans have been becoming very numerous throughout the talking machine trade, but as yet no one seems to have made an attempt to bring the talking machine boys to-

The BROADCASTER CORPORATION

*A Bigger Plant
A Greater Organization*

Facilitates a larger and more Superior Talking Machine
Production at LOWER PRICES.

Users of either large or
small quantities of talking
machines are urged to
write for information re-
garding our line — useful
for special sale purposes.

*Write for price list and speci-
fications of our other models*



Model No. 3
BROADCASTER
50" High, 20" Wide,
20½" Deep. Guarant-
eed two-spring mo-
tor. Figured birch
5-ply. Finished in
mahogany and wal-
nut. French pol-
ished, finish or dull.
A Rare Buy!



Model C-3
Specifications:
39 inches wide, 23 inches deep,
35½ inches high. Gold plated.
Three-spring motor. Plush-vel-
vet turntable. Piano hand-
polished finish. Finished in Ma-
hogany and Walnut. 5/8-5 ply
Veneers

BROADCASTER CORPORATION

(SUCCESSOR TO THE LINERPHONE T. M. CO.)

New Plant 2414 to 2430 N. Cullerton St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

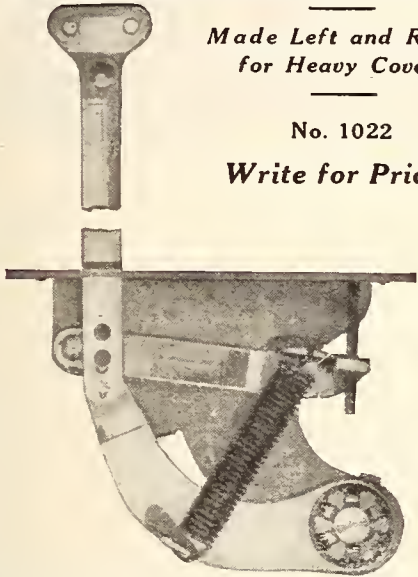
LAKESIDE SUPPLY CO.

73 W. Van Buren St. Chicago, Ill.

Balanced Cover Support

Top Regulation

For Console and Upright Cabinets



Made Left and Right for Heavy Covers

No. 1022

Write for Prices

gether for the purpose of organizing a talking machine golf club.

With the boys in the piano game, however, an entirely different situation exists. They have had for many years an organization known as the Chicago Piano Golf Association, whose members congregate with great regularity for the purpose of seeing who is the best pill-knocker. Every couple of weeks they hold a meet and after each meet someone comes home with a nice little prize of some kind.

At last, however, many of the talking machine men are getting jealous of the piano men and they have been asserting that there are just as good players in the talking machine business as there are in the piano business and at the present time the argument is waxing so hot that we may expect to see the organization of the talking machine golf club almost any day. To begin with, the talking machine men have at least one member of the trade whose prowess as a golfer is known on every link

locally and upon a large number of those out of town. This is no other than "Bobby" Benzinger, of the Brunswick-Balke-Collender Co., upon whom the local trade is willing to bet as the most likely contender for the championship.

Fletcher-Wickes Organizes Research Plant

One of the most elaborate demonstration rooms that has ever been erected in a talking machine plant in Chicago was recently completed at the headquarters of the Fletcher-Wickes Co., manufacturer of the well-known Fletcher tone arm and reproducer. The new demonstration room was furnished in mahogany throughout and boasts of a large assortment of well-known talking machines and models which are used for the purpose of demonstrating the Fletcher-Wickes tone arm and reproducer.

Another addition to the Fletcher-Wickes plant has been the installation of a large experimental room wherein this company carries on experimental work on tone arms, sound boxes and electric motors. This room is in charge of an expert mechanic, who, with his several assistants, does nothing but research work in tone production and motor building.

The balance of the plant is given over to offices and assembly rooms and the entire equipment throughout has been designed with painstaking care so as to eliminate every possible bit of lost motion.

Spencerian Shown at Ohio Meeting

Ben Wood, sales manager of Westphono, Inc., is among those members of the Chicago trade who is taking in the Ohio Merchants' Convention, scheduled for September 10. Mr. Wood will exhibit his product, the Spencerian portable, and immediately after the convention will make a tour of the Eastern trade.

According to Mr. Wood, indications point to a very favorable continuance of the portable business and jobbers all over the country are reporting to him that the recent slump in the sales of portables has been replaced by a brisk demand. It is expected by many men in the trade that an immense number of portables will be purchased for the Christmas trade and these will be used as gifts during the holidays.

McArthur in New Offices

R. N. McArthur, sales and advertising manager of Barnhart Bros. & Spindler, is now settled in his new office on the third floor of the Barnhart plant at Throop and Monroe

(Continued on page 110)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".



These high-grade Consoles come in Mahogany and Walnut finishes.

No. 20



Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

No. 30



Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.

No. 40



STYLE No. 4 48" high, 21" wide, 23" deep; 5-ply. Genuine Mahogany or Oak



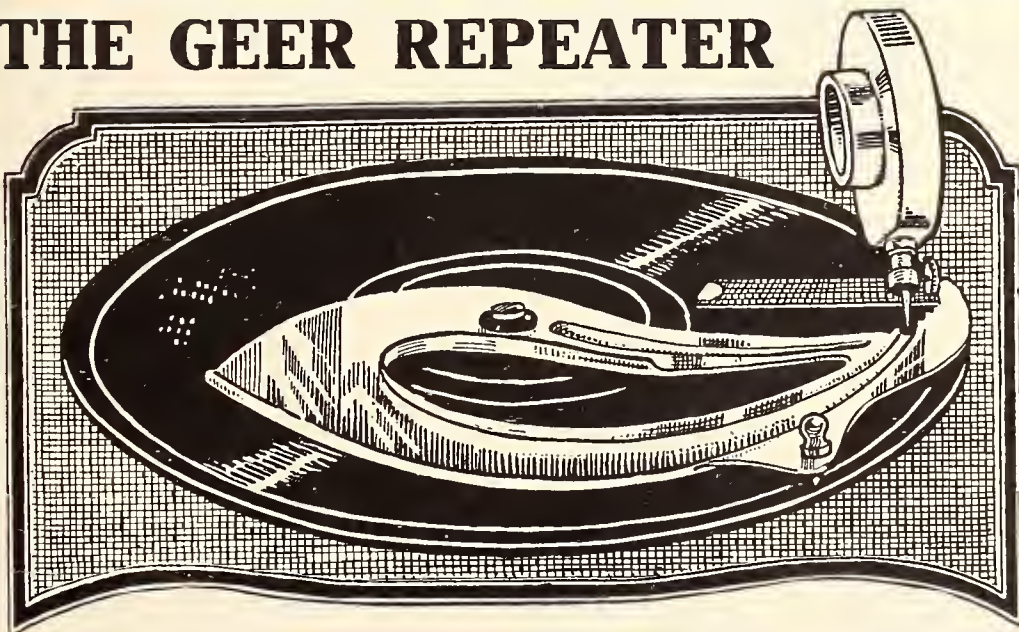
STYLE No. 16 2-Spring Motor Holds 10 Records Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

THE GEER REPEATER



STANDARD OF THE WORLD

The Improved Geer Repeater is today recognized everywhere as the standard repeating device. It is adjustable, plays all records completely through and will give a lifetime of perfect service.

Price \$1.50

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

"You can't go wrong With any FEIST song"

© LEO. FEIST INC. NYC

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

streets. The new office is in the lately erected section of the Barnhart plant and is almost exactly over the location of his old one. Business expansion necessitated the erection of the new addition to the plant and since its erection quite a bit of the old space formerly occupied by offices is now utilized for the manufacture of tone arms, sound boxes and cover supports. In connection with the latter item, it may be said that the Barnhart cover support business has lately grown to large proportions and many manufacturers throughout the country have recently adopted it as part of their standard equipment.

ODEON RECORD FEATURED AS "BLUES"

Enterprising Chicago Dealer Uses Unique Selling Idea Which Results in the Sale of 2,500 Records of One Selection in One Month

A. H. Thallmayer, manager of the foreign record department of the General Phonograph Corp., maker of Okeh and Odeon records, received recently some interesting figures from the Rialto Music Shop of Chicago, one of the company's dealers. This enterprising merchant is using a megaphone attachment to increase the volume of the records that he plays in order to attract the attention of prospective purchasers, and a few weeks ago he featured Odeon

record No. 10096, the title of which is "The Mariechen Walzer."

The peculiar melody of this waltz, played in typical peasant style, attracted the attention of several members of the colored race who passed the Rialto Music Shop while the record was playing. Whenever this particular type of customer visited the establishment the owner of the store stated that the name of the record was the "Mariechen Blues." The sale of the record was invariably made after a demonstration, although it is quite possible that the use of the word "blues" was a factor in interesting the purchaser. As a matter of fact, this record has met with such popular demand among the clientele of the Rialto Music Shop that more than 2,500 of the number were sold in one month and the popularity of the record induced the General Phonograph Corp. to publish it in its American series, where it is now listed.

SHOWS A 20 PER CENT INCREASE

CHICAGO, ILL., September 7.—According to a statement issued by M. A. Healy, president of Lyon & Healy, Inc., net sales for the period ending June 30, 1923, showed an increase of over 20 per cent over the same period last year. The sales record for six months is \$3,945,809.07 as compared with \$3,279,531.08, a most satisfactory increase in business.

INAUGURATES DEALER CAMPAIGN

Brunswick-Balke-Collender Co. Starts Campaign With Dealers Pertaining to the Progress of the Company in the Industry

CHICAGO, ILL., September 7.—The Brunswick-Balke-Collender Co. has started a campaign with its dealers relating to the progress of the Brunswick organization in the talking machine industry. With the success of the Brunswick phonograph and the ever-increasing demand the company again expresses its appreciation to Brunswick dealers for their confidence and co-operation in the policies of the company that have achieved this goal.

This campaign gives to these merchants a short history of the progress made, beginning with the introduction of the Brunswick phonographs, explaining the advent and progress of the various features of the Brunswick machine. Various precedents established in the industry to-day are pointed out as having been originated by the Brunswick Co.

The campaign has a particular educational value to the dealer in reviewing the various features, policies of the company and their influence in the industry. Moreover, selling arguments which may have been forgotten, but which are nevertheless established, can again be gleaned from this campaign and be brought forward as the background of each step in the progress and development of business.

This campaign will be carried on through advertising in the trade papers, co-ordinated with letters sent out from the headquarters of the company. The first of the series of letters has been sent out reviewing the precedents established by the company.

DAILY PAPER ADVERTISING STARTED

CHICAGO, ILL., September 7.—Last week the first full-page advertisement appeared in all the leading daily papers throughout the country by the Brunswick-Balke-Collender Co. starting the national campaign that the company recently announced. This campaign has been inaugurated by the advertising department, and each release of the various advertisements will appear simultaneously all over the country. The first advertisement, attractively illustrated with pen and ink sketch, is in line with the recent program whereby hits are being released daily and listed, in addition to giving a description of the Brunswick phonograph and Brunswick record.

TEMPLIN STORES OPEN BRANCH

GOSHEN, IND., September 7.—The Templin Music Store of Elkhart and Mishawaka opened a new music store here recently. V. H. Nelson, of Elkhart, who has been connected with the Elkhart store for the past seventeen years, is the manager of the new store.

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

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.
 Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

SUCCESSORS TO:
 Standard Talking Machine Co.
 United Talking Machine Co.
 Harmony Talking Machine Co.
 O'Neill-James Co.
 Aretina Co.

TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

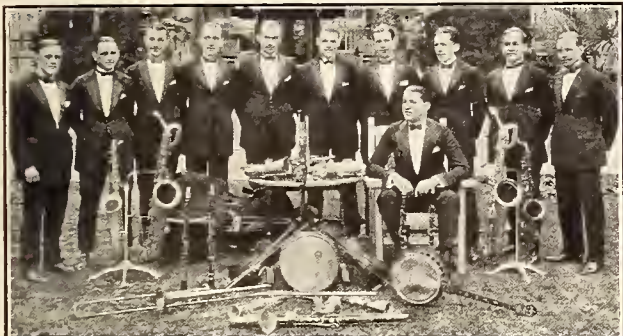
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

LYMAN'S ORCHESTRA FOR BRUNSWICK

Recordings of California Ambassador Orchestra Made in Los Angeles by Brunswick—First Records to be Released in Near Future

LOS ANGELES, CAL., September 4.—Los Angeles' most famous popular music organization, Abe Lyman's California Ambassador Orchestra, has just completed a number of popular recordings for the Brunswick-Balke-Collender Co. The orchestra was recently signed up exclusively by the Brunswick organization, and immediately upon the consummation of the deal the Brunswick Co. established a temporary recording laboratory in Los Angeles for the sole purpose of recording newly acquired talent.

The recording for Brunswick was done under the supervision of Skinker Darby, chief of the Brunswick Co.'s recording division, and Walter Hansehan, head of the recording department. Both of these men, along with their assistants and the necessary paraphernalia used in recording, came all the way from New York and spent five weeks in preparing and recording the Ambassador Orchestra. Records of the new organization will be released shortly, and the repertoire consists of such numbers as "No, No, Nora," "Cut Yourself a Piece of Cake," "Mid-



Lyman's California Ambassador Orchestra night Rose," and "Havana Tango." Abe Lyman's California Ambassador Orchestra has attained much popularity since the opening of the Coconut Grove Hotel in May, 1922. The orchestra is considered one of the biggest attractions in Southern California, and before coming to this city the orchestra was well known in Chicago, having played in the Colonial and Arsonnia cafés in that city. Prior to this engagement the organization appeared in vaudeville with Gilda Gray, of "Ziegfeld Follies."

A great deal of the success of the orchestra is due to Abe Lyman, whose personality sells the orchestra to the public. He is one of the old school of stick-juggling directors, and his antics are an endless amusement to his spectators. He is of the inventive type and seems to be able to inspire his men with a peppy spirit which keeps them at a high pitch. The music of this orchestra carries with it the true spirit of California, and at times it is almost oriental in color. The greatest effects attained by the orchestra are reached in its playing softly and



EDISON'S ENVIABLE REPUTATION

More than four million people have been convinced beyond all question by actual test, that EDISON reproduction of music cannot be detected from the original music. If you are a live wire and if there is no Edison dealer in your town, we invite your interest in an Edison dealership.

THE PHONOGRAPH CO.

229 South Wabash Avenue
CHICAGO, ILL.

slowly, and at all times with a decided rhythm which seems never to lapse or lag because of the original effects.

Abe Lyman himself has the distinction, besides that of a drummer, in that he is the composer of many numbers which have been popular, such as "Peggy Dear," "Apple Sauce," "I Cried for You," "In the Land of Shady Palm Trees," "Before You Go," etc., etc.

In commenting on the acquisition of Abe Lyman's California Ambassador Orchestra the Brunswick Co. feels that in offering this orchestra to the music-loving public it is making available to the entire world the individual and characteristic music of California, which is duly becoming so popular. Furthermore, the Brunswick Co. feels confident that the popularity of these records will eventually warrant the erecting of a recording and pressing plant in Los Angeles which will in turn greatly expedite recording shipments throughout the Coast territory.

LARGER QUARTERS IN SPRINGFIELD

The Brightwood Music Shoppe, Springfield, Mass., of which Ben Brodsky is manager, has arranged to enlarge its quarters to take care of the increased business in pianos and talking machines. The addition will be eleven feet wide and fifty feet deep, making this a very commodious and attractive establishment.

C. L. WALDO PASSES AWAY

Prominent Music Merchant of Minneapolis and a Founder of the Foster & Waldo Music Co. Dies in That City After Long Illness

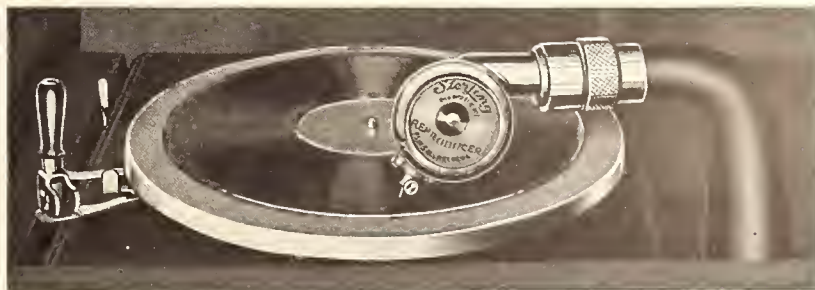
MINNEAPOLIS, MINN., September 4.—C. L. Waldo, one of the founders of the Foster & Waldo Music Co., this city, died at his home here last Sunday in his seventy-first year. The end came after nearly four years of ill health. Mr. Waldo was born in Jefferson, Wis., and came to Minneapolis thirty-six years ago. Three years later he became associated with Robert O. Foster in the Foster & Waldo Music Co. and aided materially in building up one of the most prominent music businesses in the mid-West. He was a member of the Minneapolis Minikahda and Minneapolis Automobile Clubs. The funeral will be held tomorrow from his late residence.

WINTER PIANO CO. ALTERATIONS

ERIE, PA., September 4.—Alterations including the installation of racks and show cases are in progress in the Winter Piano Co.'s store on State street in order to accommodate the new line of small musical merchandise, which is to be carried this Fall. The decision to inaugurate the new department came as a result of an unusually good season in the piano and talking machine fields.

STERLING Attachments and Tone-Arms

The STERLING Edison attachment is operated by the lever, same as the Edison. The needle of the STERLING is *always* central, whether playing lateral or hill and dale records. STERLING Edison and Victor attachments are universally used because of their superior appearance and perfect reproduction of any make record.



STERLING ATTACHMENT ON EDISON MACHINE

It pays to be a STERLING Dealer. If your Jobber cannot supply you with STERLING write direct to factory. STERLING Tone-arms are made in different styles to suit any phonograph.

There are still a few desirable Territories open.

STERLING DEVICES MANUFACTURING CO., 412 Orleans Street, Chicago, Ill.

LOS ANGELES

All Branches of the Talking Machine Business Enjoy Brisk Demand—Association Stages August Meeting—News of the Month

LOS ANGELES, CAL., September 3.—August proved to be another good Summer month for the sale of talking machines, although, perhaps, it did not measure up to July and, according to reports from the various departments, portables are not by any means monopolizing the types of instruments sold to the exclusion of others, many high priced period models and others presenting their quota day by day. Collections are good and terms on which machines are being sold, although lower than they were a year or two ago, are respectably high, and consist always—except in the case of one or two—of a 10 per cent down payment and the balance maturing within fifteen months or less.

Fitzgerald Shows Remarkable Increase

C. H. Mansfield, manager of the phonograph department of the Fitzgerald Music Co., reports a wonderful increase of sales in his department. He states that the totals during the first six months of 1923 reveal an increase of two and a half times over those for the corresponding period of 1922. Mr. Mansfield is a great believer in using outside salesmen and employs from ten to twelve men in this way, besides the inside men; prospects are, of course, furnished to these outside men, and reports are filed and the whole matter handled in a most progressive and intelligent manner.

Double-sided Red Seal Records Please

The announcement of the manufacture of double-sided Victor Red Seal records and the issuance of the new catalog have been received with great enthusiasm by all Victor dealers, who believe that this will stimulate sales enormously. The advertising of new prices on the present Victor Red Seal single-sided records has been made by most of the dealers, although there was a slight uncertainty in the minds of most of them at first as to how this advertising should be worded.

R. P. Hamilton Returns to Coast

After attending the annual convention at the Victor factory R. P. Hamilton, Pacific Coast representative of the Victor Talking Machine Co., returned to California and visited Los Angeles for a few days only and proceeded to San Francisco. Mr. Hamilton stated that the work on the new pressing plant and recording laboratory in Melrose is progressing satisfactorily. Pacific Coast Victor dealers are evincing the greatest interest in the new plant and

anticipate the best results in service and up-to-date releases.

Seeks for Distributor of Phonographs

George H. Bohlen, Pacific Coast representative of the W. W. Kimball Co., spent a few days in Los Angeles last month. In addition to visiting the Platt Music Co. as representative of the Kimball piano in this section, Mr. Bohlen is planning to establish a good jobbing and distributing connection for Kimball products in southern California.

Association Holds August Meeting

The August meeting of the Music Trades Association of Southern California was occupied with the discussion of several matters, and among them the question of music stores keeping open in the evening from 6 p. m. to 9 p. m. Several members declared that a good deal more business could be secured if all music stores kept open, while others claimed that the business which was now being obtained by the few who always kept open would be divided up—in the event of all keeping open—and would be reduced to an unprofitable minimum. W. H. Richardson, of Richardson's, Inc., stated that he believed the music business corresponded in many respects to the theatre and amusement business, and that the former should keep open during the evenings with the result of a greatly increased business.

New Victor Models Make Hit

A. G. Cook, manager of the phonograph department of the Geo. J. Birkel Co., expressed great satisfaction over the new Victor mahogany and walnut console models which have just been placed on the market. He stated that at present his house, in common with the other Victor dealers, had been able to obtain samples only, but that a number of orders had been taken from them; the period models which the Victor Co. are making to order have also proved exceedingly attractive and can be made to match any scheme of architectural design or period.

To Open Fine New Home

The formal opening of the Southern California Music Co.'s new store at 808 South Broadway will take place on Wednesday of this week, and thousands of invitations have been sent out. Five stories out of the eight are to be occupied by the music store—in fact, most of the stock has already been moved in. The eighth floor includes a beautiful auditorium

with a seating capacity of 300, and, the floors being left level instead of sloping, can be used for dancing. The first floor is beautifully decorated, harmonizing with the Italian architecture which prevails throughout the entire building. The ceiling has been exquisitely hand painted by special artists, many weeks being occupied with this work alone. The record demonstration rooms are each individually and collectively gems of architecture with their small Italian arched ceilings, and they number two or three dozen. The Victor and Brunswick departments and salesrooms are on the second—or mezzanine—floor, and are arranged in the most complete and admirable manner possible. Without going into details of the other departments it is sufficient to state that this new store is the most beautiful to be found in the entire country. F. L. Grannis, of the Southern California Music Co., is mostly responsible for the excellent results.

Famous Actor Buys Phonograph

Cullen Landis recently purchased a magnificent \$1,200 period phonograph from the Fitzgerald Music Co. C. H. Mansfield, manager of the phonograph department of the Fitzgerald Music Co., stated that Mr. Landis had chosen this instrument for his magnificent new home in Hollywood.

NEW OUTING JOBBERS AND DEALERS

A. W. Deas, Jr., Returns From Satisfactory Trip—Yahr & Lange Drug Co. Appointed Outing Jobber for Large Territory

A. W. Deas, Jr., sales manager of the Outing Talking Machine Co., Mt. Kisco, N. Y., recently returned from a trip through New York and Pennsylvania, where he opened up a number of new dealer accounts for the Outing jobbers in these territories. He will leave shortly for a trip to Chicago, St. Louis and the mid-Western territory.

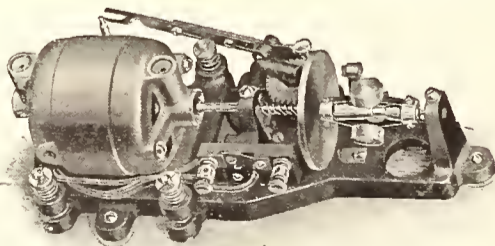
A. J. Coté, president and general manager of the Outing Talking Machine Co., states that the Outing is being received very favorably in foreign countries. A good export business is being enjoyed by this company, with the Latin-American countries being the largest consumers. The Yahr & Lange Drug Co., Milwaukee, Wis., has recently been appointed an Outing jobber for the Wisconsin and northern Michigan territory.

Cliff Hess, director of the recording of popular Vocalion records for the Aeolian Co., has just returned from a fishing trip among the Thousand Islands, where he had a good rest.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers

EASILY INSTALLED



WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

PLYMOUTH PHONO PARTS CO.

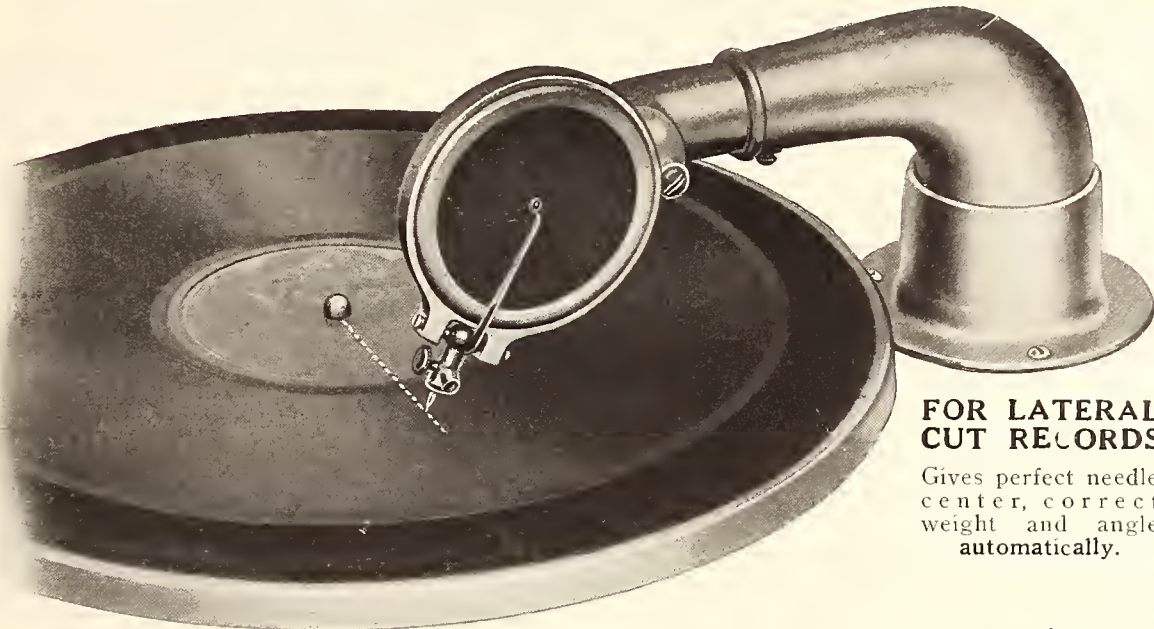
PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.

THE ORO-TONE AUTOMATIC No. 16 TONE ARM^A_N^D REPRODUCER

Plays All Records, Giving Perfect Reproduction
No Adjustments to Make—No Weights to Shift



**FOR LATERAL
CUT RECORDS**

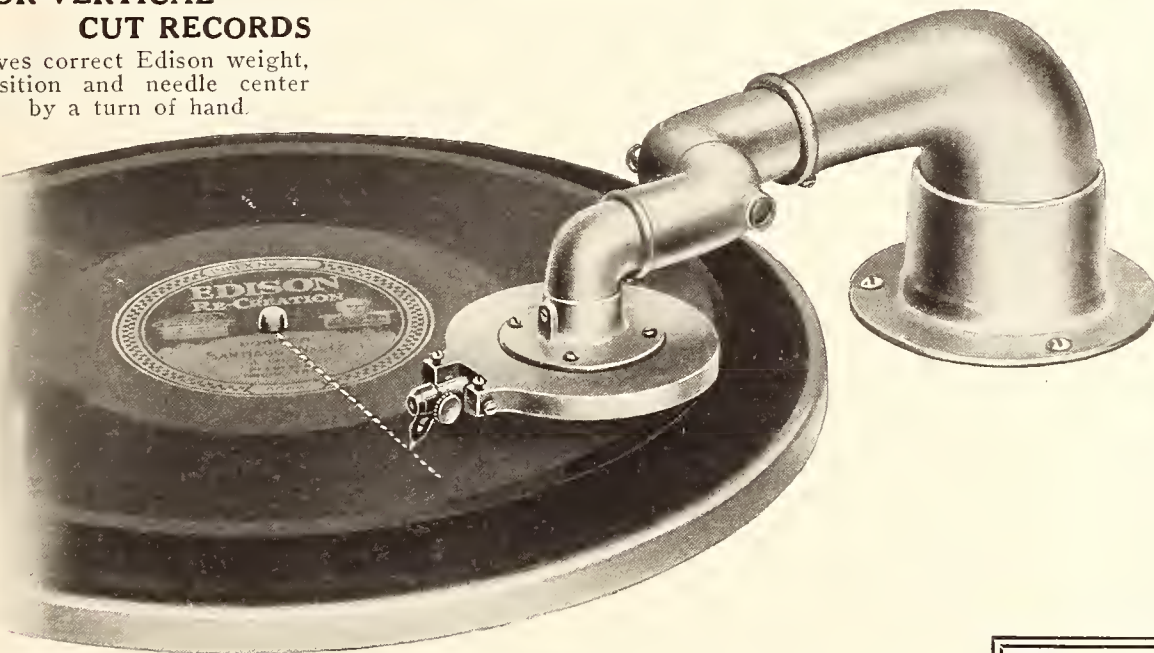
Gives perfect needle center, correct weight and angle automatically.

The Franchise for using the No. 16 Oro-Tone Automatic Tone Arm and Reproducer will be sold only to a limited number of manufacturers. Will you be one?



**FOR VERTICAL
CUT RECORDS**

Gives correct Edison weight, position and needle center by a turn of hand.



Dealers want the Perfect Oro-Tone Automatic Tone Arm and Reproducer on the phonographs they sell because by actual test the public prefers the Oro-Tone. Oro-Tone equipment will increase your sales.

Oro-Tone Leadership Is Based on the Oro-Tone Policy of Quality First

This remarkable tone arm and reproducer gives superb tone values. It reproduces perfectly. Edison records can be played with the ordinary fibre needle, producing wonderful tone and volume.

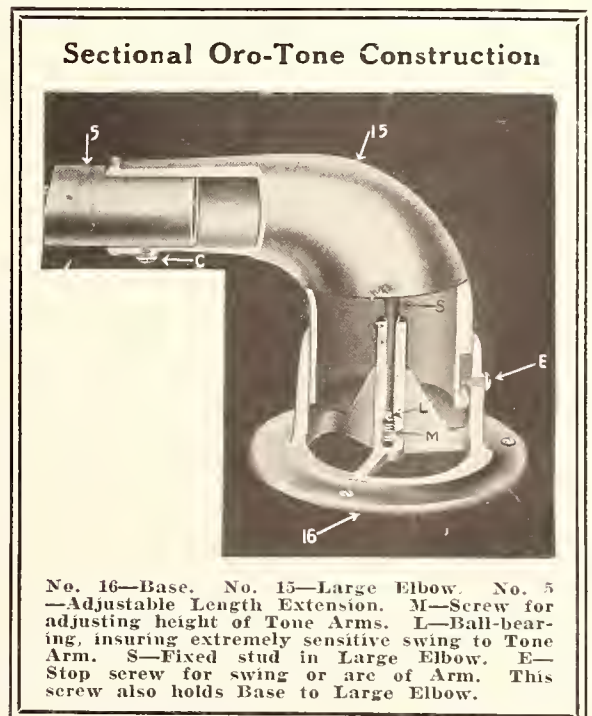
All adjustments to play either lateral or vertical cut records are automatic. Send for sample on approval.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street

Chicago, Illinois

Manufactured in Canada under the trade name "Oro-Tone-Banfield" by W. H. Banfield & Sons, Ltd. Distributed in Australia by United Distributors Co., Melbourne and Sydney.





Car-o-lin-a Mam-my I'm long-in' for you — Car-o-lin-a Mam-my

Carolina Mammy

A Real Southern Mammy Song

"You can't go wrong With any FEIST song"

EDISON CONTEST WINNERS ON TRIP

Leaders in Annual Sales Contest Conducted by Harger & Blish, Edison Jobbers, Des Moines, Ia., End Long Eastern Trip at Thos. A. Edison, Inc., Laboratories, Orange, N. J.

Harger & Blish, Edison jobbers, Des Moines, Ia., brought their annual sales contest for 1923 to a successful conclusion the last week in August. The prize-winners at that time arrived at the Edison Laboratories in Orange, where they were conducted through the entire plant and where they also made special souvenir records in the Edison recording laboratories. During one of the evenings they spent in the East they were taken as guests to see the "Ziegfeld Follies."

The first prize in this contest was won by Harry Shroyer, of the Shroyer Music House, Bethany, Mo., who sold forty-six Edison phonographs in ten weeks, and in a town with a population of about three thousand. It seems

that in the contests conducted in previous years Mr. Shroyer has always won a place, so that his winning first prize this year indicates that he is setting a faster and faster pace for himself each year. His record is extraordinary for a large size city, but such a record in a relatively small community is indeed unique. The other persons who won places in the contest and, as a result, won the free trip were: H. A. Lorenzen, Paule Jewelry Co., Burlington, Ia.; A. L. Heggland, Pierre, S. D.; Floyd Cooper, F. M. Cooper & Son, Woodward, Ia., and A. F. O'Dell, Keokuk, Ia.

The complete trip took in Rochester, the Thousand Islands, a trip down the St. Lawrence to Kingston and Montreal, another boat trip to Quebec, a five-day cruise around Halifax, a trip from there to New York and a sojourn in New York and Orange.

In chatting with The World H. H. Blish, Jr., who accompanied the winners on the trip, stated that the records turned in this year exceeded those turned in for several years previous. This

Mr. Blish considers indicative of the fact that conditions are now satisfactory in his territory and that the outlook for Fall business warrants real confidence. He added that wheat does not constitute over 8 per cent of the Iowa crop and that, therefore, it does not have a great bearing on the general prosperity of this great agricultural State.

FISCHER PHONOGRAPH POPULAR

Mayer Bros. & Bramley Report Active Dealer Demand—Two-toned Consoles Big Sellers

During the past few weeks Mayer Bros. & Bramley, New York, manufacturers of the Fischer phonograph, have added a number of dealers to their list of representatives. "We are making rapid progress," stated an officer of the company in a chat with The World. "Our company has adopted a policy of selling direct to the dealers and we are co-operating with our trade in making their turnover active.

"At the present time we are shipping our instruments to all parts of this country, Canada and abroad, with an active demand for period consoles in mahogany and walnut. The two-tone effect in our Rosemary model is meeting with the hearty approval of the trade and we are urging our dealers to anticipate their orders for the coming Fall and holiday season, as there is every reason to predict a demand that will be far in excess of production."

NEW BRUNSWICK AGENCIES OPENED

Among the latest additions to Brunswick boosters announced by Percy A. Ware, sales promotion manager of the Eastern phonograph division of the Brunswick Co., are Brodrib & Blair, 12 Riverside avenue, Bristol, Conn.; Miller's Music Store, Troy, N. Y.; Morris Music Shop, 659 Lenox avenue, New York City; Kravetz Music House, 409 S. Main street, Phillipsburg, N. J.; Harry Fritz, Wallingford, Conn., and Harry C. Grove, Inc., Washington, D. C.

WILL OPEN NEW DAVEGA STORE

Another link in the Davega chain of stores will soon be opened at Fourth avenue and Twenty-third street, New York. This is in line with the plans for expansion announced some time ago by Abram Davega, of Davega, Inc. The Victor line of talking machines and various accessories will be handled.

NEW EDISON WINDOW DISPLAY

The latest Edison window display which has been issued for the use of Edison dealers is devoted to the featuring of one record, namely, the song "I'll Take You Home Again, Kathleen." The display pieces are very unusual, from the standpoint of coloring, and create an excellent window. The vocal selection featured in it is the largest selling record in the entire Edison catalog over the period of ten years.



Here is
a Good
Money-
Making
Idea!

HAVE a phonograph sale and offer this beautiful Empire XA1 with an assortment of records for \$89.50! At the peak price this model retailed for \$225, and at the price you can make on it now you can sell dozens in a special sale. Our word for it, you can make a big profit *quick*, by turning a number of these in a special sale. This is a real machine, a wonderful value for you and your customers. Brown or red mahogany, top, front, sides and back. Full French-turned legs all round. H-49, W-22, D-22. Heineman No. 44 motor. Heineman tone arm, nickel trimmed. How many can you sell in one week's intensive selling? Write for our interesting proposition.

The UDELL WORKS

28th Street and Barnes Avenue
INDIANAPOLIS

Another Superior Point for THE NEW COLUMBIA

Tone-control leaves have long been acknowledged as an exclusive Columbia feature of highest worth. Every model of the New Columbia has this proved point of superiority, with the addition of many refinements in operation of this feature. The New Columbia, by reason of these tone-control leaves, is the only Console instrument that delivers sound on a level with the auditor's ears.

**COLUMBIA GRAPHOPHONE CO.
New York**



KIMBERLEY ENLARGING FACILITIES

Well-known Talking Machine Manufacturer Getting Ready for Fall Trade—Seven Models in 1923 Line—A New \$100 Console Now Being Produced—Planning Sales Campaign

The Kimberley Phonograph Co., Perth Amboy, N. J., is making plans for the enlargement of its factory facilities in order to prepare for



Kimberley Co.'s New \$100 Model

Fall trade. Details have been completed for an aggressive sales campaign and, with its increased facilities, the Kimberley organization will be in a position to meet the requirements of its trade efficiently. The line for the 1923-1924 season will consist of seven models, comprising four uprights and three consoles. The

uprights will be known as the Ambassador, Bellevue, Commodore and Dartmouth, and the consoles as the Exeter and Favorite. The latest addition to the line, the \$100 console shown in the accompanying illustration, has not yet been christened. The retail prices will range from \$125 to \$250 for the uprights and \$100 to \$275 for the consoles.

Kimberley phonographs are well known to the general trade, as they have been marketed for the past five years and are now being sold by dealers throughout the country. The instruments are manufactured in the company's up-to-date plant in Perth Amboy, and particular attention is devoted to the cabinet design and finish. All of the models in the present line will include in their equipment an all-brass tone arm and sound box which were selected by the company after extended tests.

David Isenberg, president of the Kimberley Phonograph Co., is well known in the talking machine trade, and under his capable direction the sales totals have increased steadily. Mr. Isenberg gives his personal attention to the manufacturing and merchandising of the instruments, and his thorough knowledge of the dealers' requirements has enabled him to give the Kimberley clientele practical co-operation. Included in the plans for the Fall campaign will be the appointment of jobbers in a few territories that are now open.

Edward Skinner, of the Phonograph Corp. of Manhattan, returned Tuesday after Labor Day from a one week's vacation, during part of which he called on the music merchants located in eastern Pennsylvania.

USES EFFECTIVE DISPLAY SIGN

MILWAUKEE, Wis., Sept. 4.—The Kunzelmann-Esser Co., of this city, Sonora dealer, is a keen believer in the use of effective publicity and the accompanying illustration shows a sign that



A Striking Sonora Design

this company recently ordered as a part of its Sonora campaign. Incidentally, this enterprising dealer is making rapid progress in the development of Sonora business in this territory and plans are being made for a record-breaking Fall and Winter trade.

NEW STORE IN PEKIN, ILL.

Ehrlicher Bros., well-known drug store operators, have opened a new music store in Pekin, Ill., at 414 Court street, where a full line of musical goods will be carried.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOB B E R S



- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- CABINET & ACCESSORIES CO., INC...3 West 16th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG CO.....Milwaukee, Wis.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
- ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
- MARTIN WEISS CO.....Dallas, Texas
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export:—CHIPMAN, LTD.
New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York

ATLANTA

Fair Crops in Southeastern Territory Brighten Fall Outlook—The Month's Trade Activities

ATLANTA, GA., September 7.—August in the main has been a month of considerable business and the feeling is well developed that the South will have the best Fall since the depression struck. Crops in general are at least fair, although cotton in many sections is far from normal. The worst-hit sections have developed other crops to at least partly take its place and the good prices will mean profits to those who do get a goodly number of bales.

B. J. Shepperd Co., Victor dealer, of Savannah, Ga., is reported as planning to move to a more central location.

I. M. Bame, of Bame's, Inc., has returned to town after taking a well-earned vacation. He went by boat from Savannah to Philadelphia and spent some time in the City of Brotherly Love.

Strand consoles will be sold throughout south Georgia and Florida by the Empire Music Co., of Atlanta, the first move towards developing this section to the utmost being the warehousing of a complete stock of Strands in Jacksonville. This will permit of giving the dealers quick service. M. E. Lyle will maintain general supervision over the entire Southeast, but will work the trade through this new representative.

Business with the S. W. Gardner Music Co. is growing nicely. Mr. Gardner recently acquired the Victor line for Gastonia and has now fitted up the entire second story of his building as showrooms for the display and demonstration of pianos and phonographs. The Victor, Edison and Strand are the three lines featured.

The phonograph department at John L. Moore & Sons has been moved and relocated next to the art department. Space has been arranged so that the period models of the Victor and Strand are displayed in separate compartments, with the correct art surroundings. Altogether the result is one of unusual charm and general attractiveness.

Leon Hylan, popular representative of the Talking Machine Co., Birmingham, has once more taken to the road, after an illness in the



“We Serve the South”

IN your preparations for the Fall increase in Okeh sales don't overlook one of the most important factors in your attainment of a successful season. With a dependable distributor service at your convenience, the kind that is quick, accurate, and thoroughly dependable in the pinches, you are equipped to consistently give your customers complete satisfaction at all times.

We would appreciate the opportunity to demonstrate the advantages of Polk Service. It would readily disclose the reasons why we are at present playing so large a part in aiding hundreds of Okeh dealers throughout the South to reap the benefits that come from handling the fast-selling

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

*Inquiries
from
Dealers
Solicited*

hospital at Atlanta which housed him for about a month.

M. E. Lyle has returned from a short trip into North and South Carolina. He reports business as flourishing and finds a tendency on the part of dealers to begin ordering now, as almost everyone realizes this Fall will show a great shortage of period design consoles.

Miss Florence Myers, well known to many of Atlanta's record and roll-buying public, is now connected with the Empire Music Co. at its Victrola department in High's.

W. White, proprietor of the White Music Co., Columbus, Ga., visited the local Columbia branch recently and reported that business conditions in his community are in splendid shape.

Columbia record A-3937, "Sweet Pal," is selling "big" in Memphis, Tenn., and surrounding territory. Reinhardt's, Inc., live Columbia dealer, sold the idea of "Sweet Pal" Week to

all of the merchants, orchestras and picture theatres in Memphis and, as a result of this cooperation, the sales of merchandise showed a large increase. A similar program is contemplated in other Southern cities.

S. M. Frenkel, manager of Ludden & Bates, Columbia dealers, this city, is spending several weeks away from Atlanta on his vacation.

Columbia Salesman R. W. Richardson is now spending a two weeks' vacation in and around Memphis, Tenn.

DEALERS IN CANTON DISTRICT BUSY

Indications Point to Shortage of Instruments When Fall Trade Hits Its Stride—Exhibits at Fairs and Other News

CANTON, O., September 6.—Improvement in both talking machines and records is shown with the advent of September, and indications are that, when the Fall business hits its stride, there will not be sufficient stock on hand to meet the demand.

The William R. Zollinger Co., Victor dealer, presented a most striking exhibit recently at the Stark County Fair. In charge of M. E. Pyle, manager of the department, all the new Victor models were displayed and the entire September record list was demonstrated.

The Carrollton, O., branch store of the Alford & Fryar Piano Co. will be discontinued this week. The store was in charge of Al Walthamath.

George C. Wille, of the Wille Music Co., with his family, has returned from a vacation near Akron.

Announcement is made by the store of J. H. Johnson & Sons, Alliance, O., that all talking machine lines, with the exception of the Victor, will be dropped.

The Henry Ackerman Piano Co., Marion, O., will remodel its store and, when completed, will have considerably more space for the display of talking machines.

The most conspicuous exhibit at the annual Stark County Fair, held here recently, was that of the Rhines Edison Co., with stores in Canton and Massillon. Many live prospects were secured.

Seven Canton music stores will participate in the Trade Extension Week to be held the last week of the month by the Canton Merchants' Association, which has for its object the development of business.



The Name "EDISON"

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in
our zone open for the proper
Edison dealer representation

PHONOGRAPHS, INC.

EDISON DISTRIBUTORS

41 Cone Street - - - - Atlanta, Ga.

Holiday Foresight

It is not far from the facts to say that the profit shown each year by successful Victor dealers corresponds largely with the preparation they make to meet the demand during September, October, November and December.

The dealer's choice of a dependable Victor wholesaler is becoming increasingly important. On September 1st there were seven Victor wholesalers in Greater New York as compared with eleven a year ago. This increases the responsibility of the present wholesalers. They must be ready with stock, to meet the usual heavy holiday business and, in addition, a greatly stimulated demand, which we believe is inevitable.

Victor dealers who may make changes in their source of supply cannot exercise the best holiday foresight without keenly analyzing the dependability of various Victor wholesalers.

Our holiday foresight consists in having made unusual preparation to take care of those Victor dealers who have depended upon us as their main source of supply for some time past, as well as those who are arranging to do so.

We are prepared to accept the responsibility of handling a Victor dealer's entire business if within a reasonable distance of New York. There is no kind of service or support that is desirable, reasonable and dependable that we cannot give.

Blackman Dealers again are going to be in an enviable position.

Place an order now for your estimated requirements of all Victrolas for delivery during September, October, November and December.

It has always been the Blackman Policy to allow dealers to adjust advance orders according to current needs.

Our moral obligations are highly respected by us. Therefore, dealers who cooperate with us by placing advance orders promptly are entitled to first consideration during a holiday shortage.

Why take a chance when Blackman Service costs no more?



MILWAUKEE

Outlook for Fall Business Best in Years—Machine Shortage Imminent—Trade Represented at Wisconsin Fair—The Month's News

MILWAUKEE, Wis., September 7.—Prospects for a big Fall and holiday trade—perhaps the biggest on record—appear before Milwaukee and Wisconsin talking machine dealers at this time. The trade has behind it a July and August volume that surpassed anything ever known in these so-called dull months and the early part of September has developed more than the accustomed volume as well.

The wholesale and manufacturing trade is entering the Fall season with more orders on the books and a larger Summer production than at any time since 1920 and some have even exceeded the record of that remarkable year. Operating schedules of factories call for maximum capacity until the end of the year. There

is likely to be a serious shortage of instruments before December 1, it is stated, because the exceptionally heavy run of orders for the console styles keeps most factories from thirty to sixty days behind on orders for immediate delivery even at this early date. The standard upright models are selling well, too, but it is becoming more and more apparent that the console type is outdistancing the original "box" style.

Shortage of Victor Machines

In the past thirty days the shortage of Victor merchandise noted at the middle of August has been accentuated by the increase in orders from the retail trade, according to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber for Wisconsin and Upper Michigan. While the Victor factories are operating night and day, yet the jobbing trade is unable to secure all of the instruments desired and dealers are obliged to take their turn in replenishing their floor stocks and accumulating warehouse supplies for later trade. The rural districts are producing a gratifying business.

Victor trade is especially good in the console styles, Nos. 400, 405 and 410 having an exceptionally good call. Mr. Goldsmith reports that improvement in the demand for records has continued and the Red Seal numbers are moving briskly since the price was reduced.

Excellent Brunswick Prospects

P. H. McCulloch, talking machine department manager of the local branch of the Brunswick-Balke-Collender Co., is happy over the prospects for more liberal shipments now that the Muskegon factories are devoting the vast space formerly given over to the tire departments to the production of Brunswick instruments and records. In view of the heavy demand for the console styles, this enlargement of output is particularly gratifying, as it has been impossible to deliver anywhere near the number of instruments called for by orders of dealers in this territory. Milwaukee branch business so far this year runs easily 40 to 45 per cent ahead of the corresponding period of 1922, according to Mr. McCulloch.

Edison Records Selling Well

Milwaukee Edison dealers are enthusiastic over current trade and look for a big holiday business. Edison records, especially the popular numbers, are selling far better than ever before and dealers find it difficult to keep their stocks rounded out.

Heavy Increase Over Last Year

Fred E. Yahr, president of the Yahr & Lange Drug Co., distributor of the Sonora and the Okeh record, says sales for the first eight months of the year were approximately equal to the sales of the entire year of 1922 and that prospects are for a very large increase over last year when 1923 comes to an end. Mr. Yahr has been devoting much of his time to the development of the musical merchandise division of his house; in fact, until a short time ago he bore the brunt of the work. Now he has acquired an able assistant in the person of Irving S. Leon, an experienced talking machine man, who already has accomplished much in broadening the scope of the organization to handle even a larger volume than before. Yahr & Lange are among the very largest Sonora and Okeh distributors in the country.

To Display at Food Exposition

Nearly all of the local jobbers and many of the dealers of Milwaukee have reserved space at the fifth annual Food and Household Exposition to be held in the Municipal Auditorium from October 15 to 21. The music industry has been given marked recognition this year and a distinct division has been given over to these exhibits. In addition the show management has arranged elaborate competitions to determine

the champion pianist of Wisconsin and the champion amateur orchestra of the State. Valuable awards will be given for excellence. The second award in the piano contest is a \$750 Sonora talking machine purchased from the Yahr & Lange Drug Co., musical merchandise division. Third award in the orchestra contest is a \$385 Bush & Lane Duo-Vox talking machine from the Noll Piano Co.; fourth award, a \$175 Aeolian-Vocalion console instrument, from the Milwaukee Piano Mfg. Co.

Exhibitors at the Wisconsin State Fair

The talking machine trade was well represented among the exhibitors at the seventy-third annual Wisconsin State Fair in Milwaukee during the week ended September 1 and all who participated report a relatively excellent result from sales solicitation, especially among out-of-town visitors, many from the rural districts. Despite a streak of rainy weather, the attendance was nearly equal to the record-breaking number admitted to the fair in 1922.

Victrolas Installed by North Shore Line

One of the newest features adopted by the Chicago, North Shore & Milwaukee Line to make its interurban electric cars more and more popular is the installation of Victrolas in all of the new parlor observation cars which have recently been added to the service. It is the first electric line to offer such accommodations.

Now Rinzel-Tesch, Inc.

The old-established Victor house of Harry W. Krienitz, Inc., at 459 Eleventh avenue, has undergone a change of name, following the retirement of Mr. Krienitz, who has been dealing in the line in this city for more than twenty years. The new firm name is Rinzel-Tesch, Inc., and consists of Peter J. Rinzel and William H. Tesch, former associates of Mr. Krienitz.

New Branch in Oconto

Arno Maigatter, proprietor of Maigatter's Music House at Oconto Falls, Wis., has opened a branch store in Oconto, Wis., in the building recently vacated by the local post office.

Incorporated to Make New Machine

The Prairie du Chien (Wis.) Mfg. Co. has been incorporated with \$20,000 capital stock to engage in the manufacture of a combination talking machine and light fixture for the home. The lamp-instrument has been in development for several years and the enterprise has received much local backing.

Watertown Dealer Incorporates

Henry J. Krier, dealer in furniture and talking machines at Watertown, Wis., has incorporated his business as the Henry J. Krier Co., with \$6,000 capital. Associate incorporators are Edward C. Wolfram and Edward McAdams.

Death of John E. Dummer

John E. Dummer, treasurer of the Yahr & Lange Drug Co., died August 14 after a brief illness. He was fifty years of age and joined the Yahr-Lange forces in 1908.

A New Retail House Organized

The North Avenue Music Shop, Inc., is a new corporation organized with \$25,000 capital stock to deal in talking machines, pianos, etc. The incorporators are A. H. Nemitz, Hugo Honcher and Ralph Straus. The concern will open for business in a new building on North avenue.

Chas. J. Orth Expands

Charles J. Orth, Inc., a leading Brunswick dealer, has recently made extensive changes in the store which not only enlarge the floor space, but provide an exceptionally attractive new front, with a single window to take the place of the split windows originally installed. The entrance is now at the extreme left instead of the center. New demonstration and display rooms have been added and the entire store has been redecorated in beautiful style.

A feature of the remodeled store is an ingenious arrangement whereby music from a Brunswick within the store is carried out into the street by means of piping concealed from view. The outlet is at the base of the display window and is hidden by a shutter, which mystifies passersby. The scheme has none of the offensive features of loud-speaking attachments often similarly used.



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"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal
Display Stand
for Universal
Use in Music Shops

ECONOMICAL
ATTRACTIVE
SUBSTANTIAL

May be used for Displaying
10 in. and 12 in. Records,
Monthly Window Service,
Sheet Music,
Phonograph Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for
all purposes

Manufactured by

MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors



THE ORSENIKO PERIOD PHONOGRAPH



WREST GOTHIC

For ten years we have been not only advocating but making Period Phonographs.

Our persistent and successful efforts have practically forced every well-known phonograph manufacturer to attempt imitating them.

For those who are more interested in fine cabinet construction, excellent finish and superior tonal qualities than they are in price, invariably select the Orsenigo Period Phonograph.

THE ORSENIKO COMPANY, Inc.

*Showrooms: 383 Madison Avenue
at 46th Street
New York City, N. Y.*

*Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.*



CLEVELAND

Trade Planning Fall Drives—Eclipse Co.'s Financing Plan in Force—Carola Co. to Increase Output—New Agencies—The News

CLEVELAND, O., September 6.—Jobbers and retailers of this territory have set their courses for the Fall and Winter business. Present indications are that this will be the biggest year in the history of the industry. Contrary to reports, industrial activities have not lessened. Official figures show that the Cleveland district population has increased in the last year by 90,000, which, according to the usual average, means close to 20,000 families that have to be provided with housing and the things, musical and otherwise, that make home as well.

The Eclipse Co.'s Financing Plan

The jobbing element has been extending itself to aid the retailer to cash in on the new business that the many encouraging factors will create. One of these is the new financing plan of the Eclipse Musical Co., which will give the retailer new money to do more business with, though not necessitating the acquisition of additional outside capital. This has been accomplished through a special arrangement with a financial institution by Edward B. Lyons, general manager, the Eclipse.

The plan differs somewhat from other similar arrangements in that the Eclipse, as the wholesaler, is the medium through which the deferred payment accounts are discounted. The same principle of the dealer making his collections from the customer holds in this instance, so that the contact between dealer and customer, and between dealer and jobber, is maintained. The plan has been in operation only a few weeks, but already dealers are taking advantage of it and acquainting themselves with its possibilities before the time that they will need it most—this Fall and Winter.

Artists' Appearances to Help

Another effort that will bring good results for the dealer later on is the continuance of the personal appearance of artists programmed by the Cleveland district Brunswick organization, under management of Leslie I. King. The Benjie Krueger Orchestra is being used by many dealers in the Pittsburgh territory at this time, attracting attention to their stores that will make for business building during the Fall.

A like effort has been put forth by the Columbia district office here, under the management of S. S. Larmon. One of the most successful ventures in this connection has been with the Lassies-Whites Minstrels, Columbia artists, co-operating with the I. Corsuch Co., at Springfield.

Sonora to Tie Up With Fairs

County fairs will be used extensively by the Sonora Phonograph Ohio Co. this year, with

direct tie-ups for dealers. First of these was the Lake County Fair, at Painesville, with the McLean Music Co. participating, and another, the Montgomery County Fair, at Dayton, for the Wayne Music Co., of that city. All kinds of literature and advertising material will be supplied from the Cleveland offices, according to General Manager J. T. Pringle, with special service from traveling representatives wherever they are found to be needed.

Carola Extending Operations

Extension of its operations in this and other countries is being made by the Carola Co. Improvements in the plant will provide an additional output by 50 per cent, according to N. I. Schwartz, general manager. Improvements have been made in the models themselves, the cabinet type being finished in several colors of baked enamel and the portable in a high-grade leather finish. Not only is the entire country now covered, with 1,500 representatives in all the States of the Union, but business is being closed in foreign countries, notably New Zealand, Australia, Japan and Porto Rico.

New Brunswick Agencies

Among the Brunswick establishments to open is that of Hagemester Bros., at St. Clair and East 139th streets. The Hagemesters formerly were in the drug business and handled talking machines in a small way. They saw possibilities, were weaned away from the drug business and now are regular talking machine dealers. Walter Hagemester formerly stood so strongly in druggdom that for a considerable period he was president of the Northern Ohio Druggists' Association. Other new Brunswick establishments include the Colonial Music Co., at the Cleveland "Y"; the United Music Co., in the new residential section at Kinsman and East 123rd streets, and the Brunswick Music Shoppe at Elyria.

Wolfe Music Co. Opens Branch

Still another new establishment, but an old firm, is the uptown branch of the Wolfe Music Co., at St. Clair and East 125th streets. This branch has been patterned somewhat after the main store downtown, though not quite so elaborate. Souvenirs, silver needle cases, were distributed and many manufacturers' and jobbers' representatives called during opening week. The Victor line is featured at both Wolfe stores.

Letters Show Business Can Be Secured

Another aid to doubting Thomas dealers, and one that contains a punch without hitting too hard, is contained in a series of peppy letters being sent out by the Cleveland Talking Machine Co., Victor wholesaler. These letters, at

the start, have told of a certain dealer, name not mentioned, who doubted that there was any business, but thought he would try to stir up some by the old reliable method of house-to-house calls. The first week brought him two sales for his effort. This encouraged him. The next week brought a better showing, and he is keeping this program up right along. The big thing the jobber aims to show, points out Howard J. Shartle, general manager, is that the business is to be had, only it needs a little going after to get it.

Selling Newspapers on Free Publicity

Dealers themselves are seeing the possibilities in advertising, and this is notably so in connection with the work the Brunswick interests in Cleveland are doing for Brunswick dealers. In connection with the campaign on personal appearances of artists, newspapers in the different cities have been induced to run in their news columns material on the concerts. With few exceptions, according to L. S. McLeod, branch manager, newspapers have responded and dealers, in turn, have returned the favor by taking paid advertising space. Without exception all dealers can trace new business, and increased business from old clients, as a result of this publicity. The move, in the opinion of Mr. McLeod, is proof that newspapers can come to recognize the material that the dealer sells as music, rather than merely merchandise.

Edison Dealers Getting the Business

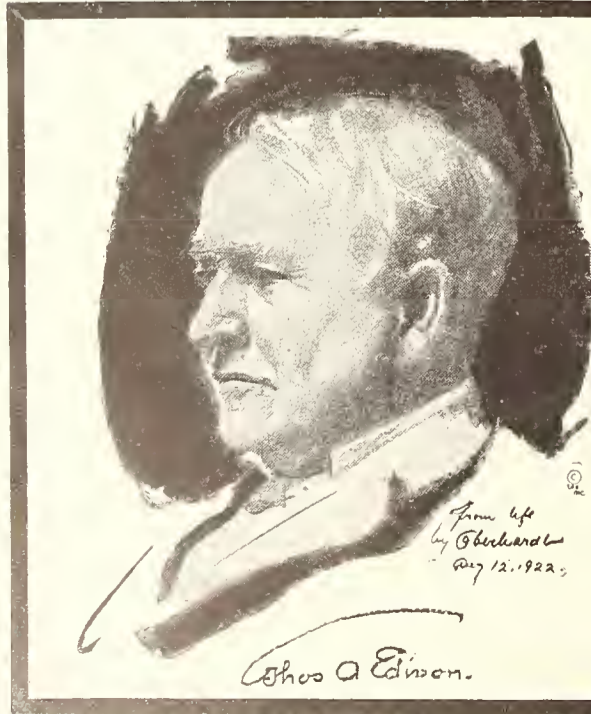
The sales contest which is being conducted by the Phonograph Co., Edison distributor, with offices in this city and Cincinnati, to date has been productive of much business for those dealers who are participating, and this means practically every Edison dealer served by the Phonograph Co. Points are awarded to contestants on the basis of sales, and the dealers have been placed in classes according to the populations of the communities which they serve. As a result of the contest the energies of the dealers have been stimulated to such an extent that most of them enter the Fall season with better sales totals than was the case a year ago and, from all indications, this year will be a banner one.

Schafer Handles Columbia

Additions to the Columbia family include the new establishment of the Schafer Music House, at Batavia, N. Y., and Giba's Variety Store, at Toledo, both handsome stores.

Makes Dollar Day Pay

It may be that some dealers take advantage of jobbers' suggestions more consistently than others, but the experience of Johnston's Music House, with two stores in Detroit, as told by H. C. Schultz, Detroit representative of Columbia, is an apt illustration. At Ferndale, Detroit suburb, merchants decided to put on a Dollar Day. Johnston's spotted an empty store near the center of town, filled it up with records, machines, sheet music and the like, hired musicians in attractive costume, imported some of the music publishers' song pluggers and, in fact,



Become the Leading Music House

of your community by adding The New Edison to your business.

The New Edison adds PRESTIGE and PROFITS; both are essential for success.

Edison is First in Quality, Cabinets and Late Hits. (New records are issued weekly.)

Already a machine shortage is forecasted for the coming season and it appears that we will be unable to accept new accounts after October 15th, being forced to conserve our stock for established dealers. Write or wire us at once for information.

THE PHONOGRAPH COMPANY

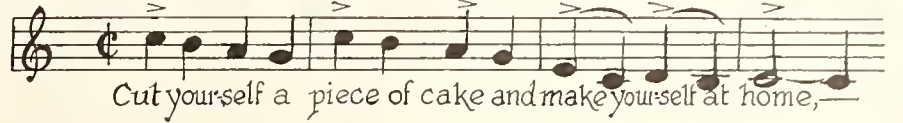
Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

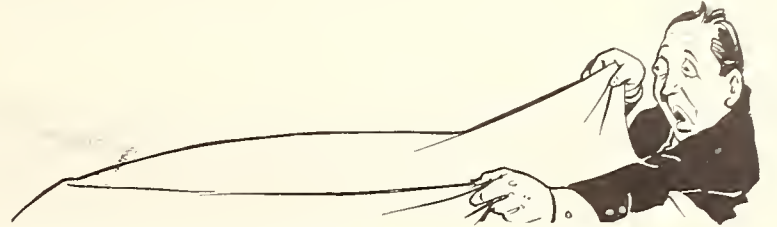
Cleveland, Ohio:
1240 Huron Rd.

The Big Comedy Song Sensation
CUT YOURSELF A PIECE OF CAKE
 And Make Yourself at Home

"You can't go wrong
 With any FEIST song"



©LEO.FEIST Inc.
 N.Y.C.



conducted a jamboree of music for one day. This particular part of the festivities was a center of attraction through the day, many machines were sold, many more records and sheet music copies were disposed of, and the whole affair proved lasting in publicity effect, as a considerable volume of new business at home has proved since.

Eagerly Awaits New Red Seals

Double-facing of Red Seal records by the Victor interests is one of the best gains for business and for better music, in the opinion of W. D. Sayle, executive of the Cleveland Talking Machine Co. Long before these records were ready for delivery, later in September, many dealers had anticipated their requirements and had impressed the value of the new records upon their clientele, according to Mr. Sayle. Victor jobbers here have consistently advocated better music as a powerful force in the perpetuation of the talking machine industry and this move is a step in that direction, dealers now realize.

C. L. Marshall Co. Adds to Staff

The C. L. Marshall Co., of this city, distributor of the Pooley and Outing phonographs and Vocalion Red records, is leaving nothing undone to prepare for a banner Fall trade. The company recently added to its sales staff Clair Osterling, formerly associated with the Stradivara Co., who will cover northern Ohio, and W. C. Bickham, previously connected with the Capitol Music Co., of Columbus, who will cover southern Ohio and Kentucky. Among the new Pooley accounts opened recently were F. H. Frazelle, Toledo, O.; A. E. Coen Furniture Co., of Bowling Green, Ky., and the Baker Music Co., Marion, O. The prospects are splendid for future business and the August sales totals for the Vocalion record department showed a substantial increase. C. L. Marshall, head of the company, returned recently from his "last" fishing trip of the season, during which he demonstrated conclusively his ability as a fisherman.

Many New Sonora Franchises

Among the more recent additions of new dealers to the fold in and near Cleveland are included many who have joined with Sonora. These are the Madison Music Shoppe, Lakewood; Boyer & Smith Music Shop, Lancaster; George T. Peters, Ashville, and the Ober Furniture Co., Chagrin Falls. These have been added during the recent trips of J. L. Du Breuil, sales manager, and Carl E. Kraner, southern Ohio representative.

Meanwhile some of the new period models of Sonora, which have been promised from the Saginaw factory, have reached Cleveland and literature on these will be distributed immediately.

Billboards Prove Good Advertising

Billboards as productive of new business have proved immediately successful, according to information gathered by J. T. Pringle, general manager, the Sonora Phonograph Ohio Co., from the Loewer Co., Columbus. This firm started some time back with one or two boards

as an experiment. Now these are placed at all important points in and near the city, each of them painted and carrying a reproduction of some Sonora model.

Late President's Records in Demand

Now that he is gone the words of the late President Harding are cherished more than ever and this seems proved by the large number of records made by him, which include the speech on patriotism and "Lead, Kindly Light," which were produced by Columbia. During the period of mourning and since many dealers have disposed of large quantities of these records and have used window displays with Mr. Harding's picture, flags and mourning material.

Bessie Smith selections are selling stronger than ever, according to the Frey-Magnon Co., live Columbia dealer in Ybor City, Fla. Mr. Magnon has distributed several thousand fliers recently, listing all of Bessie Smith's selections.

EDISON RECORDING STAFF BUSY

Following a week's vacation the recording staff of Thos. A. Edison, Inc., has resumed operations. Some of the most recent recordings made for early release include several by Charles Matson's Creole Serenaders for the Edison race record catalog. There are also a number of new recordings by Willie Creager's Dance Orchestra and Kaplan's Melodists, two popular aggregations of artists.

MAKES EDISON SALES AT FAIR

BURLINGTON, IA., September 7.—At the Tri-State Fair held in this city the early part of August a very successful exhibit was made by the Paule Jewelry Co., Edison dealer. Practically every one of the instruments included in the display was sold at the Fair, which is not a common occurrence at events of this character.



Caveat Emptor

Is no longer the cry

When the Roman Empire had reached the pinnacle of political achievement, its commercial structure fell for lack of business confidence.

Caveat Emptor (Let the buyer beware) was the cry of the multitude. But in those days the public had nothing by which to measure the value of goods or the integrity of the maker.

The harp was the most commonly known instrument, but there were hundreds of different harps sold at what price could be got. What the harp was to the Romans the Victrola is to America today. *Caveat Emptor* is no longer the cry. The Victrola is the gold standard of value in musical instruments. That is why the business of Victor dealers remains more steadfast through temporary periods of fluctuation.

Music merchants in Northern Ohio who are enjoying Victor business also know what it means to have 24-hour Eclipse Service. Are you one of them?

THE ECLIPSE  **MUSICAL** ©
 VICTOR WHOLESALERS CLEVELAND OHIO



Tell me a story, Tell me what you're always dream---ing;

TELL ME A STORY

Light, Tuneful and Original Fox Trot

You can't go wrong with any FEIST song



INDIANAPOLIS

Dealers and Jobbers Report Satisfactory Sales—A. C. Hawkins Tenders Resignation—Many New Agencies Established—The News

INDIANAPOLIS, IND., September 6.—F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., which handles Cheney, Victor and Vocalion machines, has just returned from the Cheney factory at Grand Rapids, Mich. The Cheney console is going well in local trade and is proving a popular type. This company is featuring a special sale of used instruments which has proved a stimulant to business. R. W. Shufflebarger has been added to the sales force.

Mr. Friedman, manager of the phonograph department of Charles Mayer & Co., reports an unusual business in Sonora machines for August. Part of this gain is attributed to the newspaper advertising and the feature sale on discontinued models. Ira Williams, Victor dealer of the New York Store, is preparing for a good Fall business. R. R. Follis, manager of the talking machine department of L. S. Ayers, reports a popular demand for Victor consoles. The reduction of price in Red Seal records has resulted in increasing the demand at this store.

C. P. Herderman, Brunswick dealer, reports

that sales for the last six months have shown about a 20 per cent increase over a like period of last year. The Raleigh type of Brunswick has shown the largest sale and is proving so popular that it has been difficult for this store to keep their deliveries up with their sales. The record business at this store has been better than during last August.

A. C. Hawkins, formerly secretary-treasurer and manager of the Indianapolis Talking Machine Co., Victor dealer, has resigned. The vacancy thus created has not yet been filled.

Frederick Pullen, manager of the Phonograph Corp. of Indiana, states that the first week of August showed about 100 per cent increase over any week for the previous three months. New dealers continue to be established, chief among whom are A. C. Stephenson, Jasonville, Ind.; H. T. Walker, Montpelier, Ind.; E. T. Marshall, Martin, Ill.; Buzard Bros., Shelburn, Ind.; F. W. Shrieman, Corydon, Ind.; Mr. Scott, of Haines-Essex, Decatur, Ill., and D. H. Lloyd, Champaign, Ill. Jewell Carpmill, accountant and office manager, is leaving for Florida the

first of November and Roy S. Carson, it is announced, will fill his place. Joseph Wilson, assistant secretary of Thos. A. Edison, Inc., was a visitor here the latter part of August.

W. H. Meskill, Edison dealer, is well pleased with business in Edison products. His plan has been to make a complete canvass of the homes, gathering data for future as well as present use. He has secured space in the weekly program book of Keith's Vaudeville House and arranged announcements at some of the local motion picture houses. This advertising, he feels, will produce results desired in increasing Edison sales.

John McKenna, manager of the Chicago branch of the Columbia Co. and vice-president of the Piano Club of Chicago, along with A. B. Creal, regional representative, and C. E. Beisel, is covering the Middle Western States, interviewing dealers and displaying the new motor for Columbia machines. They are, likewise, showing all the late Columbia models. The showing was made at a local hotel August 26 to 31. The distinct features of the new motor are the three springs that work independent of each other, enabling the motor to run, although one or two of the springs may be broken; the tone arm and motor constructed all in one piece; the central oiling system from the outside; new reproducing device and automatic start and stop.

The Gennett records have sold well during August, according to T. H. Brackin, local manager of the Starr Piano Co.

One of the busiest wholesale concerns in this territory is the Phonograph Corp. of Indiana, Edison jobber, which has opened many new Edison accounts throughout this territory recently. The growing demand both for instruments and records indicates that dealers are enjoying a prosperous season and general reports from dealers in all sections show that Edison retailers throughout the district are in an optimistic frame of mind concerning Fall prospects for a satisfactory business.

ANNOUNCE NEW EDISON SUPPLEMENTS

The next record supplements to be issued by Thomas A. Edison, Inc., will be changed considerably. The new size will be 3¼ inches by 6¼ inches and, hence, suitable for enclosing in the ordinary size envelopes. It will be printed in two colors on a special glossy stock. The cover page is of a striking sort and bears the title "Edison Recent Record Releases." This new style of supplement will be used hereafter as the standard form.

EDISON ARTIST BACK FROM EUROPE

Albert Spaulding, famous violinist and Edison artist, is expected back from Europe shortly. His forthcoming season will include his thirty-sixth appearance as soloist with the New York Symphony Orchestra.

99+ % Perfect Edison Record Service

*That's the kind of support we are offering
Edison Merchants in this trade territory*



Service that Satisfies!

There are a few open towns in Indiana and Eastern Illinois, where the Edison franchise may be secured by qualified merchants.

Edison Merchants make money—
make money through a continuous
turnover.

Write for details.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

New EMERSON CONSOLES

Supreme Quality at Popular Prices

We present to the trade an entirely new line of "Period" Consoles — Each equipped with the famous straight grained spruce,



List \$110
 "WAYNE"
 Adam design. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.



List \$125
 "LADY CHURCHILL"
 "Queen Anne" Period. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.

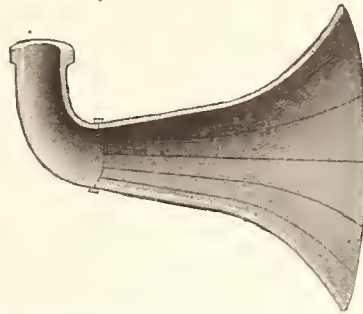


List \$135
 "PIEMONTE"
 Italian Renaissance. Brown Mahogany finish or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.

Music-Master Amplifier

The Fount of Pure Tone

The cross section of the "Music-Master" horn shows how the fibres of spruce lie parallel. Only in this manner can the rich, warm resonance of the famous Stradivarius violin be obtained.



The new improved *Emerson Thrush Throat* tone arm and convenient *throw back* reproducer and numerous other exclusive patented features.

So markedly has the demand for the New Emerson grown that our distribution has *trebled* in the last six months.

Enterprising dealers cannot afford to overlook the extraordinary merchandising possibilities and the greater profits in the New Emerson Console line.

Its remarkable record in sales establishes the Emerson as an unquestionable leader in the phonograph market.

Hear the unexcelled quality of tone. See the authentic period design — with their master craftsmanship and beautiful finish, *and be convinced!*

We invite you to participate in our special introductory offer on a get acquainted sample order. Mail coupon.



List \$150
 "BLENHEIM"
 "Queen Anne" Special. Brown Mahogany or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.



List \$175
 "BEVERLY"
 "William and Mary" design. Brown Mahogany or American Walnut finish, gold trim. Height 35 inches, width 36 inches, depth 21 inches.



List \$200
 "ALARIC"
 "Gothic" design. Brown Mahogany or Walnut finish, gold trim. Height 40 inches, width 27 inches, depth 22 inches.

WASMUTH-GOODRICH COMPANY

PERU, INDIANA
 MANUFACTURERS OF EMERSON PHONOGRAPHS

Eastern States Distributor
 Emerson Phonograph Company
 105 West 20th Street
 NEW YORK, N. Y.

Southern States Sales Representative
 L. W. FREEMAN
 306 Candler Building
 ATLANTA, GA.

Central States Sales Representative
 L. C. SAMUELS
 22 Quincy Street
 CHICAGO, ILL.

Western States Sales Representative
 THOMAS W. HINDLEY
 New Montgomery and Howard Sts.
 SAN FRANCISCO, CAL.

In all the world no console like this — at the price

"BERGUNDY"

"Louis XV" Period. Brown Mahogany or American Walnut finish. Width 40 inches, height 37½ inches, depth 21 inches.



List \$225

WASMUTH-GOODRICH CO.
 Peru, Indiana

Gentlemen:
 Please send me complete catalog, Special Introductory offer, and discounts.

Name.....

Address.....

City.....

State.....

IN PITTSBURGH

Industrial Prosperity Basis for Optimism Throughout the Local Trade—Dealers Plan for Fall—News and Activities of the Month

PITTSBURGH, PA., September 7.—Talking machine dealers here are unanimous in their expressions that every indication points to a well-defined Fall and holiday business of real magnitude. Naturally this is founded on the excellent industrial conditions that prevail in the Pittsburgh and adjoining districts. In a word, busy mills mean big payrolls, and this is always reflected in brisk business, in which the talking machine trade is bound to share.

Rosenbaum Co. Adds Brunswick

One of the outstanding events of the past few days in talking machine circles here was the announcement by the Rosenbaum Co. of the taking on in its talking machine department of the Brunswick line. Chauncey R. Parsons, manager of the department, stated that the business in the Victor and Sonora lines for the past few weeks had been exceptionally good, and that with the addition of the Brunswick line there was given the buying public a choice of three of the leading talking machines. Mr. Parsons is very optimistic relative to the outlook for the Fall trade, and is making preparations for what he terms a "big business."

Planning Series of Edison Tone-tests

With the usual up-to-date business methods that have always characterized the Buehn Phonograph Co. and made it one of the leading talking machine distributors in western Pennsylvania, announcement had been made of a series of tone-tests to be held in the Pittsburgh Zone by Edison dealers during the early part of October. The artists will be Miss Elizabeth Spencer, vocalist, and Harold Lyman, flutist, with a piano accompanist. A. A. Buehn, treasurer of the Buehn Phonograph Co., stated that advance orders for the Edison line were quite flattering and that he anticipated a highly satisfactory volume of business. A new Edison dealer who will be served by the Buehn Co. is the firm of Buchheit Bros., of Indiana, Pa.

Victor Prospects Very Bright With Mellor

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., before going "down on the farm" for a well-earned vacation, stated to The World representative that he stood "pat" on his previous expressions

relative to an impending shortage of Victor merchandise. Mr. Evans stated that as far as he could ascertain by careful study and investigation in his territory the Victor business will be much greater than ever and that the live Victor dealer who has prepared for the requirements of his community will undoubtedly have a very prosperous Fall and holiday season.

W. C. Dierks, treasurer and general manager of the C. C. Mellor Co., spent several days at Lexington, Ky., at the horse fete.

H. H. Fleeer, manager of the retail Victor department of the C. C. Mellor Co., is back at his desk after a vacation outing at Lake Chautauqua. Mr. Fleeer is looking forward to a very good season in Victrolas and Victor records.

Sell "Blossom Time" Records

During the week of September 3 the musical play "Blossom Time," a Franz Schubert interpretation, was given at the Alvin Theatre. Victor talking machine dealers had the Victor records with the music of the operetta on sale.

Says the Tide Has Turned

John Henk, of the Columbia Music Co., Edison and Columbia dealer, reports a brisk trade for the past two weeks and stated that he was sure that a turn in the business channel had come and that from now on there would be a more pronounced demand for the Columbia and Edison lines.

Friends Seeking Newton B. Heims

Friends of Newton B. Heims, formerly engaged in the talking machine trade, with offices in the Jenkins Arcade, are eager to learn of his present whereabouts. Advertisements have been placed in the Pittsburgh newspapers to that effect. He has not been heard from for some time. Mr. Heims was, prior to engaging in business for himself, connected with the W. F. Frederick Piano Co.

Columbia Manager Enthusiastic

S. H. Nichols, the well-known and popular manager of the Pittsburgh branch of the Columbia Graphophone Co., spent several weeks at Battle Creek, Mich., on his vacation. Mr. Nichols is highly pleased with the trend of business in the Columbia line and says that with the new Columbia models and the new process Columbia

records the Columbia dealers will be in a strong position. Mr. Nichols previously had made a trip through West Virginia and found a very optimistic spirit prevailing among the trade.

Harry Goldman, the Columbia dealer in Broughton, Pa., has completed his new Columbia Grafonola Shop—a model of its kind.

Sees Record-breaking Fall

Frank Dorian, of the General Radio Corp., Strand phonograph and Okeh record distributor, as well as dealer in the "Geraco" products, states that the Fall trade was bound to be a record breaker, basing his views on the general line of orders that had been booked.

Columbias in Demonstrating Rooms

The Waterson, Berlin & Snyder Song Shop, on Fifth avenue, has been made more modern by the introduction of the new Columbia automatic stop and start phonographs in its hearing rooms. This feature of the new model will save much time in demonstration.

G. A. Breslin, of Volshon & Breslin, Northside Columbia dealers, has returned from a vacation trip to Lake Erie.

Planning Strong Sonora Campaign

H. Milton Miller, manager of the Sonora Distributing Co., stated that there was every indication that "the Sonora line will be more popular than ever this season." Mr. Miller emphasized the fact that the Sonora dealers are preparing for an intensive campaign for sales, in which they will have the co-operation of the company.

Progress of Starr Products

Paul S. Mechling, sales manager of the Dawson Bros. Piano Co., Starr phonograph and Genett record dealer, stated that the Starr line was meeting with notable success in its introduction into many homes of residents of the Tri-State territory. Mr. Mechling has just returned from a camping trip to Slippery Rock, Pa. C. L. Dawson, president of the firm, spent the Summer in a series of long automobile trips. Mr. Dawson is very fond of automobiling and takes advantage of every fine day that he can leave the office early to "take a spin."

Looks for Active September

R. R. Myers, the manager of the Victor department of Spear & Co., stated that there was a fair volume of business handled during August and that the indications for September were "most flattering." Mr. Myers has a fine and well-equipped department under his direction.

Department Stores Well Prepared

The large department stores such as the Joseph Horne Co., which handles Victor, Sonora, Cheney and Pooley phonographs; Boggs & Buhl, with the Victor, Cheney and Columbia; Kaufmann & Baer Co., with the Victor, Strand and Nightingale, and Kaufmann's with the Victor, are fully equipped for the Fall business. A. R. Meyers, of Horne's; Henry Wood, of Boggs & Buhl; Frank J. Coyne, of Kaufmann & Baer Co., and Mrs. C. H. Walrath, of Kaufmann's, all experts in talking machine salesmanship programs, are convinced that the Fall business will be a highly satisfactory one.

C. C. Latus to Visit Europe

C. C. Latus, Pittsburgh correspondent of The World, and executive secretary of the Piano Merchants' Association of Pittsburgh, sails on September 12 on the steamer Paris of the French Line for a short tour of Europe. He will visit France, Switzerland, Austria, Great Britain, Germany and Holland, and will return to Pittsburgh the last week in October. He will be accompanied by Mrs. Latus.

Good Salesmanship Will Win Out

George H. Rewbridge, the energetic manager of the wholesale Victor department of the W. F. Frederick Piano Co., is very optimistic concerning the Fall and holiday sales of the Victor lines. He said: "There is bound to be an unprecedented sale of Victor talking machines and Victor records this Fall, due to the fact that the Victor retail dealers are keenly alive to the possibilities of up-to-date salesmanship when properly exploited in talking machine circles."

George S. Hards, the well-known Victor dealer of Dormont, a suburb of Pittsburgh, reports the outlook good for the Fall season.



As the stamp "sterling" is to silver, so is the name of EDISON to the Phonograph—a mark of highest quality.

New models attractively priced, make the Edison franchise more desirable than ever.

BUEHN PHONOGRAPH CO.

EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

KIRALY VISITS COLUMBIA OFFICES

Famous Hungarian Baritone and Exclusive Columbia Artist Now on Concert Tour—Will Make Columbia Records Here

A recent visitor to the executive offices of the Columbia Graphophone Co. of New York was Ernest Kiraly, the famous Hungarian baritone, who arrived in this country a short while ago to fill a twelve weeks' engagement on the concert stage. Mr. Kiraly, who is a resident of Budapest, has been making records for the Columbia Co. for the past twelve years, recording all of his numbers at the Columbia laboratories in Vienna. He is recognized as one of the fore-



Ernest Kiraly

most interpreters of Hungarian folk songs and is popular throughout Europe.

During his visit to the Columbia offices Mr. Kiraly expressed his keen appreciation of the tone quality and smooth surface of the New Process Columbia records, and was so interested in this product that he arranged to make a series of records in New York. While here Mr. Kiraly emphasized the fact that he has confined his recording activities to the Columbia Co. exclusively during his entire experience. He stated that during the war some of his records had reached outside channels, owing to the automatic suspension of his contract and the consequent distribution of his records as a subject of free trading.

In an official statement issued to the Hungarian newspapers recently Mr. Kiraly advised the public that he had never made anything but Columbia records and was working under an exclusive Columbia contract. Simultaneously with his present concert tour the Columbia Co. has received twelve of Mr. Kiraly's recordings from Vienna, which will be released in the near future.

THOS. F. GREEN RETURNS TO DESK

President of Silas E. Pearsall Co. Recovers From Recent Illness—Welcomes Brother After Latter's Trip Abroad

The many friends in the trade of Thomas F. Green, president of the Silas E. Pearsall Co., Victor wholesaler, will be glad to know that this popular Victor executive is back at his desk after an extended illness. For the time being Mr. Green is "taking it easy," but he is fast regaining his usual health and vigor. A few days ago Mr. Green and the members of his family welcomed Mr. Green's brother, Milton C., who returned on the "Berengaria," after a trip abroad. Included in his luggage was a police dog which is now the center of attraction for the Green youngsters at their beautiful home in Great Neck, L. I.

W. D. WILEY'S WORK FOR MUSIC

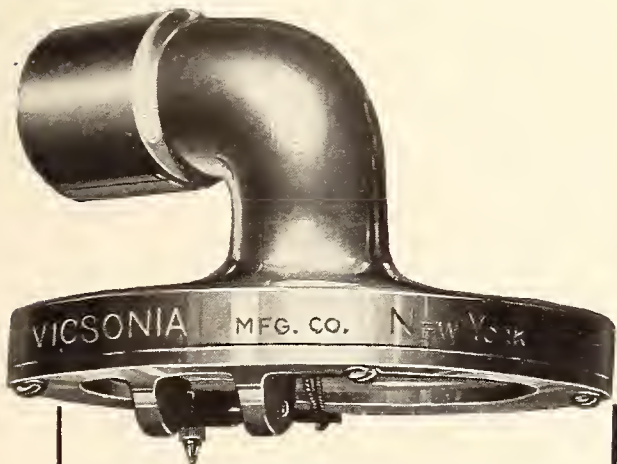
ANNA, ILL., September 1.—Union County, Ill., has been much interested in music appreciation work for several years. For the fourth time in as many years a place on the program of the Union County Teachers' Institute was given to a Victor representative. Miss Golda Airy, of the educational department of the Koerber-Brenner Co., was in charge of the singing this year and gave two demonstrations each day of the teaching of music appreciation.

The Institute was held in Anna, Ill., August 21-24. W. D. Wiley is the Victor dealer in Anna and he had an extensive exhibit of Victrolas and Victor literature, as well as of school supplies, which he handles.

Mr. Wiley has used recently, with success, mimeographed copies of post-cards bearing news of new records. "Baby Sister Blues" was the occasion for a card which had the distinction of being illustrated by the famous cartoonist, Willard, of Chicago, who was visiting in his home town, Anna, opportunely.

ANOTHER OKEH WEDDING

The office staff of the General Phonograph Corp., 25 West Forty-fifth street, New York, lost one of its veterans this week when Miss Elsa Schumaker resigned as a member of the organization to prepare for her marriage to Richard Wilemborg. Miss Schumaker, who has been secretary to W. G. Pilgrim, treasurer of the organization for the past few years, joined the General Phonograph Corp.'s staff in 1915, and since that time has been one of the most popular and efficient members of the organization. She leaves with the good wishes of her co-workers, who joined in giving her a testimonial luncheon.



**PLAYS EDISON RECORDS
The "VICSONIA"
REPRODUCER**

Truly a Reproducer that will please the most cultured musician and discriminating critics. For over nine years the recognized medium for playing EDISON Records on VICTOR and COLUMBIA Machines.

Made in Silver and Gold. Fitted with Sapphire or Diamond Point. One Silver, Sapphire Point Reproducer Sent on Receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street NEW YORK



No. 35769/11

Areca Plant, natural prepared, 36 inches high, with 11 leaves and pot, complete \$3.50 each, per dozen \$35.00.

Our Fall Catalogue No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., Mailed Free for the Asking.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

**REGAL
50c
RECORDS**

Certainly, it pays to sell the REGAL 50c record—

You know that thousands of good customers are actually side-stepping the store that does not handle the good 50c record—

You know that the REGAL 50c record has come to stay—that it will continue to thoroughly satisfy the public and give profit to the dealer—

Why don't you write for this highly profitable proposition? Get the facts. TODAY is the best time!

REGAL RECORD CO.
20 W. 20th ST. NEW YORK

TOLEDO

Jobbers Rushed as Dealers Prepare for Big Fall Trade—Optimism Grows With Sales—The News

TOLEDO, O., September 6.—With the advent of September, dealers are turning their attention to putting over a record Fall talking machine volume. Summer sales have eclipsed the showing of any similar season within the past three years. Therefore, merchants are highly optimistic about the immediate future. Moreover, local retailers realize that a shortage of new console models is very probable, and many are placing orders for a sufficient number of machines to take care of Autumn needs.

The Toledo Talking Machine Co., Victor jobber, is swamped with orders for the new consoles as well as Red Seal records. Retailers are using this record shift as a talking point and

urge customers to buy at what is termed a reduction in price. The weekly Victor record release, which will become effective the 21st, will have the hearty co-operation of dealers. Several are already planning to employ unusual display schemes in connection with the records announced for release on that day.

Trade during August, Chas. H. Womeldorff states, was good—recording another increase. The September outlook is bright and this month will be one of the biggest months of the year. Wm. B. Gannon, Michigan representative of the house, and family are motoring in the East. A. S. Leybourne, office manager, and family motored to Niagara Falls. Chas. H. Womeldorff motored to Middleport, O., for a visit with his mother.

At the J. W. Greene Co. sales continue to grow. On a recent Saturday the listening booth capacity of the department overflowed into the sales and office sections.

A direct-mail letter campaign was launched the first of the month, inviting patrons to come and listen to the better records, including Red

Seal releases. Considerable business resulted. The record approval plan which is operated on a wide scale here has been changed to the extent that customers using this service must now return all records not retained to the store within twenty-four hours. Cheney, Brunswick and Victrola rooms are nearing completion for the store opening, which will be an event of September. Pratt Egbert, well-known talking machine salesman, has joined the J. W. Greene sales force. Kenneth Kneisel will manage the new small goods department which will be opened this Fall.

Grinnell Bros. experienced a splendid August volume. Models 400 and 405 Victrolas sold more rapidly than they could be supplied. Orders are already booked for holiday delivery. The house is experiencing a shortage of many Red Seal records. The twenty-three Grinnell stores throughout Ohio, Indiana and Michigan are closing a volume which exceeds that of a year ago.

At the Lion Store Music Rooms, Fall trade has opened in earnest. The sales increase here is a large one. At the present time there are six more sales ladies employed in the department than there were last year at this time. Four girls were added the past week, A. J. Pete states. Six new demonstration booths will be added during the month and a new rapid-service elevator which will discharge and take on passengers in the department is a new service feature. John Croxton, son of Frank Croxton, of the Eight Victor Artists, has been named assistant manager of the department.

Frank H. Frazelle Piano Co., through its outside force, is bringing to the notice of prospects the Canterbury and Kenilworth Sonora models. Also the latest Vocalion phonograph.

The Goosman Piano Co. is achieving fine results with the 50 per cent record stock-buying plan. That is, next week's buying will be one-half of this week's sales. Through the system stocks are always fresh. Records are not regarded as hits, but as numbers to be sold. Hits usually last about three weeks and often leave many unsold numbers. The plan increases turnover and keeps stock assortments complete, according to Miss Grace Greenman.

Fred N. Goosman will attend the convention of the Ohio Music Merchants' Association at Cincinnati, O., September 10.

The Whitney-Blaine-Wildermuth Co. is centering efforts upon the 400, 405 and 410 Victrolas. The drive marks the beginning of a Fall campaign which has for its aim the building of a clientele among the middle-class buyers. The Zenith radio outfit is dealt in here. After cooler weather comes demonstrations will be carried on. David Blaine, president, and Henry Wildermuth, treasurer, have reservations at the Hotel Gibson, Cincinnati, for the Ohio convention.

The Cable Company has adopted the plan of featuring a new record every other day with good results. Victors, Brunswicks and Columbias are featured. Window displays match the newspaper and store announcements of records and machines, thus tying the three into one great business-building force. P. F. Thomas and Howard Roth, salesmen, are vacationing in northern Michigan.

H. G. Pulfrey, formerly of the Cable Company, Toledo, but now manager of the University Music Co., Ann Arbor, Mich., is moving his family to that city.

F. Q. Edwards, manager of the La Salle & Koch Co., is vacationing on Thunder Bay, Wis.

Rae's Record Shop, Vocalion and Columbia dealer, has inaugurated a Fall sales drive.

The Da-Lite-Electric Display Co., 116 North Erie street, starting September 21, will issue a panel a week to its service customers. This is to conform to the Victor record release. Merchants hereafter will receive fifty-two panels a year. Moreover, twelve Red Seal panels will be issued to the Victor trade October 1 as a special service to Victor dealers who desire to push records of better music.

Henry Wasserman, of the United Music Co., is convalescing at Mount Clemens, Mich., after a severe sick spell.



Another Use For Loud Speaker

When the static is too great for radio reception your AUDIOPHONE Loud Speaker can be used with the Bristol Phonograph Record Reproducer on your phonograph. Then you may have concert or dance program without interruption.

Attached instantly without mutilating the instrument in any way—the Bristol Phonograph Record Reproducer can be used with any make of phonograph.

Equipped with such an outfit there are no disappointments—it is always ready—never fails. For dance music you have the equivalent of an orchestra, but without the expense.

The tone of the phonograph thus amplified thru the AUDIOPHONE has volume enough to fill large rooms and the quality is round—smooth—and beautiful—entirely free from mechanical noises.

Remember that the same AUDIOPHONE Loud Speaker is used in common for both radio reception and phonograph record reproduction.

Write for Bulletin 3007 and we will advise where you may hear a demonstration.



TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

THE BRISTOL COMPANY
WATERBURY, CONN.

Branch Offices:

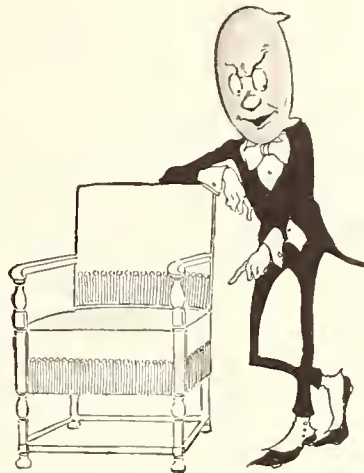
Boston New York Pittsburgh Philadelphia
Detroit Chicago St. Louis San Francisco

Here is the Phonograph Dealer's comeback at Radio. You are the logical distributors for the apparatus. Are you prepared to serve your customers? Many are now handling it. We have representatives in many of the principal cities and would like to come to you with demonstrations.

DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



**Furniture Footwear
Should Serve—But
Never be Seen**

FOOTWEAR that elevates furniture destroys the beauty of its lines. Better looking furniture always sells easier.

That's why so many successful merchants always show furniture, as originally designed, resting squarely on the floor.

DOMES of SILENCE are invisible permitting furniture to rest squarely on the floor.

Yet they provide easy, silent movement without damage to furniture, floors or floor coverings. Help your dealer customers now by adopting **DOMES of SILENCE** as standard equipment.

DOMES of SILENCE *Division*

Henry W. Peabody & Co.
17 State Street, New York City



**Economy in
Manufacture**

If **DOMES of SILENCE** cost more than Casters—if it cost more in labor expense to attach them—there might be reason to hesitate adopting them but they cost less than the cheapest grade of casters. They cost practically nothing in labor and expense to attach. They are better than casters. They add a distinct selling feature to your furniture.

P1096

*What we say above about Furniture applies also
to Phonographs*

BALTIMORE

Rush of Orders for Fall Stocks Keeping Wholesalers Busy—Columbia Wholesalers, Inc., Elects—News and Activities of Month

BALTIMORE, Md., September 10.—While the retail trade here last month was rather quiet the local jobbers report one of the biggest months in the history of the business. Fall and Winter orders are being placed in much larger numbers than for several years, and ability to fill orders already booked is the principal cause for worry.

August is termed the "vacation month" here, and added to this is the fact that last month was one of the hottest Augusts experienced in many years, which accounts for the dropping off in the retail business. Another reason assigned by a number of dealers is that many of the department stores advertised sales of cut price machines, ranging in price from \$49 up, which also had a tendency to curtail business of the music shops.

Dealers generally, however, are optimistic over the outlook for Fall and Winter trade, and are placing larger orders than has been the rule, since the peak of "wartime prosperity," and, as one retail dealer put it, "every cloud has its silver lining, and the silver lining to the 'bargain sales' held by the department stores last month is that we are beginning to have good results from them in the way of record sales. Since about the middle of August my record sales have almost doubled, and hundreds of new customers have been made for the firm. I also anticipate selling some new machines and never overlook an opportunity to demonstrate the advantage of a standard make machine over those that are manufactured for quick turnovers in the way of 'bargain sales.'"

Report Substantial Increases in Sales

E. F. Droop & Sons, local Victor jobbers, is one of the houses reporting a substantial increase in sales last month, which, according to Manager W. C. Roberts, makes eight consecutive months this year showing an increase over the corresponding periods of last year. "In fact," said Mr. Roberts, "my only anxiety now is, will I be able to supply the orders that we have already booked? This is especially true of the 210's and 80's, on both of which types we have been oversold for nearly a year. These machines are the most popular among our trade, and we have never been able to keep our orders on these two types filled since last October."

Mr. Roberts, who has just returned from a three-weeks' trip to Maine, is very optimistic over the outlook for Fall and Winter, and confidently predicts that he will have no trouble in keeping up his record of each month, beating the corresponding month of last year.

C. F. Shaw, manager of the local Brunswick agency, is another jobber who is very enthusiastic over the business done last month as well as the advance orders booked for Fall and Winter. The agency has been oversold for some time on most of the popular types, especially the York machine, and he looks for even better results on their new console, the Raleigh, the advance orders on which are very satisfactory, according to Mr. Shaw.

These two reports are practically the same as are being made by the other jobbers here, including the Columbia Wholesalers, Inc., distributors of the Columbia machines; Cohen & Hughes, Inc., and Eisenbrandt's, the other two Victor jobbers.

The Voluna Corp., manufacturer of the Voluna reproducer, is preparing to put its new Voluna machine on the market after making a number of improvements in the original model.

Cohen & Hughes' Activities

F. J. Totten, sales manager of the Baltimore and Washington branches of Cohen & Hughes, Inc., has been spending several days a week here, during the absence of T. Ralph Clark, local sales manager, who is away on vacation at Atlantic City and also paying a visit to his

former home in Philadelphia. Mr. Totten said business of both houses was very good and the August business of the Washington branch was the best of any month on record.

Officers of Columbia Wholesalers, Inc.

L. L. Andrews has been elected president of Columbia Wholesalers, Inc., and W. H. Swartz continues as secretary and treasurer. J. H. Swope, vice-president of the Western National Bank, has been elected as a director.

The executives of this institution are immensely pleased over the big increase in business being shown over the same period of the previous year. With only a slight increase in the number of dealers, there has been an average increase for the five months since organization of approximately 200 per cent. This increase applies on both phonographs and records—but especially the latter, as there is a great scarcity of phonographs.

Visitors to Columbia Headquarters

Visitors to the local Columbia branch recently included Messrs. Funkhouser and Minium, of the M. P. Moller Co., Hagerstown, Md.; C. F. Rotering, of Emmitsburg, Md.; L. M. Harrell, Jr., of Portsmouth, Va.; Fred Y. Mills, of Hagerstown, Md.; Morris Baron, of the Shecter Music Co., Cumberland, Md.; Mr. Medaniels, of Adkins & Co., Lynehburg, Va.; M. Philips, of Washington, D. C., and Sol. Friedberg, of the Grafonola Shop, Norfolk, Va.

Wm. Biel Returns From Europe

Wm. Biel, secretary of Cohen & Hughes, Inc., Victor distributor of this city, accompanied by Mrs. Biel, arrived home on the Aquitania on September 6. Mr. and Mrs. Biel spent an enjoyable time visiting the many points of interest in England, Ireland, Scotland and France.

I. Son Cohen, president of the company, in speaking of the Fall outlook, bespoke the cooperation of the dealer in the early ordering and acceptance of merchandise, and in return pledged every facility of his firm in the delivery of goods throughout the busy month ahead to the best of their ability.

Equip New Brunswick Display Rooms

Manager C. F. Shaw, of the local Brunswick headquarters, has made many improvements in the way of new display rooms for machines and records as well as enlarging the office in order to meet the demands of the growing business of the branch, which has almost doubled in the past year. Mr. Shaw reports excellent results from the dealers' co-operative advertising campaign which the Brunswick is putting on throughout the country, Harry C. Grove and Chas. Schwartz & Sons, both of Washington, being two of the latest of the larger dealers in this territory to sign up.

The opening of the Hagerstown Brunswick Music Shop on the first of the month was one of the events of the town, according to E. Wallerstein, Hagerstown representative, who assisted in the opening of the handsome new store at 14 East Washington street, of which Dever P. Stewart is the proprietor.

H. H. Sheldon, assistant manager of the Brunswick agency is back on the job again after paying a visit to his old home in St. Louis.

Mrs. Haenle, of the New York branch of the Brunswick, is making a trip through the local territory giving sales lectures in the Brunswick stores in all the principal cities.

Pathé Agency With A. L. Rose & Co.

A. L. Rose & Co., who have taken over the Pathé agency here for both machines and records, report very good results from a corner store sale of cabinets, which they have placed in a number of stores throughout the city. The cabinets hold 12 records and are changed or replenished each week. They installed one of

their electric machines at a carnival for the benefit of a local hospital last week and supplied dance music for a large crowd.

The Hammann-Levin Co. reports excellent results during the past month from a feature sale of Carola portable machines.

H. Kippnes, local distributor of the Phonolamp, contemplates moving from his present location at 105 North Eutaw street and will probably locate in the shopping district.

Files Articles of Incorporation

The Record Distributing Co., Inc., 2227 Pennsylvania avenue, has filed articles of incorporation with the State Tax Commission. The company is capitalized at \$10,000 and is authorized to manufacture and deal in phonographs and records, etc. The incorporators are Jacob L. Rose, Frank C. Cozzens and Arthur L. Rose.

New Columbia Dealers

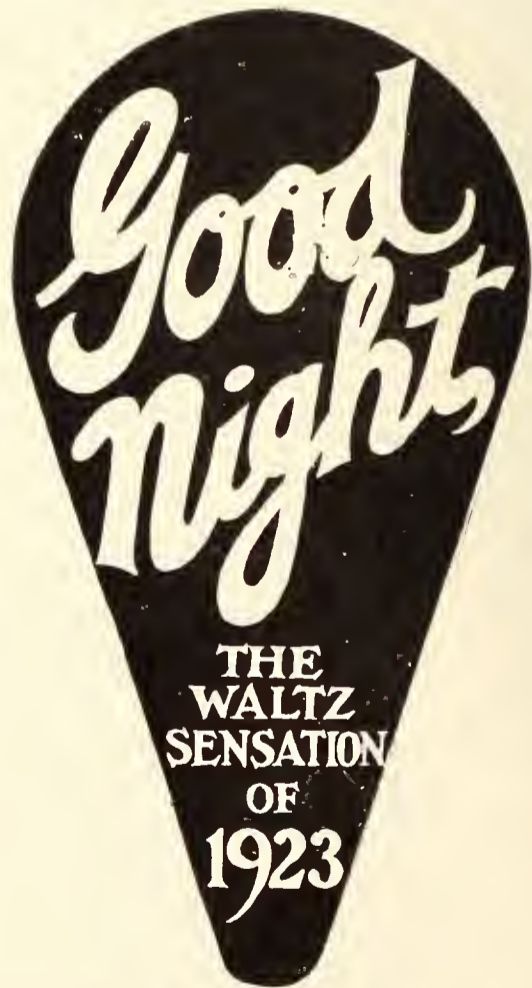
New Columbia dealers in the Baltimore territory include Barker Bros., Greensboro, N. C.; Tipton Furniture Co., Hickory, N. C.; Weinberg's Department Store, Lexington, Va.; F. B. Hammann Co., this city; Weaver Piano Co.; A. S. Cross, Baltimore, Md.; C. L. Totten, Saltville, Va.; Oakland Hardware & Furniture Co., Oakland, Md.; G. S. Tucker Co., Selma, Clayton and Raleigh, N. C.

A. S. Cross, former Columbia employe, has just opened a very attractive exclusive Columbia store on Patterson Park avenue, under the name Patterson Music Shop.

Sanders & Stayman are featuring a sale of Vocalions at \$100 which is meeting with big success, according to Manager Turlington.

J. H. Williams, who recently bought the store of the C. B. Noon Co., Inc., will discontinue the talking machine line after disposing of the stock on hand.

A good advertising stunt featuring—"Yes! We Have No Bananas" was used by Trout's Music Shop, this city. Mr. Trout strung about fifteen bunches of bananas in front of his store, and then gave one banana away with every record.





“Being there” when wanted is another attribute of Cohen & Hughes service. It is not thrust unwillingly on the retailer, but is ready at all times when and as needed.

Cohen and Hughes, Inc.
 Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



1114
Olive
Street

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.

S A I N T L O U I S

Upright Instruments Stage Comeback—Showing Special Machines for Demonstration Purposes—News and Activities of the Month

St. Louis, Mo., September 6.—The seasonal pick-up in the talking machine business, scheduled for this month, arrived ahead of time, getting nicely under way in the latter part of August. The only trouble was that it caught distributors, in some instances, not fully prepared, and dealers have not been able to get all the models desired. The early start and the momentum that has been gained are interpreted as assurance of big business this Fall. Business was unexpectedly good throughout the entire month, both retail and wholesale, in city and country, and this condition still continues. The demand for machines has now definitely changed complexion from the cheaper machines for casual Summer use to the better qualities required for the home. It is a matter of comment in some quarters that there is a noticeable comeback of interest in the conventional models, in grades running over \$200. Consoles, however, are still strong. In records jazz has had its swing during the Summer, but now there is an increasing call for the records of vocal and instrumental music of the better quality. This is a significant sign and bespeaks

an increasing trade in this type of record during the Fall and Winter months.

New Brunswick Demonstration Machines

The local branch of the Brunswick Co. is getting ready to supply dealers with demonstration uprights to harmonize with fixtures—an ivory machine for an ivory booth, a mahogany machine for a mahogany booth, and so on. Seven enamels are to be supplied. The idea is to put an end to demonstrating machines that clash with the surroundings. The first machine, now on exhibition here, is finished in ivory. Style 117 is to be used for all the special demonstrating machines.

Fay-Buchanan Music Co. Enlarges

The Fay-Buchanan Music Co., recently incorporated, has taken over the St. Louis branch of the Connorized Music Roll Co. at Thirteenth and Olive streets. The new company will continue to distribute the Starr phonographs and Gennett records. E. E. Fay, formerly manager of the branch, is vice-president and treasurer of the new firm. L. S. Buchanan, who is associated with him, was at one time connected with the

Bollman Bros. Piano Co. Latterly he has been in the real estate business.

Traces Record Sales to Opera

The successful season of Municipal Opera at Forest Park stimulated sales of light opera records. The Koerber-Brenner Music Co. traced definitely to opera influences sales of 319 "Naughty Marietta," 231 "Prince of Pilsen," 149 "Sweethearts," 293 "Merry Widow" and 143 "Spring Maid" records.

Edwin Schiele Home From Europe

Edwin Schiele, president of the Artophone Corp., and his wife, have returned from a trip to Europe. During their absence the company's place of business at 1103 Olive street was destroyed by fire. Plans are being worked out at the temporary location on Pine street, where dealers' needs are being fully looked after, for a permanent resumption, but these have not been fully completed.

New Edison Agencies

New Edison agencies have been established by the Silverstone Music Co. as follows: At Little Rock, Ark., Bowser Music Co., which has been handling the Columbia; Pine Bluff, Ark., Tedstrom Furniture Co.; Fordyce, Ark., Benton Furniture Co., which is new in the talking machine business. The accounts were obtained by G. Manne, who has just returned from a successful Southern trip.

Mark Silverstone, president of the Silverstone Music Co., Edison distributor, has been invited by Thomas A. Edison to a personal conference, and will leave soon for Orange, N. J. Myron Goldberg, vice-president of the Silverstone Music Co., has returned from an automobile tour to Atlantic City and through Canada. He was gone a month.

O. A. Reynolds, Illinois traveler for the Silverstone Music Co., has been kept at his home in Springfield, Ill., the past month on account of the illness of his wife. Paul Gold, retail manager of the Silverstone Music Co., has gone to Memphis, Tenn., on a two weeks' vacation. Miss Vivian Dewes, of the company, has returned from a vacation in the Missouri Ozarks.

News Gleanings

H. J. Arbuckle, manager of Widener's, has returned from an automobile tour to Chicago and Milwaukee and through Michigan.

R. V. Salzmann, Vocalion district manager, with headquarters in Chicago, was here two weeks in August looking over the St. Louis territory, opening new accounts and getting better acquainted with the dealers.

Miss Dorothy Howard, of the Vocalion record department of the Aeolian Co., is away on a vacation trip.

E. E. Fay, vice-president of the Fay-Buchanan Music Co., has returned from a motor trip to Chicago and the lakes, accompanied by his wife and baby.

W. P. Geissler, manager of the Famous & Barr Co. talking machine department, has returned from Chicago, where he placed large orders for Fall deliveries. T. N. McLemore, for-

THE Artophone CORPORATION

Complete stock of all

OKEH and ODEON Records

The OKEH policy of "Hit numbers when they are Hits" is a tremendous advantage to the dealer. There are still some very valuable OKEH agencies open. WRITE FOR FULL PARTICULARS.

THE Artophone CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

merly of the Roach Furniture Co. and the O. K. Houck Piano Co., Memphis, Tenn., has joined Mr. Geissler's organization.

Geo. W. Lyle, of the Manufacturers' Phonograph Co., was in St. Louis the first of the month, conferring with the Artophone officials about plans for the future.

The first shipment of the Raleigh, new Brunswick model, to be sold at \$200, has been received in St. Louis and is making a good impression.

F. S. Horning, manager of the Stix, Baer & Fuller talking machine department, has returned from an automobile trip through Missouri, Illinois and Iowa.

George F. Standke, manager of the Kieselhorst Piano Co.'s talking machine department, went to Clinton County, Mo., to spend Labor Day on his father's farm.

Baldwin Co. Moves "Talker" Stock

The Baldwin Co., in order to provide show space for grand pianos, has removed the talking machine booths from the west side of its main storeroom, concentrating the machines and demonstration booths on the east side.

Miss Lipsecomb in New Post

Miss Aurelia Lipscomb, formerly with the Scruggs-Vandervoort-Barney Victrola department, is now with the Smith-Reis Piano Co., replacing Miss Marian Cartwright, who has returned to Kieselhorst's.

Demonstrates Victor on Vacation

Miss Wallie Griesedieck, formerly of Kieselhorst Piano Co., now at Vandervoort's, spent a long and delightful vacation at Pippin Place in the Ozarks. Miss Griesedieck has been assisting Mrs. Hill, secretary, in arranging evening entertainment for the guests. Among other pleasant evenings, Miss Griesedieck gave a Victrola concert with the Victor records on hand, showing the guests many things about the compositions which they never noticed before, drawing upon her experience before audiences in St. Louis.

Koerber-Brenner Visitors

J. W. Strain, of Carrollton, Ill., and Mr. and Mrs. Parrish, of Metropolis, Ill., Victor dealers, called recently at the Koerber-Brenner offices.

ARTHUR BERGH JOINS OKEH STAFF

Well-known Recording Director Appointed General Manager of Okeh Recording Laboratories—Ideally Qualified for Important Post—Is an Accomplished Musician and Pioneer

Otto Heineman, founder and president of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, announced



Arthur Bergh

this week the appointment of Arthur Bergh as general manager of the company's recording laboratories at 145 West Forty-fifth street, New York, succeeding Fred W. Hager, who had resigned from the company's service. The appointment of Mr. Bergh to this important position will be welcome news to Okeh jobbers and dealers everywhere, as he is recognized throughout the industry as one of the foremost members of the recording and musical worlds.

A pioneer in the record industry, Mr. Bergh was for a number of years general manager of several prominent recording laboratories, and in that position furnished the trade with the latest hits with maximum efficiency and rapidity. In recent years he has been engaged in research work in the recording field, and has also spent some time abroad investigating conditions in Europe.

In addition to possessing an intimate knowledge of the technical phases of the recording laboratory, Mr. Bergh is a musician of exceptional ability and noteworthy accomplishment. In fact, his unusual musical knowledge has been a paramount factor in his success as a recording director, and he brings to the General Phonograph Corp. an invaluable experience that will be placed at the disposal of the Okeh

clientele. Incidentally Mr. Bergh is popular throughout the music publishing industry, numbering among his personal friends the foremost members of the publishing fraternity.

Chas. L. Hibbard, technical chief of the Okeh recording laboratory and one of the pioneers in the industry, will remain in his present position with increased activities and responsibilities. Mr. Hibbard is well known throughout the talking machine trade, and he has contributed materially to the success of Okeh records. According to present plans there will be no other changes in the personnel of the Okeh recording division.

INTRODUCES THE "MAGIC-TONE"

Burton Collver Heads Company Distributing New Tone Controlling Device—Dealer Representation Now Being Secured

Burton Collver, well known in the music industry as a sales executive and more recently identified with the radio field, is now president of the Magic-Tone Sales Co., New York, N. Y., which is the sole distributor of a new device known as the "Magic Tone." The basic principle of the Magic-Tone, which is attached to the stylus bar of the reproducer, is to function as a mute, thereby modifying loud tones and absorbing a large percentage of surface noises. In his sales literature Mr. Collver states that the Magic-Tone entirely eliminates metallic harshness and, by varying the position of the device on the stylus bar, soft, medium and loud tones may be obtained.

In order to co-operate with the dealers the Magic-Tone Sales Co. has prepared an attractive counter display stand which serves as a silent salesman and, under Mr. Collver's direction, literature for mailing purposes is also ready for the use of the dealers. The first Magic-Tones were displayed in New York during July and August and the results of the tests proved so satisfactory that dealer representation on a large scale has already been secured.

TO OUR DEALERS.

It is our business to better your business. With this ambition ever and always in mind, Dealers have come to know and depend upon the merits and advantages of our

DE LUXE NEEDLES

(Best By Every Practical Test)

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS
Perfect Reproduction of Tone No Scratchy Surface Noise
PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

The CORNELL COLLEGE SONG HIT LAST NIGHT ON THE BACK PORCH (I LOVED HER - BEST OF ALL)



by LEW BROWN and CARL SCHRAUBSTADER

ORCH. BY LEE TERRY

A SINGING FOX TROT

love her in the morning And I love her at night I love her Yes I love her When the stars are shin- ing

MISSISSIPPI RIPPLES



Waltz by JAMES F. HANLEY and MARY EARL

ARRANGEMENT BY LEE TERRY

CHORUS (Accent Chimes Strongly) rip - pling - sip - pi - sip - pi - on your way -

I'VE GOT THE YES WE HAVE NO BANANA BLUES

I'VE GOT THE YES WE HAVE NO BANANA BLUES

I'VE GOT THE YES WE HAVE NO BANANA BLUES



By the Writer of "Barney Google"

Oh! Min!

CON CONRAD FOX-TROT

ORCH BY LEE TERRY

I'VE GOT THE YES WE HAVE NO BANANA BLUES

IF I KNEW YOU THEN AS I KNOW YOU NOW

By LEW BROWN BILLY JOYCE & JAMES F. HANLEY

CHORUS Tenderly

If I knew you then as I know you now. How dif- fer- ent things would be. My friends used to say that you'd

GLEANINGS *from the* WORLD *of* MUSIC

BASES FOR OPTIMISM OVER THE DEMAND IN THE FALL

Publishers Just Completing One of the Most Active Summer Seasons in Their History—Merit of New Numbers Being Released Sure to Create Heavy Demand for Them

With the opening of the September season it is natural to become optimistic over the prospects for Fall, so far as popular sheet music is concerned. These rosy expectations, however, are based upon good foundations and, whether or not the early plans bring results hoped for, there is certain to be considerable activity and satisfactory business.

There are many reasons for this optimism, including the one that the publishers very often hold back for several weeks on their activities until the opening of the theatrical season. When that period arrives, however, publicity campaigns are immediately inaugurated, new numbers released, enthusiasm aroused and every department of the publishing business is put on its mettle to get an early start.

This can be said of the opening of any Fall season, but there are several angles in the present situation which can hardly be overlooked and which give more than the usual assurance of a most active Fall. The publishers have passed through one of the most active Summer periods for several seasons. This was due to the prevalence of a goodly number of successful issues. We had the spectacle this Summer of seeing a song reach over a million copies in point of sale. This, and other successes, made the music counters more active than usual. It demonstrated what has long been contended—that good songs will sell, provided intelligent merchandising methods are resorted to.

This Summer activity and the result in profits for both the publisher and dealer are the best bases for optimism; in fact, they could not be improved upon. At any rate, as far as the popular publishers are concerned, plans were never more extensive than those that are arranged for this Fall.

Another factor that is of value as a foundation for optimistic predictions is the merit of the new numbers released. The various catalogs seemingly all have several numbers that are very much worth while.

Plans to realize on the momentum in sales created during the busy Summer are covering every channel of activity. Bands, orchestras, motion picture houses and all other mediums of publicity which in the past have been found effective as creators of sales for sheet music are being indulged in by all of the leading music publishing houses.

If the numbers issued prove up to expectations a big Fall is assured. If great quantities of sheet music can be sold during the Summer months there is no question about the success of the Fall if the songs are meritorious in the sense that they meet with popular approval, upon which, of course, success depends.

A new store was recently opened in Toledo by Frank Flightner, who will feature the Columbia line of machines and records. The establishment is under the management of Jacob Frame.

MacFARLANE SINGS BALL BALLAD

Well-known Baritone Featuring "Ten Thousand Years From Now," Latest Ball Number

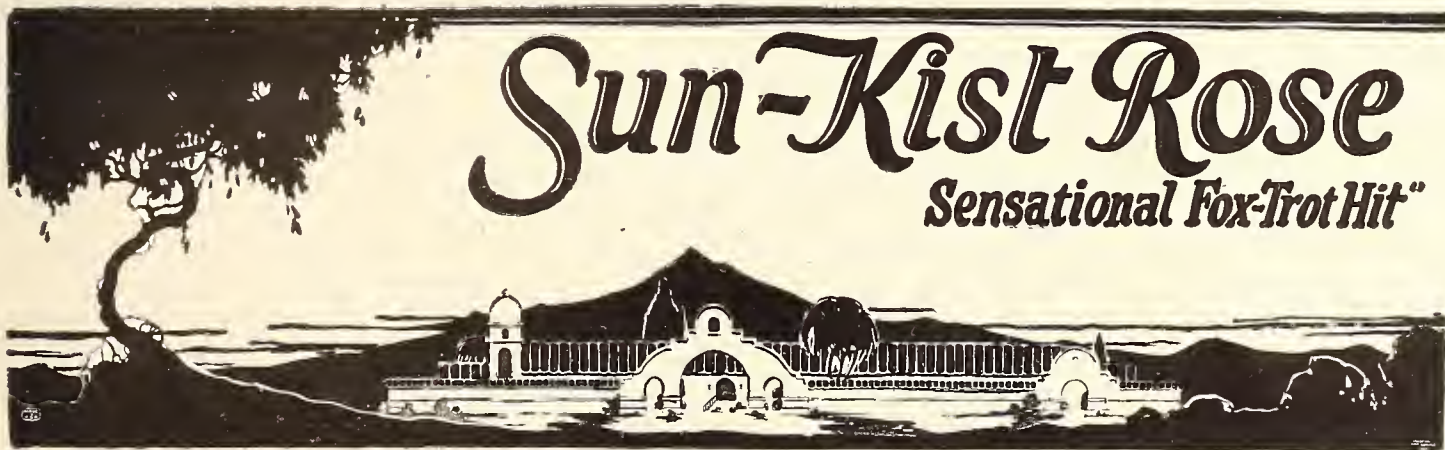
George MacFarlane, who for many years has been well known to vaudeville audiences as one of the most entertaining baritone singers of all time, is always one of the first artists to introduce new songs from the pen of Ernest R. Ball. Recently he included Ball's new ballad, "Ten Thousand Years From Now" with so much success that he found it necessary to take it from its original position in the program and use it as an encore number only.

MacFarlane recently appeared at Keith's Palace Theatre, New York City, and is booked by the Keith organization for the entire circuit during the coming season. Besides "Ten Thousand Years From Now," published by M. Witmark & Sons, he will use several other numbers from that catalog, including "Out There in the Sunshine With You," "Bebe," "Can't Yo' Heah Me Callin', Caroline?"

STASNY NEW NUMBER POPULAR

"Don't Waste Your Tears Over Me" is the title of a new song which was recently released by the A. J. Stasny Music Co., Inc. The number has been demonstrated by several music departments and the melody made immediate appeal. The piano copies carry a fox-trot chorus and this has added to its early recognition. A particularly attractive and appropriate title page has been given the number and this, undoubtedly, has helped to increase sales.

Stasny's Atlantic City Hits



Sun-Kist Rose

Sensational Fox-Trot Hit

Featured by
Vincent Lopez
and his
Hotel
Pennsylvania
Orchestra

The Biggest
Selling Waltz
of the
Season
Featured
by
Ray Miller's
Orchestra



ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET, NEW YORK CITY

Released by Leading
Record and Roll Companies



Another "LET THE REST of THE WORLD GO BY"

**OUT THERE
IN THE SUNSHINE
WITH YOU**

Music by
ERNEST R. BALL

Lyric by J. KEIRN BRENNAN

M. Witmark & Sons, 1650 Broadway, New York

BAMBERGER & CO. TO PAY ROYALTIES FOR COPYRIGHTS

Newark Department Store Bows to Decision of District Court and Will Not File Appeal—Victory for Society of American Composers, Authors and Publishers

L. Bamberger & Co., the defendants in the radio-copyright suit brought by the American Society of Composers, Authors and Publishers, which was decided in favor of the plaintiffs in a recent decision handed down by Judge Lynch in the United States District Court, Newark, N. J., have decided to drop the plan for an appeal.

Following this decision on the part of Bamberger's, probably the largest department store in the State of New Jersey, which operates a radio broadcasting station, a license was taken out by this company from the American Society of Composers, Authors and Publishers for the purpose of playing songs and instrumental selections controlled by that organization.

The suit was in the nature of a test case and was the first legal decision on the question of radio broadcasting involving the use of copyrighted works in the series of controversies which has raged for many months mostly outside of the courts.

The fact that the Bamberger organization has decided to accept the District Court's decision and the contentions of the American Society as to copyright rights where radio renditions are involved is most welcome to the majority of composers and publishers. A continuance of the suit through an appeal, or a series of appeals, might keep the question open several years. If any other radio broadcasting station plans to fight the Society for what is termed its property it will be necessary to commence suit in a United States District Court, with the handicap of having on record a similar suit decided in favor of the Society and which, undoubtedly, would be taken into consideration by every District Court.

The fact that indirect profit only was involved has simply served to strengthen the publishers' stand in this case. The above suit involved the broadcasting of the well-known standard success "Mother Machree," published by M. Witmark & Sons.

It might be here pointed out that the Society's bringing action on an old standard number eliminated some of the earlier contentions of radio broadcasting stations that they did much to popularize songs. Naturally, a number which is as universally known as the above issue hardly needs to be popularized.

NEW DENVER PROFESSIONAL OFFICE

Sherman, Clay & Co. Establish Office in Colorado City, With Harry S. Wilson in Charge

SAN FRANCISCO, CAL., September 5.—Sherman, Clay & Co. are opening a new professional office in Denver, Col., according to announcement made by Ed. Little, manager of the publishing and sheet music departments. Harry S. Wilson has been engaged as manager of this office. Harvey Orr is starting on a long trip for Sherman, Clay & Co., singing some of the firm's latest hits, including "I Cried for You," "Other Lips," "Just an Old Love Song" and "The West, a Nest and You." After singing from the Coast to Chicago Mr. Orr will carry his music missionary work through the South.

Ralph Errolle, Edison artist, sang the tenor rôle in a number of operas produced by the DeFoe Opera Co. in Toronto, Canada, during the week of September 2.

BERLIN BRINGS OUT "TUT" SONG

"Three Thousand Years Ago," by Gerber and Egan, to Be Published by That House


There have been several King Tut songs and at least two of them had some popularity. Up to the present time, however, they have not proved overwhelming successes. It is somewhat surprising, therefore, to see a large publishing organization accept a new song carrying a "Tut" title. The fact that Irving Berlin, Inc., will publish Alex Gerber and Jack Egan's "Three Thousand Years Ago," a comedy song of the "Tut" style, speaks well for its merit.

In this new offering the writers have tried to make comparisons between the present and ancient Egyptian days. The result is a comedy song with a long list of extra verses, five of which are reproduced in the piano copies. The vocal rendition of the number has been reserved to the team of Murray and Alan, now playing Keith vaudeville.

FALL CAMPAIGN OF JACK MILLS, INC.

Jack Mills, Inc., which recently moved into its new building, 150 West Forty-sixth street, New York City, plans a Fall campaign on the following songs: "Just a Girl That Men Forget," a ballad which is receiving exceptional popularity in vaudeville; "Hey! You Want Any Cod Fish?," a novelty, and "Love Is Just a Flower" and "Havana," both of the latter from the Pacific Coast. The catalog series of "Beautiful Ballads" will also be exploited.

The A. J. Stasny Music Co., Inc., recently issued a new song and instrumental number, entitled "Waltz Me to Sleep" (In Your Arms). The number, as a waltz, has been tried out by numerous orchestras and has met with favor from them.



• SOUTHERN FOX-TROT SONG •

ALABAMA BLACKSHEEP

WON'T YOU RETURN TO MY FOLD

By King Zany & Roy Ingraham

M. Witmark & Sons., 1650 Broadway, New York

SAM FOX MAKING FALL PLANS

Arranging Extensive Sales Promotion and Exploitation Campaign on Many Numbers Which Have Been Tested Here and in Europe

Sam Fox, of the Sam Fox Publishing Co., who returned from Europe early this Summer, has been making quick trips between the New York offices of his company and the executive offices in Cleveland, O., arranging the coming season's activities. The Fall plans, as recently outlined by the sales department of his organization, call for extensive sales and exploitation campaigns, involving a series of numbers which have been proved meritorious by trial, or which have had previous popularity in the capitals of Europe.

Among the numbers that are to be exploited this Fall is one of the outstanding hits of this season's "Folies Bergere," discovered by Mr. Fox while attending a performance of the above production in Paris, and for which he immediately secured the American publishing rights. The final negotiations for this piece, which is entitled "Nights in the Woods," were closed by cable.

In addition to the above number, while Mr. Fox was in Vienna, he obtained what is described as "a beautiful Viennese melody," entitled "Just One More Kiss." Both of these numbers are of the highest type European popular successes and of the caliber that generally meets wide American approval. There will be other Fox prints exploited during the coming season, but the above two numbers will receive the full support of the whole organization during the early months of the Fall.

As announced some time ago, while Mr. Fox was in London he established relations with one of the largest wholesale and retail organizations in the United Kingdom, the Keith Prowse Co., Ltd. This well-known firm has secured the selling agency of the Fox catalog in Great Britain and the colonies, excluding Canada and Australia.

EDWARD B. MARKS BACK FROM TRIP

Covered 2,000 Miles by Motor Through Adirondacks, White Mountains, the Berkshires and Maine Lakes on Pleasure and Business

Edward B. Marks, of the Edward B. Marks Music Co., recently returned from a 2,000-mile motor trip, covering interesting points in the Adirondacks, the White Mountains, the Berkshires and the lakes of Maine. According to Mr. Marks there were very few songs whistled on the streets in the territory visited as compared with former years. However, some of the outstanding successes, such as "Yes! We Have No Bananas" and "Parade of the Wooden Soldiers," were heard now and then. In places where dancing was in vogue such songs as "Barney Google," "You've Got to See Mamma," "March of the Siamese," "Just for To-night" and "Bambalina" seemed to be the favorites.

Songs that spell Profits

"Be First With a HEARST"

- Wonderful Child
- She's Got Another Daddy
- Beautiful Rose
- Home—My Lovin' Dixie Home
- In The Land of Sweet Sixteen
- Many Years
- Always Looking For A Little Sunshine
- Just a Little Gold Watch and Chain
- In Baby's Smile
- Love is Love For Ever
- Lonesome Two
- Piano Dream
- Step

Order From Your Jobber or Direct

HEARST MUSIC PUBLISHERS LTD
 1658 BROADWAY NEW YORK PHOENIX BLDG. WINNIPEG 199 YONGE ST TORONTO

No Loss on a Hearst Song — Money Back Guarantee

FORSTER PUBLICATIONS POPULAR

Win Great Vogue With Orchestra Leaders Throughout the Country

The catalog of Forster, Music Publisher, Inc., never seemed more active than the present season. Besides the successful fox-trot, "Oh! Harold," written by Lee S. Roberts, which is also arranged for a one-step and the collegiate walk, there are several other songs in the catalog which are having good sales. Particular mention should be made of the novelty fox-trot "Dreams of India." The publications of this enterprising Chicago publisher are forging ahead in all parts of the country. Its representatives find orchestra leaders particularly responsive to the Forster prints and its dance arrangements find much favor with the public.

SINGS THE "GULF COAST BLUES"

Bessie Smith, the new colored singing artist, who recently signed up exclusively to record for the Columbia records, made her introduction to that laboratory by singing "Gulf Coast Blues," a Clarence Williams Music Publishing Co. number. Miss Smith was heretofore unknown, but with her first release on the Columbia "blues" enthusiasts throughout the country hail her as an exceptional find.

"Gulf Coast Blues," following the introduction by Miss Smith, has been recorded by practically all the talking machine record companies throughout the country. Its sales have not only been active in record form, but the demand for the piano copies has shown substantial increase ever since the number was first released.

POPULAR BALLAD SUCCESSES

MADE BY CHAPPELL HARMES, INC.

THE WORLD IS WAITING FOR THE SUNRISE
BY LOCKHART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLEN

ROSES OF PICARDY
BY WEATHERLY & WOOD

SONG OF SONGS
BY VAUCAIRE-LUCAS-MOYA

THE BELLS OF ST. MARY'S
BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLEN

CHAPPELL-HARMES, INC.
185 MADISON AVE, NEW YORK.

"LOVE TALES" FINDING FAVOR

New Leo Feist Number Being Used by Many Artists Upon the Vaudeville Stage

Leo Feist, Inc., recently added the song "Love Tales" to its catalog. The number was immediately accepted everywhere, particularly among orchestras, as a favorite. Since its release its sales have developed rapidly and its popularity as a song and dance seems on the increase. The Feist organization is placing the number with many vaudevillians and, from present indications, it will be one of the outstanding numbers of that catalog during the Fall and Winter season just opened.

"Easy Melody" is the title of a song which originally had some success in St. Louis territory. The number is by Gene Rodemich and Larry Connelly, of the Hotel Statler Orchestra, in the above city. The number has been purchased by Leo Feist, Inc., which has made an immediate release to the profession.

LATEST BROADWAY BLUES

"YOU'RE ALWAYS MESSIN' 'ROUND WITH MY MAN"

"KEEP YOURSELF TOGETHER SWEET PAPA"

"BLACK MAN" (BE ON YO' WAY)

"TIRED O' THE BLUES"

"COTTON BELT BLUES"

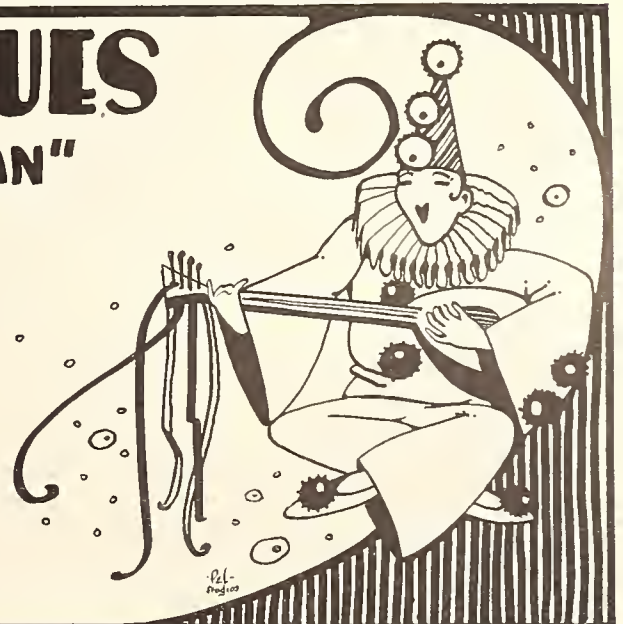
"LOW-DOWN PAPA"

SPENCER WILLIAMS

MUSIC COMPANY INC.

1547 BROADWAY

NEW YORK



FOUR SENSATIONAL SONG HITS
 SUNG AND PLAYED FROM COAST TO COAST
LOVE
 MY HEART IS CALLING YOU
INDIANA MOON
 WHEN YOU WALKED OUT
SOMEONE ELSE WALKED RIGHT IN
THAT OLD GANG OF MINE
 IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY

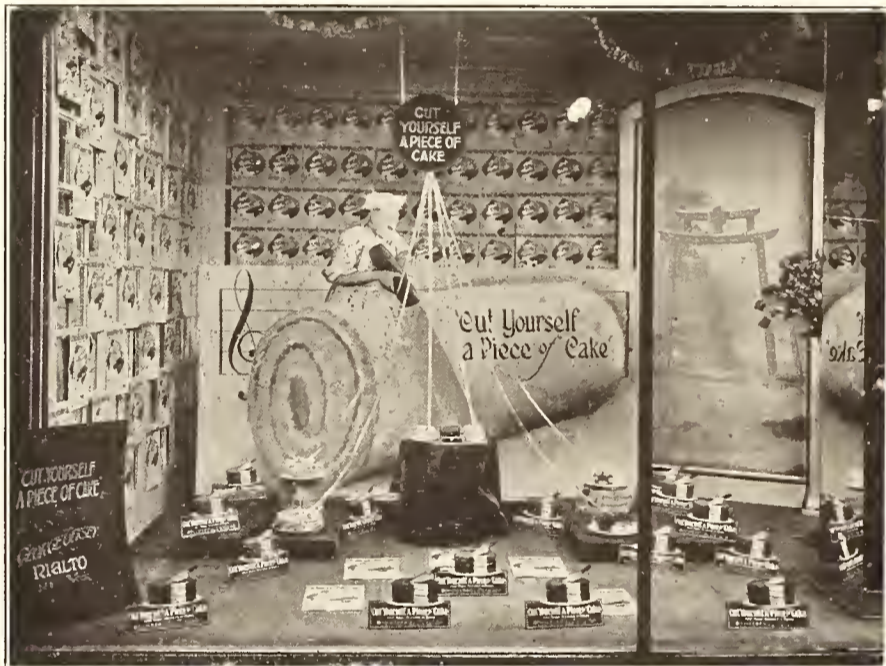
THREE SIMULTANEOUS WINDOW DISPLAYS ON ONE SONG

Schmoeller & Mueller, A. Hospe & Co. and Edward Patton Feature "Cut Yourself a Piece of Cake" in Their Windows During One Week in Omaha in Conjunction With Theatre Appearance

Although the Leo Feist, Inc., number "Cut Yourself a Piece of Cake and Make Yourself at Home" can be considered among the newer issues it has made a most active place for itself on the retailers' music counters throughout the country. The number is of the type, of course,

than others, according to their merits. But this Feist issue has received an exceptionally large amount of such publicity. This is due to the fact that the title lends itself readily for all sorts of publicity ideas.

The publisher thinks an occasional display in a town on each of his issues is good co-operation. To have three such displays on an individual number by three of the largest houses in a single city is reaching the high mark of dealer "hook-ups." This is what happened in Omaha, Neb., when three of the largest houses there made unique, elaborate and attractive displays on "Cut Yourself a Piece of Cake" in conjunction with the appearance at the Rialto Theatre, of that city, of George Getsey, who was featuring the number.



Making the Title Alive

that is now meeting general public approval, but the Feist organization has made a Summer campaign on this issue which has been as large as, if not larger than, on issues of a more normal season.

The result of all this has been that "Cut Yourself a Piece of Cake" is proving a money-maker for the trade. Most songs that become popular get a number of window displays, some more

Reproductions of these unusual windows and the spirit of the co-operation of the dealers are herewith shown. They include the enterprising houses of Schmoeller & Mueller, A. Hospe & Co. and Edward Patton. It might also be added that there was substantial proof that these displays created sales. This was shown by the large number of passers-by who were attracted to the windows and who entered the stores.

Of course, in addition to George Getsey's appearance at the Rialto Theatre, the various or-



Featuring the Theatre Appearance



A Real Cake in the Window

chestras throughout the city frequently programmed "Cut Yourself a Piece of Cake."

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

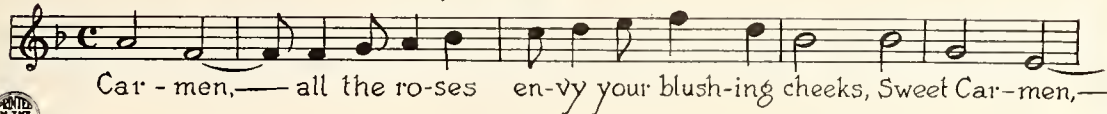
ALL WRONG **SALT YOUR SUGAR** **WHAT COULD BE SWEETER**

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY

SWEET CARMEN

A Rhythmic Fox-Trot Tango -

"You can't go wrong
With any FEIST song"



BERLIN GETS "TOPSY AND EVA" SONGS

Negotiations for Publishing Rights of Songs in New Musical Show Closed

LOS ANGELES, CAL., September 10.—The new musical show "Topsy and Eva," in which the Duncan Sisters are starred and which played several unusually successful weeks in San Francisco, opened here this evening for a short stay prior to its departure for New York. Several songs in the show, particularly "Rememb'ring," have had unusual notice from some of the leading publishing houses of the country, so much so that negotiations for the publication rights have been closed by telegraph with Irving Berlin, Inc.

It is said the Duncan Sisters alone, with a fair show behind them and their inimitable methods of singing and entertaining, would make this production a success. With this outstanding hit ("Rememb'ring") there is no question of its stay on Broadway and of a long tour throughout the country.

Among other songs of the show that are worth mentioning are "Just in Love With Me," "Um Um Da Da," "Moon Am Shinin'," "Do Re Me" (In the Music Lesson), "In the Autumn," "Lickin's," "Sighing," "We'll Dance Through Life Together" and "High Brown Colored Lady."

NEW BLUES NUMBER DOING WELL

"Blue Hoosier Blues," from the catalog of Leo Feist, Inc., is, undoubtedly, one of the most original offerings of its type heard in many seasons. The early response to the Feist publicity on the number has been quite active and, undoubtedly, justifies that organization in its newer plans for the extension of its exploitation, which includes a publicity drive of national proportions.

CLOSES SUMMER DRIVE ON FOX-TROT

A. J. Stasny Music Co. Concludes Successful Campaign Among Eastern Beach Resorts

The A. J. Stasny Music Co. has just closed a Summer campaign on its fox-trot success, "Sun-Kist Rose," in Atlantic City, Asbury Park and other coast resorts. While the primary purpose of publishers' campaigns in beach territory is to "put the song in the air," so that visitors on returning to their homes will purchase



"Sun-Kist Rose" Featured in Atlantic City

the sheet music, rolls and records of the number, there is considerable music sold on the music counters of the boardwalks and the business centers proper.

A case of a heavy Summer sale of sheet music at coast resorts was recently demonstrated by the L. R. Steel Stores, Inc., Asbury Park, N. J., which made a special feature of the Stasny number "Sun-Kist Rose" and which reported exceptionally heavy sales. The title pages of the song were displayed in the window and the number was demonstrated at the music counter, both of which proved good sales-creators.

HERBERT SPENCER IN NEW POST

Succeeds George Sheffield as Recording Manager of Edward B. Marks Music Co.

George Sheffield, who was for many years connected with the talking machine industry as a recording manager and who more recently has been manager of the mechanical reproduction department of the Edward B. Marks Music Co., has severed his connections with the music business entirely and has become associated with a well-known artist for the purpose of conducting a painting emporium on one of the leading avenues in New York City.

Mr. Sheffield leaves with the best wishes of the Edward B. Marks Co. and his associates. He will be succeeded in his mechanical reproduction activities by Herbert Spencer, of the writing staff of the Edward B. Marks Music Co., who is well-known for some popular successes, "Underneath the Stars" and his newest number, "Kiss Me With Your Eyes." This latter is an Edward B. Marks Music Co. release.

AL BEILIN WITH M. WITMARK

Made Professional Manager of Popular Department—Al Cook in Executive Capacity

Al Beilin, one of the best-known professional managers in the popular music publishing business and more recently of the firm of Beilin & Horowitz, has been appointed professional manager of the popular department of M. Witmark & Sons.

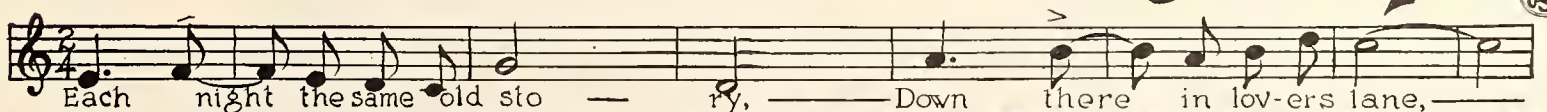
Al Cook, who has been professional manager of M. Witmark & Sons for many, many years, continues in that executive capacity. However, according to the publishers' announcement, he will confine his activities and give individual attention to the users of "Witmark Black and White Series."

Another "McCarthy-Tierney" Masterpiece!—

SAWMILL RIVER ROAD

That Irresistible Fox Trot From *Glory*

"You can't go wrong
With any FEIST' song"




THE HOWARD BROS.

STARTED THIS ONE IN CHICAGO, AND IT LANDED FROM COAST TO COAST

DO YOU, DONT YOU, WILL YOU, WONT YOU

CHORUS
Can't you hear me say - ing, 'Do you, Don't you, Will you, Won't you love

JEROME H. REMICK & Co., NEW YORK--CHICAGO--DETROIT



FEATURED AT ATLANTIC CITY

Joe Moss Does Good Exploitation Work With Several Remick Numbers

Among the entertainers appearing at Atlantic City who have done much to make that resort musical this season are Joe Moss and his entertainers at the Beaux Arts. This is one of the most popular of Summer shows with a fine singing chorus, some unusual leading voices, no



Joe Moss and His Entertainers

little comedy and exceptional ability to sing popular songs at their best.

Towards the close of each Summer season, popular music publishers make special efforts to exploit their numbers advantageously in Atlantic City, as it is really the pre-opening ground for the Fall season. Numbers are often tried out on the dance floors, in the cabarets and other public places for the purpose of not only giving the song a start and feeling the pulse of the public, but because it is considered a particularly effective time to have audiences who are about to return to their homes carry away tunes and melodies.

At the close of the Summer season at Atlantic

City, most of these publicity forces arrive at the New York professional offices or elsewhere and place these numbers with vaudeville teams about to go on the road. Thus the people who have returned to their homes will again hear the numbers in the vaudeville theatres, and, in a good many cases, this double publicity assures sales.

Among the songs Joe Moss introduced at the Beaux Arts this season have been several from the catalog of Jerome H. Remick & Co.

"LITTLE JESSIE JAMES" A HIT

New Musical Comedy by Thompson and Archer Being Published by Leo Feist, Inc.

There recently opened at the Longacre Theatre a new musical comedy presented by L. Lawrence Weber, entitled "Little Jessie James." The book and lyrics are by Harlan Thompson and the music by Harry Archer, who is not a novice at writing the scores for musical productions.

Various New York papers received the show most favorably as, indeed, did the out-of-town critics and public where it had previously appeared during the early Summer months. Undoubtedly, from present indications, it will run long into the coming season. Nan Halperin is starred and sings some of the outstanding songs. She has an inimitable way of rendering the numbers, and, with her personal charms, will do much to assure the show success as well as the songs that she sings.

Among the leading songs are "I Love You" and "Little Jessie James," "My Home Town in Kansas" and "From Broadway to Main Street." Among others who appear in the cast are Miriam Hopkins, Lucila Mendez, Clara Thropp and Winifred Harris. Leo Feist, Inc., publishes the music, which has already conclusively demonstrated its possibilities for popular favor.

BIG DRIVE ON "INDIANA MOON"

Heavy Sales Follow Opening Gun of Exploitation Campaign in Rochester, N. Y., on Waltz From the Catalog of Irving Berlin, Inc.

According to reports from Rochester, N. Y., during a week's featuring of "Indiana Moon," a waltz from the Irving Berlin, Inc., catalog, in that city by the various dance orchestras, motion picture houses and other channels of publicity, some extraordinary sales of the number were made, one store alone selling over 2,000 copies. This was the opening feature of one of the biggest campaigns ever inaugurated by the above publishing house. Similar activities are to be carried out in hundreds of other centers. In Rochester these previous publicity and sales exploitation methods are to be supplemented by a newspaper campaign. This will extend to some surrounding cities.

This latter publicity will appear in over 200 papers throughout the United States. Most of this advertising will appear in story form and will be illustrated with thematics of "Indiana Moon." In all territory where this advertising will appear the usual publicity, with the aid of the theatres, motion picture houses and orchestras, will be a part of the program.

REMICK & CO. GET NEW SONG

Jerome H. Remick & Co., publishers of the most successful cartoon song "Barney Google," have just accepted for publication a new novelty cartoon number, entitled "They'll Never Bring Up Father 'Till They Tear Down Dinty Moore's." It is by George McManus, the well-known cartoonist, Dave Reed and J. Vincent Healy. The Remick organization, including the sales, band, orchestra and professional departments, is to make a feature of this new humorous song during the early months of the Fall season.

THAT HAUNTING STRAIN IS

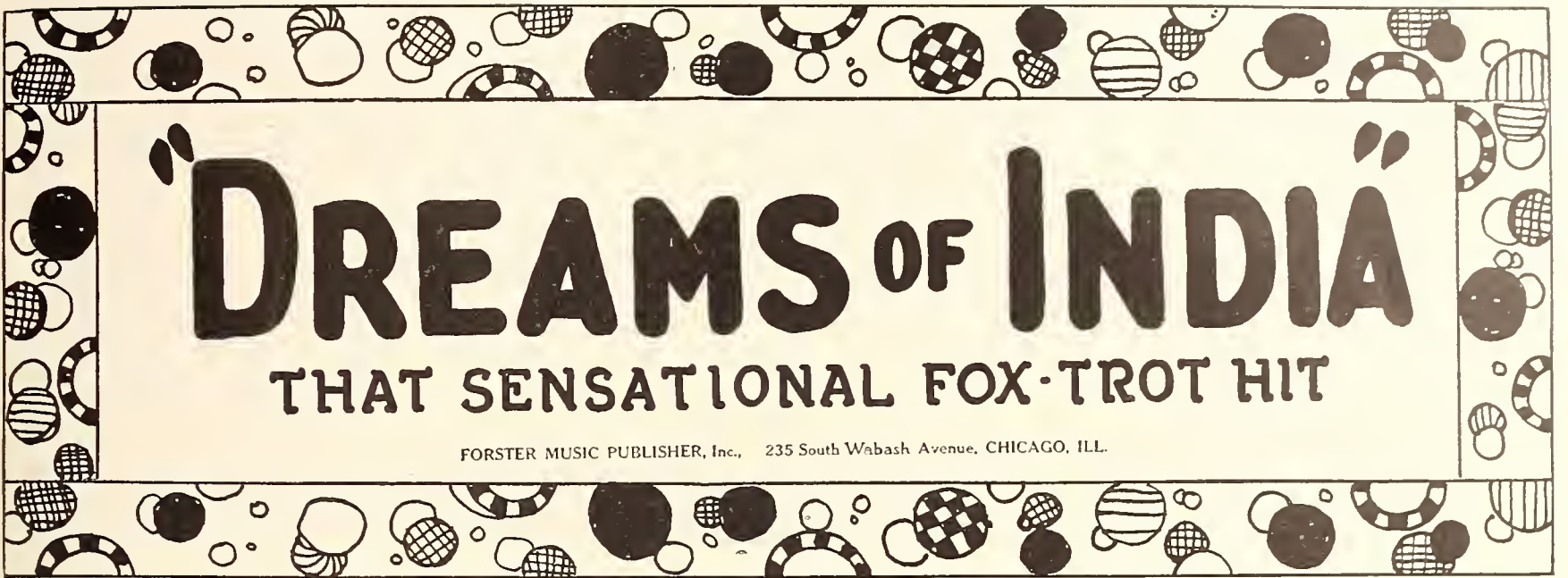
LOU'S IANA

FOR A FOX TROT--BLUES OR SONG
by KAHN & DONALDSON

CHORUS
I've got the blues for Lou-sl-an-a Blues for Lou-sl-an-a Won der why I ran a - way

JEROME H. REMICK & Co. NEW YORK - CHICAGO - DETROIT



DREAMS OF INDIA

THAT SENSATIONAL FOX-TROT HIT

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Avenue, CHICAGO, ILL.

ERNEST R. BALL VISITING ENGLAND

Singing at Leading Music Halls of Great Britain During Five Weeks' Tour

Ernest R. Ball, the well-known composer-entertainer, sailed recently on the S. S. "Baltic" for his first appearance at some of the leading vaudeville houses in Great Britain. Mr. Ball's career is one of the most remarkable among American popular composers, recording as it does a success extending for a period of years.

He opened at the Alhambra in Glasgow, the week of September 3, and he will appear in Liverpool and London, where he is booked at the famous Paladium. Altogether he will play about five weeks on this introductory trip, at the conclusion of which he will return to the United States for an extended tour on the Orpheum Circuit.

Mr. Ball's fame as a songwriter has been for some time pretty well established in Great Britain, where his best-known ballads have repeated earlier American successes. Notably well known to English music lovers are "Love Me and the World Is Mine," "When Irish Eyes Are Smiling," "A Little Bit of Heaven," "Mother Marchee," "Let the Rest of the World Go By" and "Till the Sands of the Desert Grow Cold."

NEW COHN SONG FOR REMICK

Irving Cohn, who collaborated in the writing of "Yes! We Have No Bananas," has placed with Jerome H. Remick & Co. a new song, entitled "Sweet Butter" (I'd Love It on My Toast). The Remick organization has decided to exploit it on a wide scale. Orchestrations will be released at once and several weeks later it is to be placed in the programs of a number of vaudeville stars. The sales department of the above firm thinks this new offering is a rare find.

AMERICAN JAZZ IN ENGLAND

Paul Specht Declares That English Musicians Are Much Enthused Over It

Paul Specht, who returned recently with his orchestra after a tour of England and the Continent, recently commented on the growth of the American style of jazz in England and stated that he had noticed certain English musicians in the audience night after night, making notes of various phases of American musical renditions that were new to them. He said that instrument dealers and manufacturers in England had told him that since the foremost American dance orchestras had invaded Great Britain the sale of saxophones had doubled and even in some instances trebled, and the output of other musical instruments had likewise increased.

PHIL PONCE SONG IN "FOLLIES"

Jimmy Hussey Featuring "It Shouldn't Taste From Herring" in That Show

"It Shouldn't Taste From Herring," recently introduced by Jimmy Hussey in the Ziegfeld Follies, is a Phil Ponce publication.

Phil Ponce, the publisher, is enjoying a few days' rest somewhere in Massachusetts, according to the Ponce publicity department. Those Massachusetts boys are certainly doing well. There is President Coolidge, Secretary of War Weeks, Senator Lodge, Speaker of the House Gillette, and Phil Ponce, making the "Cat's Whiskers" grow.

Among the new songs added to the catalog of Leo Feist, Inc., is a number that had its original success in Chicago, entitled, "No, No, Nora." It is by Gus Kahn, Ted Fiorito and Ernie Erdman.

HEARST NEW YORK OFFICES

New Suite in Roseland Building Embodies Every Comfort for the Profession

Hearst, Music Publishers, Ltd., have arranged for a new suite of offices in the Roseland Building, 1658 Broadway, New York City. The quarters are undergoing alterations and will be ready to welcome the trade and profession early in September, with every possible facility for the comfort and convenience of the profession embodied. Each piano room faces Fifty-first street windows, thus the demonstration rooms are exceptionally well ventilated. The Hearst number "Some Day You Will Cry Over Somebody Else" is being introduced by the Bison City Four on its tour of the West Coast.

EXPECT TO DUPLICATE SUCCESS

The original success of "Yes! We Have No Bananas" will, evidently, be of exceptional value in the exploitation of its successor, "Yes! We Have No Banana Blues." The publishers, Shapiro, Bernstein & Co., Inc., have, undoubtedly, taken this into consideration because their plans for this, their newest offering, are extensive.

THREE NEW CONRAD NUMBERS

Con Conrad, one of the best-known and most successful of the younger songwriters, has placed three songs with the Edward B. Marks Music Co. They are "Lover," a fox-trot; "Life-saving Jim" and "No Tickee, No Shirtie."

"Ala Moana," a novelty from the catalog of Irving Berlin, Inc., which was obtained by that organization from the Pacific Coast, has succeeded in well justifying the amount paid to the writers for the publication privilege and for the campaign of exploitation inaugurated.



THE NEWEST SONG SUCCESS

"ROSE SUNNY ITALY"

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Avenue, CHICAGO ILL.

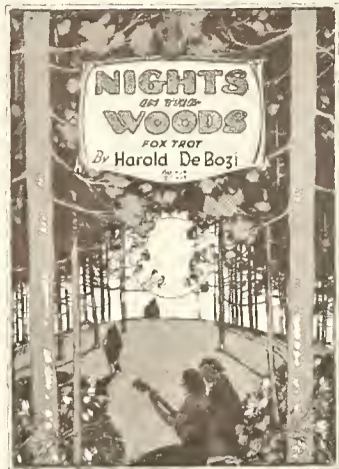
The Sensational Parisian Success
“NIGHTS IN THE WOODS”

The Hit of the “Folies Bergere,” Paris, whose popularity is spreading all over the European Continent. Its contagious melody is making it an International Hit. America will soon be dancing to its entrancing strains.

Published as Song and Fox Trot



SENSATIONAL PARISIAN SUCCESS OF THE "FOLLIES BERGERE"



FOX FEATURES “AUNT HAGAR’S BLUES”

SAN ANTONIO, TEX., September 6.—The Fox Co., Columbia dealer in this city, recently created considerable interest with its window display, featuring “Aunt Hagar’s Blues.” A large illuminated sign about five by twelve feet occupied the center of the two windows, with the name of the selection in large red letters trans-

PATHE POPULARITY INCREASING

Despite Late Appearance of Pathé Models on Market Good Demand Is Enjoyed

Despite the usual quietness of Summer business all five of the models at present constituting the Pathé line sold well. The new Pathé portable, although placed on the market a little late for the full amount of Summer business, was well received and developed a large amount of orders. It is expected that the portable will prove a good all-year-round seller. The three console models in their various period designs are much in demand and Model 15, the only upright model in the line, admirably fills the demand for that type of machine. The Pathé Phono. & Radio Corp., Brooklyn, N. Y., is making energetic plans for the Fall season and expects to make a record in volume of sales.

CELEBRATE ARTIST’S APPEARANCE

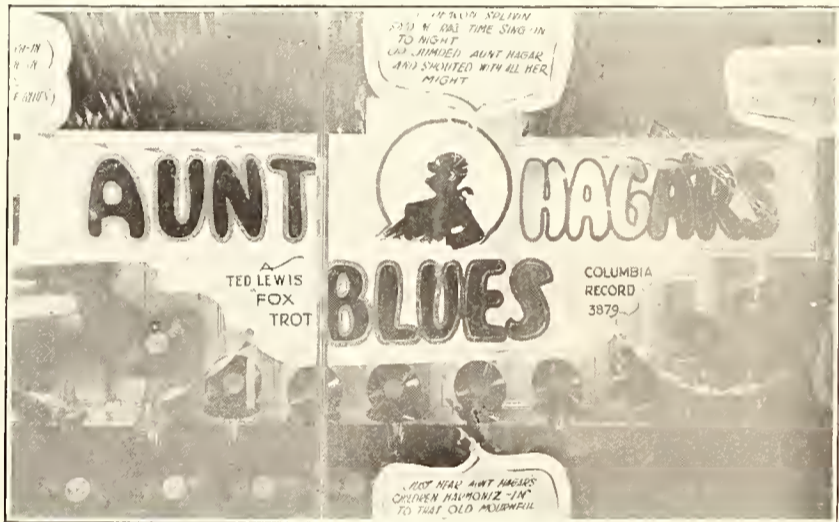
Minneapolis Victor Dealers Stage Theatre Party in Honor of Aileen Stanley, Victor Artist, Who Sang in Twin City Theatres

MINNEAPOLIS, MINN., September 6.—“The Phonograph Girl,” Miss Aileen Stanley, is the luminary about which the interest of the Twin City trade has centered in the last fortnight. Miss Stanley has the distinction of singing for Victor, Vocalion, Edison, Okeh and Gennett records and admits that not so long ago she sang for ten makes, but found that pace too strenuous. She is singing this week at the Capitol Theatre in St. Paul, after completing a week’s engagement in Minneapolis.

Victor dealers, jobbers and their sales forces of the “Flour City,” numbering seventy-five, celebrated Miss Stanley’s appearance Friday night, August 31, with a theatre party, for which five rows of the front, center seats were reserved. Immense Victor dogs flanked the large Victrola, which divided honors with a grand piano flying Victor pennants. After receiving a huge bouquet of pink roses from her “Victor friends” Miss Stanley responded by singing her latest Victor release, “Maggie,” a record in which she and Billy Murray collaborate. The party was arranged by Murray K. Kirschbaum, manager of the Victrola department of the L. S. Donaldson Co., assisted by C. L. Carlson, manager of Howard, Farwell & Co.

Miss Stanley’s rendition of “Lonesome Cry Baby” was particularly interesting because it was written by her accompanist, Bob Buttenuth, and is featured in the sheet music display in the windows of the Metropolitan Music Co.

Miss Stanley was as greatly admired off as on the stage, her beauty and lovely figure, as well as her gracious manner, making her a great favorite. She has left many autographed records and photos with the dealers.



Window Display Made by The Fox Co.

parent. The center was a cut-out of Aunt Hagar, with blue lights flashing off and on, and a generous display of Columbia records featuring the selection gave a sales value to the window. Incidentally, this display was responsible for the sale of 1,000 of the Ted Lewis records of “Aunt Hagar’s Blues.”

Among the new songs added to the catalog of Shapiro, Bernstein & Co., Inc., are “Somebody Else Took You Out of My Arms, But They Can’t Take You Out of My Heart,” by Billy Rose and Con Conrad, and “Last Night on the Back Porch.”

NEW VICTOR ORDER BLANK

A combined advance list and order blank for the October records in foreign languages has been prepared by the Victor Talking Machine Co. for distribution to dealers. Beside each title of a foreign record there is space for the dealer to make a notation of the quantity of each record desired. Included in the list are Bohemian, Croatian, French-Canadian, German, Greek, Jewish, Hungarian, Italian, Lithuanian, Mexican, Norwegian, Slovenian and Swedish records.

The European Sensation Direct from Vienna
“JUST ONE MORE KISS”

This haunting melody direct from Vienna is destined to become a sensation in America. It is the favorite dance hit in all the Night Clubs of the European Capitals and will completely captivate this country.

Published as Song and Fox Trot



THE FIRST HIT OF THE NEW SEASON---A CATCHY LYRIC, A GREAT DANCE, A MARVELOUS SONG

THAT BIG BLOND MAMMA OF MINE

By
Billy Rose
and
Jimmy Monaco



JEROME H. REMICK & CO.
NEW YORK--CHICAGO--DETROIT



TRADE LIKES BENNY DAVIS RECORDS

Records Made by Popular Artist and Song-writer for Emerson Phonograph Co. Meet With Popular Approval of Dealers

The new records by Benny Davis, who was recently added to the staff of exclusive artists of the Emerson Phonograph Co., Inc., have



Benny Davis

made a favorable impression upon the trade. Benny Davis is well known along Broadway, not only as a singer who has made his appearance at some of its most popular resorts, but as a songwriter who has contributed some of the best sellers of the past few years. He has a particularly loud, clear voice and an inimitable style, all of which he manages to get into his records. His first release was a record of "Stella," his own number, and "My Sweetie Went Away"; his next release will include "No, No, Nora," which has already been accepted as an unusually popular song, and "Sweet Henry," a jazzy selection which is finding some favor.

Benny Davis is the writer of such songs as "Margie," "Make Believe," "Angel Child" and other well-known success. All of these, and other Davis numbers, have achieved popularity.

NEW AGER, YELLEN & BORNSTEIN SONG

Ager, Yellen & Bornstein, Inc., have released a new song of the ballad order, entitled "You Didn't Want Me When I Wanted You" (I'm Somebody Else's Now). This number and "Louisville Lou" and "Mamma Goes Where Papa Goes" will be the features of this firm's activities during the coming season.

Hal Lothrop, of the J. E. Lothrop Piano Co., Columbia dealer, Dover, N. H., recently returned from a three months' sojourn in Europe.

NOW IT IS GOING ON THE STAGE

George W. Lederer has acquired the stage rights to the title "Yes! We Have No Bananas" and expects to produce a comedy with songs under that title within a month. The arrangement for the use of the title was made with Louis Bernstein, of Shapiro, Bernstein & Co., Inc., publishers of the original "Blues" and its later sequel of the number shows no signs of letting up in popularity.

BALLAD BY ERNEST BALL'S SON

Roland Ball, son of Ernest Ball, the successful ballad writer, has composed a melody for "Come Back to Mother Machree," the lyric of which was written by George Graff, Jr. M. Witmark & Sons, publishers of all the Ernest Ball music, will also issue this new song as it issues his father's work.

A NEW BERLIN COMEDY SONG

"Nobody Can Love Me Like My Old Tomato Can" to Be Exploited Widely by Publishers—Indications Point to Wide Popularity

A new comedy song has been accepted for publication by Irving Berlin, Inc. While it is the newest addition to this catalog the sales and professional departments have already decided to exploit it widely. The number is entitled "Nobody Can Love Me Like My Old Tomato Can," and is from the pens of Billy Baskette, who has written a number of popular successes in the past, and William Downs. Several vaudeville singers have introduced the song and the early indications seem to point to wide popularity. This, together with the fact that the Berlin organization is showing unusual interest as to the future of this number, should assure an unusual sale.

Championship Songs in all classes—



The RAGE in Waltzes

Just For To-night



The RAGE in Fox-trots

March of the Siamese



The RAGE in Voice Songs

Kiss Me With Your Eyes



The RAGE in Nut Songs

Nutsey Fagan



The RAGE in Ballads

All That I Want To Be Left Alone

sheet music-records-rolls-everywhere!

Edw. B. Marks Music Co. *West 46 St. N.Y. City next to N.Y.A. (no number necessary)*

The Overnight Song Hit!



HUNGRY
For Profits?
Have Some
codfish!
PROFITS
ARE IN
SEASON
You Can't
Order Too
Many.

Soon to be released on all Phonograph Records and Music Rolls.

JACK MILLS, Inc.

Music Publishers

152-4 West 45th Street,

New York, N. Y.

"The House That Jack Built"

"ALL MUDDLED UP" A LONDON HIT

Thousands of Paul Specht Columbia records of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed by that firm in honor of Specht's engagements at the New Corner House and at the Empress Rooms of the Royal Palace, both under control of Lyons. "All Muddled Up" is one of Paul Specht's best recordings, and special labels were printed by the Lyons firm for the occasion of the distribution of the discs as souvenirs. Francis, Day & Hunter publish the number in England by arrangement with Leo Feist, Inc.

NEW SONGS IN BERLIN CATALOG

Among the new songs added to the catalog of Irving Berlin, Inc., which will be heard frequently during the coming season are "Sittin' in the Corner," described as another "All by Myself"; "Bit by Bit," a new song which had its original success in Chicago; and a jazz tune entitled "Salt Your Sugar," and "Shuffle Along."

BRUNSWICK GETS BLUE RIBBON

TOWANDA, PA., September 7.—L. C. Gillette, local Brunswick dealer, recently entered a Brunswick Tudor model in the competition at the Bradford County Fair for the best phonograph on all points, which won the blue ribbon.

A REAL REGULAR RECORD CUSTOMER

JACKSONVILLE, FLA., September 6.—Miss F. F. Miller, saleslady in charge of the Chadwick Furniture Co.'s Columbia department, this city, has on file a standing order for twelve Columbia New Process records to be sent to Frank H. Jones, of Tuinucu, Cuba, every ten days. Mr. Jones is an ardent radio enthusiast and finds a great deal of satisfaction and pleasure in using the New Process records for "broadcasting" purposes. Miss Miller and other members of the Chadwick organization have "listened in" on several occasions and enjoyed the music immensely.

LOCAL COLUMBIA BRANCH ACTIVE

W. G. Monroe, of the New York wholesale branch of the Columbia Graphophone Co., reports a marked increase in business during the last two months, as compared with 1922. An exceptional Fall business is anticipated and all indications point to a very satisfactory season. S. H. Porges, foreign record salesman for the Columbia local branch, reports that the foreign record sales are increasing daily. Particular stress is being placed on the sale of Spanish records, and several new accounts have been opened during the last week which will deal almost exclusively in Spanish records, which are rapidly becoming more popular.

CHILDREN'S RECORDS CREATE SALES

Popularity of Records for Youngsters Makes Them Easily Salable by Live Dealers—Window Displays Bring Big Returns

The demand for children's records seems to be on the increase. This is undoubtedly due to the wide range of material that is being incorporated in these products. The retailers throughout the country also are doing much to exploit these goods. A display or demonstration of these children issues invariably creates sales. This, together with the fact that such sales mean additional profits and an increased volume of business that is not obtained through regular talking machine business, makes the stocking of such goods attractive to the dealer.

That children's records prove a valuable adjunct to the retailer's business is shown by the number of exclusive window displays given to these products. A good example of this was recently shown by Eisenberg's, one of the leading department stores of Baltimore, which made a particularly fine window showing on "Little Tots' Nursery Tunes," a product manu-



Eisenberg's Attractive "Little Tots" Window factured by the Regal Record Co., Inc. A reproduction of this attractive window is shown herewith. A special showing of this and similar products created a healthy volume of additional sales, according to the management of Eisenberg's.

OF DISTINGUISHED LINEAGE

Friends of Arthur Middleton, Edison artist, have learned that the Arthur Middleton, one of the signers of the American Declaration of Independence, was a forebear of this artist.

— FIVE "BLUES" HITS —

OH DADDY BLUES . . . GULF COAST BLUES
MY PILLOW AND ME-BLUES . . . MICHIGAN WATER BLUES

'TAINT NOBODY'S BIZ-NESS IF I Do

CLARENCE WILLIAMS MUSIC PUB. CO., Inc.

1547 BROADWAY, NEW YORK CITY

THE FOREMOST "BLUES" PUBLISHERS IN THE COUNTRY

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS {	TURNABLES	Stylus Bars		
TONE ARMS		Grey Iron		MOTOR FRAMES	Screw Machine Parts
REPRODUCERS		and Brass for		TONE ARMS	Talking Machine Hardware
		HORNS and THROATS			

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

SELVIN'S ORCHESTRA A BUSY BUNCH

Sign Exclusive Contract to Record for Vocalion
—Ben Selvin's Activities Excite Admiration

It was recently announced that Ben Selvin and His Orchestra have again signed an exclusive contract to record for the Vocalion. Mr. Selvin is one of the best-known orchestra leaders in the United States and his organization has become familiar to thousands of record pur-



Ben Selvin and His Orchestra, Which Records for Vocalion

chasers throughout the country during the past few years.

Although only twenty-eight years old he not only directs the Selvin Orchestra at the Moulin Rouge, New York, but he directs and manages the Bar Harbor Society Orchestra and the Broadway Syncopators, both exclusively Vocalion combinations.

Selvin's Orchestra has made records for a number of leading talking machine record organizations and the versatility shown by his artists and the novel arrangements made for his popular selections have found particular favor among dance enthusiasts.

It is said, besides furnishing six records or twelve selections a month for the Vocalion list, his orchestra also accompanies most of the Vocalion artists in their recordings of popular songs. An idea of the extent of his musical activities might be gleaned from the fact that he keeps three arrangers busy preparing effective and novel orchestrations.

IRVING KURTZ APPOINTED RECEIVER

Creditors of Cabinet & Accessories Co. Co-operating to Continue Operations

Irving Kurtz, attorney, talking machine dealer and president of The Talking Machine Men, Inc., has been appointed receiver for the Cabinet & Accessories Co., Inc., 3 West Sixteenth street, New York, which company was petitioned into bankruptcy recently. The liabilities of the concern are given as \$35,000, with assets about \$17,000, the receiver's bond being fixed at \$7,500.

This receivership is described as friendly and the petitioning creditors are said to be co-operating toward the reorganization of the company, which, it is hoped, will continue on a new and better basis than heretofore. Upon the retirement of the receiver it is planned that Otto Goldsmith, for many years president of the Cabinet & Accessories Co., will continue in charge of the affairs of the company.

NEW LONG CONSOLE CABINET READY

Geo. A. Long Cabinet Co. Introduces New Console Cabinet—Designed to Accommodate the Victrola IX—A Very Artistic Design

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long cabinets and well known throughout the talking machine trade as the maker of Long consoles to accommodate table machines, has just placed on the market a new console cabinet which will be known as No. 90. This cabinet is designed to accommodate the Victrola IX and is thoroughly in accord with the distinctive lines of the Long console cabinets, which have won popularity throughout the trade.

The new console cabinet No. 90 has four doors and one drawer and its attractive lines will undoubtedly meet with an enthusiastic reception from the trade. It is finished in mahogany, and H. C. Naill, secretary of the company, states that deliveries will start about October 15. This cabinet, although it is built especially to accommodate the Victrola IX, can also be fitted to take care of the Victrola VIII.

In a chat with The World Mr. Naill, who was a recent visitor to New York, stated that orders are being received in good-sized quantities for the console cabinets Nos. 601, 603, 608 and 610, which were introduced some time ago to accommodate Victrolas VI and IV. The standard Long record cabinets are also meeting with an active sale and it is evident the company will close one of the best Fall seasons in its history.

SONORA DEALER ANTICIPATES DEMAND

SYRACUSE, N. Y., September 6.—The Gibson-Snow Co., Inc., of this city, Sonora jobber, has just shipped seventy-nine Sonora phonographs to C. W. Ludwig & Sons, Rochester, N. Y. These enterprising dealers, like many others in Syracuse territory, appreciate the wisdom of getting as many machines in their possession as they can handle before the car and phonograph shortage becomes acute.

FEDERAL TEL. & TEL. ACTIVITIES

C. Kurtzmann Will Visit Trade Throughout Country—Company Has Prepared Extensive Sales and Publicity Campaign—Complete Line of Radio Sets Ready for Trade

C. Kurtzmann, of the Federal Telephone & Telegraph Co., manufacturer of Federal radio receiving sets and parts, who has been making his headquarters at the New York offices of the company, will hereafter be located at the factory and executive offices in Buffalo, N. Y. According to Mr. Kurtzmann's present plans he will spend the greater part of his time visiting the trade throughout the country, and he is now preparing an itinerary that will enable him to call upon the dealers and jobbers in practically all of the leading trade centers.

During the past few months the Federal Telephone & Telegraph Co. has been rounding out its line of instruments for the 1923-24 trade, and at the present time the company has a complete line of radio-receiving sets that include a number of models particularly suitable for sale by the talking machine dealer. An extensive advertising campaign that will benefit the jobber and dealer has been approved by the officials of the company and is now under way.

Mr. Kurtzmann is ideally qualified to co-operate with the talking machine trade, as he is a member of a famous piano manufacturing family bearing his name and was identified with music activities for many years. During recent years he has been devoting his time to radio activities and he is keenly enthusiastic regarding the sales possibilities of Federal radio-receiving sets in the talking machine industry.

STANDARD T. M. CO.'S BENEDICTS

Two Representatives of Pittsburgh Victor Wholesaler's Staff Desert Bachelorhood—Both "Grooms" Well Known in Trade

PITTSBURGH, PA., September 10.—R. J. Coleman, special representative of the Standard Talking Machine Co., of this city, Victor wholesaler, and formerly associated with the Victor Talking Machine Co.'s educational department, was married Saturday, September 8, to Miss Caroline Emily Grade, of Coudersport, Pa., at the home of the bride. Mr. and Mrs. Coleman left immediately for a trip on the Great Lakes, after which they will spend some time with Mr. Coleman's mother at New Albany, Ind., returning to Pittsburgh, which will be their home. Mrs. Coleman is an accomplished musician, having played the pipe organ in the First Lutheran Church at Coudersport for some time past.

On Saturday, August 18, C. E. Willis, traveling representative of the Standard Talking Machine Co., was united in marriage to Miss Mary Elizabeth Moore, of Pittsburgh, leaving immediately for a two weeks' wedding trip. Mr. Willis is well known throughout the Victor trade in the Tri-State territory, having served in different capacities in this section for the past ten years. The newlyweds are now at home to their many friends at 1813 Brownsville road, Carrick, Pittsburgh.



Featured by **RAY MILLER'S ORCHESTRA**
New York **A. J. STASNY MUSIC CO., Inc.** London

PORTLAND, ORE.

*Retailers and Wholesalers Very Busy—Excellent Fall Outlook—
Expansions and Stores Opened—Prominent Visitors—The News*

PORTLAND, ORE., September 4.—Business during the past month was very brisk, according to local retail dealers, while wholesalers say they have all they can do to keep up with orders. Dealers who thought that July was a big month for portable machines say that August far outstripped July for this model, and that record sales picked up remarkably during the last two weeks of the month.

Harry Marshall, district manager of the Edison Phonograph Co., with headquarters in this city, made an extensive trip to a section of his vast territory and motored as far north as Bellingham, east through the Wenatchee and Yakima valleys and down into the Walla Walla country and Pendleton. Mr. Marshall says:

"Conditions look very good and the thing that impressed me most was the optimistic view the farmers are taking of the wheat situation, crops being greater than in recent years. Dealers everywhere I visited reported increasing business, and H. E. Roberts, of Wenatchee, showed the sale of six Edison phonographs in ten days' time and says his business is greatly in excess of last year. Kinney Bros. & Sipprell, of Everett, Wash., report that their volume of business for July nearly equaled that of last December." Mr. Marshall, who also visited the Pendleton Music Shop, reports wonderful improvement in the rearrangement of this store, the enlarged floor space and additional booths adding greatly to its efficiency.

The Economy Drug & Music Co., of Pendleton, is now in its new store, one of the most attractive establishments in the Northwest. The music department occupies a separate store, which is so conveniently connected with the drug store that the whole is one store and yet entirely distinctive. Thomas Youngman does a big business and carries the Edison, Victor and Brunswick lines. He is also the agent for the American Co. line of pianos and the Gulbransen.

E. J. Condon, for six years traveler for the Edison out of Portland, and who for the past six weeks has been very ill at the Portland Medical Hospital, is reported greatly improved.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., announces J. G. McKay, of Rainer, and Arthur W. Burton, of Powers, Ore., as new Victor dealers. Mr. Hunt reports the demand for the new Art Models Nos. 400 and 405, which have just been received, far exceeding his expectations. Mr. Hunt expects the drop in Red Seal record prices to materially increase business and says it will give the dealers a splendid opportunity to balance their stocks. Victor dealers are all accepting the announcement of the weekly release of supplement records beginning September 21 with great favor.

Several changes have been made in the personnel of the phonograph departments during the past month. Helen Briggs, for the past four years connected with the phonograph department of the Seiberling-Lucas Music Co., has joined the forces of the Hyatt Talking Machine Co., and C. Jellison has been placed in charge of the department and will be assisted in the record department by Alma Strayer. A. T. Erickson, formerly of the phonograph department of Murgittroyd's Drug Store, of Spokane, Wash., has taken charge of the Victrola department of the Powers Furniture Co., to take the place of P. J. Heinz, who has been in charge of the department for the past three years. Mr. Heinz resigned to join the sales force of the Powers Furniture Co., with which he was associated before taking charge of the phonograph department. Emilie Holloway, of the record department of the Wiley B. Allen Co., resigned to become the bride of Dr. W. J. January, of Oakland, Cal. Audrey White and Helen Watts have been added to the department and will assist Miss Erma Ewart, who has charge of the record department of the Wiley B. Allen Co.

F. W. Stephenson, secretary of Sherman, Clay & Co., of San Francisco, was a visitor to the local store this month on his return from a motor trip with his family to Yellowstone Park.

S. J. Scrivens, of Vancouver, B. C., and formerly with the Fitzgerald Music Co., of Los Angeles, has been added to the Victrola department of Sherman, Clay & Co.

Geo. W. Lyle, president of the Strand Phonograph Co., of Salem, Ind., was a recent local visitor, and while here he made his headquarters with L. D. Heater, distributor of the Strand phonograph in this section. While in Portland Mr. Lyle, with the assistance of Mr. Heater, closed several important Strand deals.

W. E. Henry, of San Francisco, Pacific Coast agent for the General Phonograph Corp., manufacturer of Okeh and Odeon records, and W. C. Fuhri, of New York, general sales manager for Okeh records, were also visitors to the L. D. Heater establishment. After business was transacted Mr. Heater took the visitors on the famous Columbia River Highway trip.

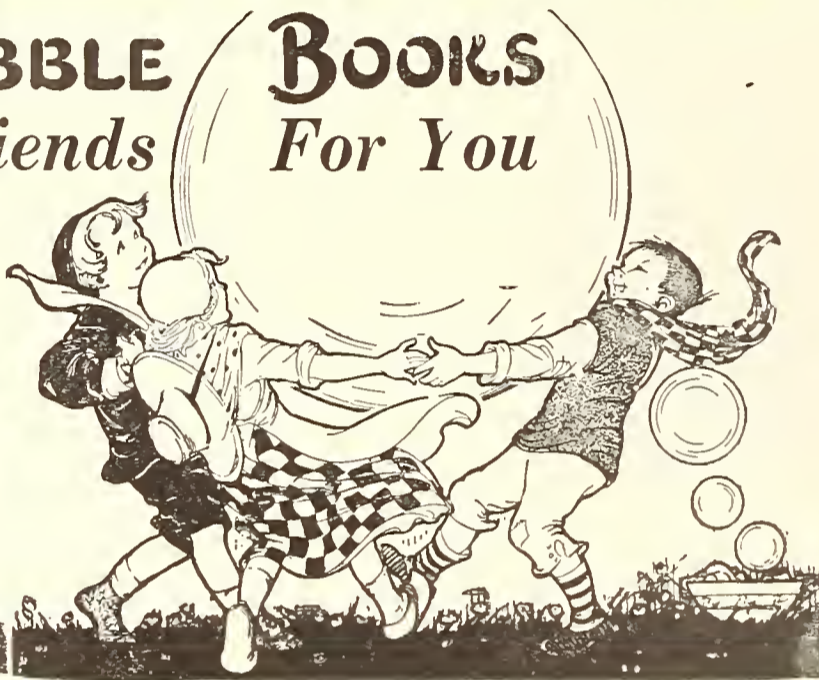
A. J. Kendrick, of Chicago, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., called on M. Davis, district manager, and together visited the trade.

The Vernonia Drug Co., of Vernonia, Ore., is a new Brunswick agency, with William Folger as manager.

The announcement of the installing of a pressing plant in California by the Brunswick Co., to be ready about January 1, meets with the hearty approval of the local house.

The Hyatt Talking Machine Co., which recently moved into new quarters at 386 Morrison street, advertised its new location by distributing 60,000 cards to prospective customers.

BUBBLE BOOKS Make Friends For You



IT'S a universal, human trait to trust ever afterwards the people who once prove trustworthy. So it is with a store that once wins the confidence of its customers. Bubble Books are excellent stock in trade, for this reason. Whenever you introduce them they make friends for you.

Tell your customers that all children adore the books "that sing" all the old familiar Mother Goose rhymes and games. When they take the first one home they will find out that you did not exaggerate. They have discovered that children can be kept amused for hours at a time, playing the charming records and reading the rhymes and stories that are so beautifully illustrated.

These customers will come back for another and another—until they have bought all fourteen Bubble Books. You have won their respect for your judgment. They will take your word on other merchandise.

The best way to introduce Bubble Books is through the Bubble Book Hour. It will bring customers to your store during your dull time. The children will love it—the parents will thank you—it will advertise your store throughout the neighborhood. Ask us for information about Bubble Book Hour.

THIS stand is yours free with an order for three gross of Bubble Books.

A small stand is given free with an order for one gross.

Other splendid helps are yours free for the asking.

BUBBLE BOOKS "that Sing"

Retail at \$1.00 a book with three records

By RALPH MAYHEW and BURGESS JOHNSON

Illustrated by Rhoda Chase

When you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROS., Bubble Book Division

Established 1817

49 East 33rd Street

New York City

IN THE MUSICAL MERCHANDISE FIELD

SMALL GOODS POPULARITY GROWS

Many Dealers Find That Addition of Sideline of Musical Merchandise Is a Profitable Investment if Properly Handled

The last few months have witnessed a remarkable development of the popularity of musical merchandise departments among talking machine dealers, many of whom formerly looked askance at sidelines. Many dealers have installed stocks of small goods, and in most cases the experiment has proved satisfactory beyond expectations, the small capital required for such a stock, quick turnover with consequent profits and the comparatively small space which such a department occupies, enabling retailers to enter this field without great trouble and expense.

Reports emanating from various wholesalers of musical merchandise indicate that talking machine dealers generally now realize that an easy selling sideline, such as small goods, is a most profitable investment, not only for the reasons mentioned above but primarily because of the fact that experience has proved that when business in talking machines and records is inclined to be below par there is usually a fertile sales field for string and band instruments. Indeed, according to information gathered from the dealers themselves, patrons who have purchased talking machines and records are often fine prospects for the small musical instruments, and many concerns have boosted their profits materially by promoting intensive sales drives directed toward their old customers.

That the sideline in the talking machine store is here to stay is evidenced by these facts, and it is safe to say that no merchant engaged in the talking machine business can do better than by adding musical merchandise, which is especially adapted as a sideline for this type of business. Some merchants have tried merchandise foreign to the music business as sidelines, but seldom with any great success.

PAUL WHITEMAN TO PLAY IN GOTHAM

Paul Whiteman and His Orchestra, who are at present engaged in recording some of the latest dance hits for the Victor Co. in the New York studio, will appear at the Palais Royal this Fall as in former years. Mr. Whiteman will make records until September 27.

NEW B & D SUPER BANJOS

"Banjos of Quality"

JUST OUT

New Illustrated Catalogue

There's A Reason Why
Particular Trade Buys

B & D SUPER BANJOS

The Bacon Banjo Co., Inc.
Groton, Conn.

PROGRESSIVE CORP. ENTERS FIELD

New Gotham Concern Will Distribute Well-known Makes of Musical Instruments

A new entry into the ranks of musical instrument distributors is the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, organized several months ago, which is now prepared to deliver its products.

A long list of well-known makes of musical instruments and merchandising supplies will be distributed by this organization. Included in these are the Holton band instruments, Bacon banjos, guitars and ukuleles, M. Hohner harmonicas and accordions, Ludwig & Ludwig drums and other manufacturers' products which are nationally known.

The Progressive Musical Instrument Corp. states that it will make a special feature of twenty-four-hour shipments. It plans to appoint exclusive dealers in particular territories and, in keeping with its name, will introduce a series of new progressive ideas in the distribution of the products carried. Some of the best-known and long-experienced figures in the musical instrument and talking machine industries are members of the new organization.

OPENS STORE IN READING, CAL.

READING, CAL., September 4.—W. H. Bergh, well-known local business man, recently opened a new store in which a complete line of talking machines, records and musical merchandise is handled. Mr. Bergh has built up a large clientele through progressive business methods.

A NEW YORK INCORPORATION

A charter of incorporation has been granted to Rosenthal-Low, of New York. The concern will engage in the manufacture of musical instruments, with a capital of \$40,000. Incorporators are S. N. Rosenthal, J. Low and N. Weiss.

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—then get the best—



'AN ASSORTED GROSS AT LESS THAN GROSS RATE'

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

HARMONICA BAND CARNIVAL

A harmonica band, composed of the boys who recently won honors in the City Harmonica Contest, was a feature of the carnival held by the Playground Division under the direction of Supervisor of Recreation of New York James B. Mulholland, on September 8. The various activities carried on in the playgrounds during the past year were exhibited.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

NEW HARMONICA INSTRUCTION BOOK

Issued by M. Hohner, Contains Interesting Articles on the Art of Playing Harmonicas

Considerable interest is manifested by the trade in the new harmonica instruction book which has been issued within the last few weeks by M. Hohner, harmonica and accordion manufacturer, New York City. This booklet is complete in every detail and contains clearly written articles on such subjects as: "How to Play the Hohner Harmonica," "Playing the Scale," "Playing a Melody," "Securing Artistic and Tremolo Effects," "Obtaining an Accompaniment." A large double-page illustration shows the Hohner harmonica as featured in the Rivoli and Rialto Symphony Orchestras. Space is given to the new Hohner chromatic harmonica as well as many highly complimentary newspaper opinions of the Hohner. The booklet concludes with a highly interesting article concerning the manufacture of Hohner harmonicas.

ENLARGE BACON BANJO PLANT

Rapid Increase in Demand Compelled Enlargement of Manufacturing Facilities

GROTON, CONN., September 7.—The large and steady demand for Bacon banjos has already necessitated the erection of an addition to the factory of the Bacon Banjo Co., Inc., of this city. Work is about completed and early use of the increased facilities provided is expected. The popularity of the B. & D. super banjo is reported by David L. Day, general manager of the company, to be increasing steadily. This instrument is particularly popular with the professional player. Many well-known banjoists are proud owners of these instruments. F. J. Bacon, president of the company, and Dr. E. E. Winship, one of the directors, were recently granted a patent on a new tail piece which, it is claimed, greatly improves the tone of the banjo. This improved tail piece is already being used on the Bacon banjo.

BUEGELEISEN BACK FROM EUROPE

Samuel Buegeleisen, head of the musical merchandise wholesale house of Buegeleisen & Jacobson, 5 Union Square, New York, returned August 31 on the S.S. "Berengaria" from Europe, where he spent the Summer enjoying a rest from his executive duties.

Gretsch American Saxophones



Gretsch - American Saxophone Service

- 1—GOOD Saxophones!
- 2—24-Hour Service on Your Orders.
- 3—Generous Margin of Profit.
- 4—Advertising Literature with Your Imprint—FREE!
- 5—Cuts, Ideas for Newspaper Ads, etc., Awaiting Your Call.

Sell More Saxophones!

It's easy with Gretsch-Americans!

The splendid tone and quality of the instruments themselves—the wide margin of profit our wholesale prices permit—the prompt service we give your orders—these are all features that make it easy and pleasant to sell Gretsch-American Saxophones.

And mighty profitable too!

Ask us, on your business letter-head, for Saxophone Prices and Descriptive Catalog. For dealers only

The FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

PREPARING NEW BRUNO CATALOG

Booklet Descriptive of Lines Handled by Well-known Importers of Musical Instruments Soon Will Be Ready for Distribution

C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise, are preparing a new catalog which is almost completed and soon will be ready for distribution. It is predicted by the company that this new catalog will constitute the handsomest and most comprehensive piece of literature of this character ever produced by C. Bruno & Son, Inc. The timely appearance of this catalog at the beginning of what is expected to be one of the biggest Fall seasons in the history of the industry is most opportune and it will undoubtedly have a decidedly stimulating effect on the sale of Bruno merchandise during the busy season with which the trade is confronted.

SAXOPHONE HOLDER MAKES BOW

Device Recently Presented to Trade by the Fred. Gretsch Mfg. Co. Goes Over Big

The Fred. Gretsch Mfg. Co., manufacturer and wholesaler of musical instruments, Brooklyn, N. Y., has lately presented to the trade the Gretsch-American folding saxophone and combination holder. This holder, which folds up to fit any standard size music case, is adjustable in height and allows the saxophone player to adjust it to his exact requirements. The holder can be used to hold the saxophone alone or to include several combinations of musical instruments as well. The value of this holder for window display is also pointed out.

Walter Gretsch, secretary and treasurer of the organization, sailed on September 15 for the musical merchandise markets of Europe where he expects to spend some time making a careful selection of the best in European markets for the Fall and Winter seasons.

BUESCHER EMPLOYES HOLD PICNIC

Entertainment Provided Largely by Great Band Composed of Employees Themselves

ELKHART, IND., September 1.—The annual picnic of the Buescher Band Instrument Co. factory employees and their families was held last week

at Christiana Tavern. A whole day was devoted to the affair, a caravan of automobiles leaving the factory at 9:30. Entertainment was provided throughout the day by an immense band composed entirely of factory members. Two baseball games were played and other sports were enjoyed. Free coffee, ice cream and lemonade was dispensed by the company to its guests, all of whom united in declaring it the best outing ever.

FOURTYNE STORE ADDS SMALL GOODS

MEMPHIS, TENN., September 3.—A musical instrument and sheet music department will be added to the Fourtyne Music Store, 111 Madison avenue. The store has handled phonographs and records exclusively up to installing this new department and, through aggressive methods, a growing business has been enjoyed.

GOOD PROFITS

BANJOS	V	TRUMPETS
MANDOLINS	E	TROMBONES
LUTES	G	SAXOPHONES
GUITARS	A	CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave. Boston, Mass.

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner publicity which now begins will include magazines of national circulation reaching over 50 million readers each month. Plan to benefit by this publicity.

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

TO ORGANIZE BUESCHER BAND

Employees of Elkhart Band Instrument Factory to Have Own Organization

ELKHART, IND., September 4.—At a meeting of about fifty musician employees of the Buescher Band Instrument Co. last week plans were considered for the establishment of a Buescher band. The impromptu band organized by George Dierstein, cornet tester at the factory, at the Buescher picnic last week proved so successful that it has prompted the men to think of a regular factory band. Everyone was enthusiastic and agreed to do his best to make it the finest band in Indiana.

Officers elected were F. A. Buescher, president; Allan Loomis, vice-president; Homer Spicer, manager; C. A. Kline, secretary-treasurer; George Dierstein, director. A record was taken of those present and the instruments played by each man. In a talk to the men Mr. Buescher stated that the success of the band rested entirely with them.

INSTALLING NEW EQUIPMENT

Zimmerman-Bitter Co. Secures Important Contracts—Emanuel Blout Redecorating Store

The Zimmerman-Bitter Construction Co., New York, recently secured two additional contracts for the installation of its equipment; one contract calling for the renovating and redecorating of the store of Emanuel Blout at 481 Orange street, Newark, N. J. The front of the store will be remodeled and the interior redecorated in French period design. Piano rooms, record, musical instrument and sheet music departments will be installed. The company has also secured the contract for the installation of equipment in the quarters of the Musical Products Distributing Co., New York.

NEW STORE OPENS IN HARTFORD

C. W. Cain and John Vendetti, two Hartford, Conn., musicians, have opened a band instrument store to be known as the Hartford Band Instrument Co., with headquarters at 16 Market street, in that city.

A charter of incorporation has been granted to the Gaiety Talking Machine Co., of New York City, with a capital of \$5,000. Incorporators are A. Markowitz, H. Gellman and W. Haines.

JUNIOR OPERETTAS WELL RECEIVED

Vulcan Record Corp. Receives Numerous Dealer and Jobber Applications—"Little Red Riding Hood" Records Now Being Delivered—Production Facilities Increased to Meet Demand

The Vulcan Record Corp., 15 East Fortieth street, New York, which announced a new record recently known as the "Junior Operetta Series," states that it is making rapid progress in the production and marketing of these records. Deliveries of the "Little Red Riding Hood" selections are now being made and factory facilities are being increased rapidly in order to give the trade efficient service and co-operation.

In a chat with The World Fred Hedinger, secretary and general manager of the company,



"Little Red Riding Hood" Display Sign stated as follows: "Since announcing the Junior Operetta Series, a few weeks ago, we have received applications for dealer franchises from all parts of the country. All of these applications call for good-sized orders and we are increasing our production as rapidly as possible in order to meet the requirements of the trade. We have also received numerous applications from well-known and responsible firms in the leading trade centers who are desirous of acting as jobbers for our product. In all probability we will announce the appointment of jobbers very shortly and these distributors will be given every opportunity to serve the dealers in their territories efficiently and satisfactorily.

"In addition to the 'Little Red Riding Hood' Junior Operetta records we expect to announce in the near future additional sets of records in our series, such as 'Cinderella,' 'Snow White,' 'Three Bears' and other fairly tales that are popular the world over. Judging from the enthusiastic reception accorded our first announcement there is an unlimited field for this class of records and we are gratified at the interest and response manifested by the talking machine dealers.

H. V. Lippert, music dealer, Dyersville, Ia., recently sold his entire stock of talking machines, pianos, etc., to H. R. Flammang, who has moved the music stock to his jewelry store.

"TREASURE CHEST" DEMAND GROWS

Victor Dealers in All Parts of the Country Ordering Sets of Records Selected by C. Bruno & Son Through Local Wholesalers

The hearty response which met the first appearance of the "Treasure Chest," produced by C. Bruno & Son, Inc., Victor wholesalers, New York City, continues strongly. The "Treasure Chest," it will be remembered, is an attractively cartoned set of six double-faced, ten-inch orchestral musical gems from the Victor catalog. These selections embrace music of six foreign nations. Although the first response was naturally from Victor dealers in the metropolitan territory dealing regularly with C. Bruno & Son, Inc., the demand is now also from Victor retailers in cities of all sections of the country. In accordance with the suggestion made by C. Bruno & Son, Inc., these Victor retailers are placing their orders through their local Victor distributors. Wm. J. Haussler, president of the company, reports Victor wholesalers everywhere are placing substantial orders for the "Treasure Chest." The many repeat orders now being received for the "Treasure Chest" are a visible indication of the success with which it has met, as well as its growing popularity.

IMPROVEMENTS AT FREDERICKS

Main Floor Redecorated—Audak Record Demonstration Device Added to Speed Service

UNIONTOWN, PA., September 8.—The W. P. Frederick Piano Co., this city, is undergoing extensive improvements in preparation for the Fall and Winter trade. The entire Main street floor has been redecorated and new lights and carpets are being installed. An improvement in the Victrola department is the installation of an Audak, which is the latest improvement in record demonstrating devices.

This instrument takes the place of extra booths and allows the customer to hear a record without anyone else hearing the same record demonstrated.

R. B. WHEELAN HOME FROM EUROPE

R. B. Wheelan, president of Health Builders, Inc., arrived in New York on Monday, September 10, after several months of touring Europe. Mr. Wheelan was accompanied by Mrs. Wheelan, and while abroad they visited a large number of the points of interest.

The Waltz Sensation for 1923

Goodnight!

Watch this Baby GROW!

"You can't go wrong - With any 'PEIST' song"

DETROIT

Prosperous Outlook for Auto Industry Is Reflected in General Good Business—News of Month

DETROIT, MICH., September 8.—Dealers around this part of the country are looking forward to record business and anticipate that each month will show up at least 100 per cent better than last year. In fact, some of the months this year have already enjoyed such a record—and business, on the whole, from January to August 31 is considerably ahead of the same period last year for everybody. Automobile manufacturers see very little let-up in production, as orders are still coming in faster than they can be handled, and there is nothing to indicate that there will be any change, except that business a little later will not be quite up to what it has been all Spring and early Summer. But this falling off is naturally expected around October, November and December. What applies to Detroit applies to all the other cities in Michigan where motor manufacturing is the biggest industry. And over in the city of Grand Rapids the furniture factories are going full speed, with indications that they will continue right through the Fall and Winter. In Battle Creek the cereal food manufacturers are busier than ever; in Kalamazoo the paper manufacturers cannot begin to take care of orders, and we could go right down the line and mention similar business conditions in every big city in the State.

This is State Fair Week in Detroit, and it is bringing many thousands of visitors from all parts of Michigan, Ohio and Indiana. It is being staged on a more mammoth scale than ever. In visiting the Administration Building the other night The World correspondent noticed a very attractive exhibit by Grinnell Bros., in which every type of Victor talking machine and all the latest Victor records were being exhibited and sold.

This being the forty-second anniversary month for the J. L. Hudson Co., special offerings are being made in the various departments, which include the talking machine division. In this department are handled the Victor, Brunswick, Cheney and Poole instruments, as well as Victor and Brunswick records.

In this issue is an important announcement by Lind & Marks Co., which is distributor for the Vocalion and Vocalion records. The announcement is in connection with the Wolverine phonograph which it is manufacturing and has been for the past three years. But only now has the firm been in a position to take on additional business, due to increased factory facilities. The Wolverine is made in two finishes—walnut and mahogany. The Wolverine portable has been a very popular seller all Summer. The other models range in price from

The
Pooley
PHONOGRAPH

The Phonograph Line That Speaks for Itself

By superior quality and value alone has the Pooley Phonograph achieved recognition and prestige. The reputation of the manufacturers for producing nothing but the best has been zealously guarded in the production of these instruments, and the high class houses now selling Pooley Phonographs are a recommendation and evidence of their excellence.

Successful and growing concerns are the ones with the ambition and purpose of securing for their customers the best for the money, and genuine values at consistent prices make sales easy, and build up a satisfied, loyal class of trade.

We offer you in the Pooley line the highest types of the artistic blending of musical instruments into fine furniture. Eight consoles and one upright style. Complete line on display at Detroit and Cleveland.

Inquiries Solicited.

C. L. MARSHALL COMPANY, Wholesale Distributors
Michigan, Ohio, Kentucky, W. Va., W. Pa. and E. Ind.

Pooley Phonographs, Outing Portables and Criterion Musical Merchandise Products
Detroit, 514 Griswold St. Cleveland, 328 Superior, W.

\$100 to \$215 retail. Lind & Marks are now selling thirty-eight accounts in the city of Detroit and about 400 in the State, which is a phenomenal showing, considering the short period of time they have been in business. A feature of the Wolverine is that a five-year certificate of guarantee goes with every machine sold, and there are many satisfied owners of these fine instruments in this section.

A. A. Fair, now special representative of the Pathé Phonograph & Radio Corp., was a recent Detroit visitor. Mr. Fair was formerly sales manager of the Jewett Phonograph Co., as well as salesman of the phonograph department of the Aeolian Co. and for several years with the Columbia Co.

J. F. Quinn, manager of The Brunswick Shop, is on a motor trip and will be back some time this month. His family is with him. They expect to visit all points in the East, including Bridgeport, Conn., the former home of Mr. Quinn, as well as New York City and Atlantic City. P. J. Gordon, manager of the store in his absence, told The World correspondent that business was coming splendidly, was far ahead of last year, and that the outlook for Fall has never been better.

Brunswick records are again being distributed locally through the Detroit branch of the Brunswick-Balke-Collender Co. This is proving of great value to the Detroit dealers handling the Brunswick, as it is giving them much better service.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobber, states that business has shown splendid improvement since August 15, and that everything looks good for the balance of the year. "We have sold more high priced phonographs than ever in our history during the past ninety days," he declared. "It is surprising to us where all the business came from."

HOLLENBACH BUYS EILER ASSETS

SPOKANE, WASH., September 4.—C. E. Hollenbach, of the Hollenbach Piano Co., of this city, who formerly was office boy in Eiler's Music House, which has been in the hands of a receiver since November last, has purchased the assets of the company from the receiver. It is reported that a financial consideration of \$20,000 was involved in the deal.

TO COVER METROPOLITAN TERRITORY

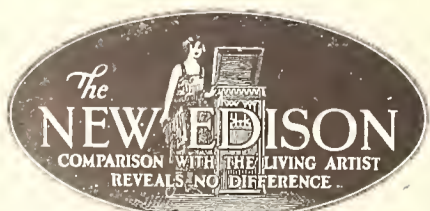
The Favorite Manufacturing Co. announces the appointment of I. Rosen to its list of sales representatives. Mr. Rosen will cover the metropolitan district where he has a large acquaintance among retail talking machine dealers. For a number of years he represented well-known talking machine products, and his long experience in serving retailers well qualifies him for his new activities.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.



Write us for our latest agency proposition



The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan

The NEW 1924 Models of the

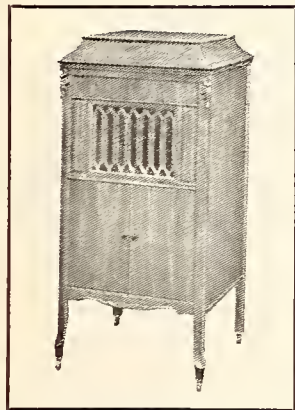
Wolverine

PHONOGRAPH

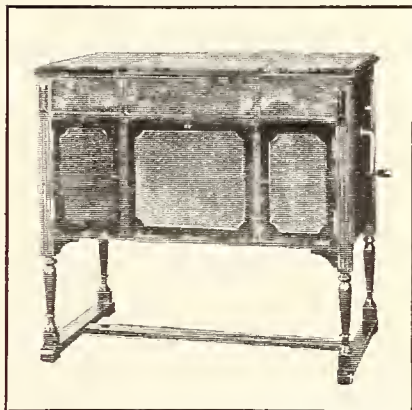
We have just now some very attractive and profitable territory open, we might suggest early application.

Best materials obtainable, made as good as humanly possible and priced moderately—The Wolverine.

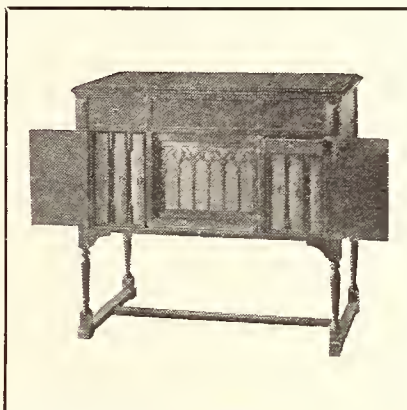
The Standard of Comparison



Model 505
Height 46 inches
Width 21 inches
Depth 22 inches **\$100**



Model 800 Tudor Console
Two views of this Tudor Period Console, showing instrument open and closed.
Height 34 inches Length 38 inches Depth 22 inches **\$175**



Model 400 Queen Anne Console
Height 35 inches
Length 36 inches
Depth 21 inches **\$125**



Model 300 Sheraton Console
Height 35 inches
Length 34 inches
Depth 21 inches **\$100**

THREE advantages to the dealer stand out prominently in our line. First, of course, is quality such as you can guarantee to the trade and backed by our certificate of guarantee.

Second, is popular price, which brings our machines into a wider range of homes.

Third and highly important, is the larger profit in a dependable Phonograph.

When we say "The Standard of Comparison" we mean that the Wolverine, placed side by side with any machines made, will stand out in a manner to delight the true lover of music.

Equipment of the Wolverine

Only the highest quality of materials are used in Wolverine cabinets and the workmanship cannot be surpassed.

The Universal Tone Arm plays all records.

Automatic stop, scientific tone modifier and all exposed metal parts heavily plated with nickel.

Our models 270-800 and our Louis XV Console come with full set of Albums.

The 800 model and Louis XV Console have all metal gold plated.

The Wolverine line is not a new or experimental one, but has been successfully on the market over three years.

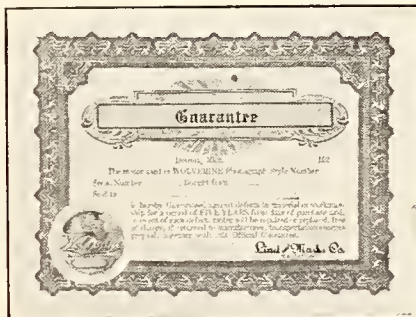
This is the first time our production has increased sufficiently to allow us to advertise.



Model 900 Stuart Console
Height 35 inches
Length 36 inches
Depth 21 inches **\$150**



Model 600 Adam Console
Height 35 inches
Length 36 inches
Depth 21 inches **\$125**



Louis XV Console
Height 35½ in.
Length 40 in.
Depth 23 in. **\$215**

All machines shipped direct from Cleveland or Detroit. Address all communications to offices at Detroit.

Manufacturers of the Wolverine Phonographs and wholesale distributors of Aeolian Vocalion and Vocalion Red Records.

LIND AND MARKS CO.

Congress and Bates Streets

DETROIT, MICH.



Another Superior Point for THE NEW COLUMBIA

When you have played a record through to the very last note, the New Columbia motor comes silently to a stop. The *new*, non-set, automatic stop does it. There is nothing to adjust! And it stops any record, long or short—of any make—with wide or narrow playing surfaces—every time!

COLUMBIA GRAPHOPHONE CO.
New York

ALBANY

*Traveling Music Shop on Wheels
Boosts Sales—Many Fair Exhibits
—Other Activities of the Trade*

ALBANY, N. Y., September 7.—The first traveling music shop on wheels was started out last month by the Baker Music House and it is not only attracting considerable attention along its routes, but is expected to call the attention of dealers to a new method of advertising and getting business. The new store is a big truck mounted on a Ford chassis, with portable steps in the rear. It is fully equipped with a Story & Clark player-piano, upright and console models of Columbia phonographs, Starr table instruments and Columbia portables, a line of Lyon & Healy musical merchandise, Conn cornets, saxophones and other band instruments, as well as all music supplies. It is used principally in the country districts, each farm house being visited and the occupants invited to enter and listen to the latest records and piano rolls. The interior is prettily decorated with chairs and settees for prospective customers and, with two large windows, makes a cozy "store." All country picnics and public entertainments are attended and music supplied for dancing and entertainment. E. T. Leary, formerly of the Utica Baker store, and George H. Lehr, of the Albany store, are in charge. The

truck has been well received by the farmers and the Baker delivery trucks have been kept busy following up the "store" making deliveries. O. E. Kellogg, general manager of the Baker Music House, is enthusiastic over the success of the experiment and is already planning more "wheel stores" for next Summer. Concerning the Fall business outlook Mr. Kellogg says he believes the sales in all lines handled by his firm will be limited only by the amount that can be secured from jobbers and manufacturers and that a shortage is already being experienced in many lines. The business of the past Summer, he says, has been the best in history.

Dealers Exhibiting at Fairs

Many of the local dealers are exhibiting their lines at the country fairs and consider it an excellent method of obtaining prospects for future sales. The Baker Music House is having an exhibit at all the fairs within the territory served by its branch stores. At the Hudson Falls Fair Starr phonographs and Remington and Story & Clark pianos were shown. It was in charge of Juan Silva, manager of the Baker Glens Falls store, assisted by Howard Brazee, of Albany, and Chris Cummings, manager of the Green Island store. At the Balston Spa Fair radio was strongly featured, being in charge of R. C. Garbardt, manager of the radio department of the Baker stores; Howard Brazee, and W. G. Webster, manager of the Balston Spa store. Columbia talking machines were exhibited. The exhibit at the Chatham Fair was in charge of J. T. Rider, manager of the Hud-

son store, and Columbia phonographs and pianos were shown. The Thomas Music Store will only have an exhibit at the Altamont Fair. It will be confined to all models of Victrolas and will be in charge of F. M. Hulett, Herbert Earl, Willard Marshman and Alfred Garrison. McClure & Dorwaldt will have exhibits at the Cobleskill and Altamont Fairs of Victrola and Sonora models. Mr. McClure will be in charge of the Cobleskill exhibit and Mr. Dorwaldt at Altamont. The other dealers believe the advertising and resulting sales are worth the cost of the exhibits.

Joseph Kennah Promoted

Joseph Kennah, who has been associated with Henry Pommer & Sons since the inception of the present business two years ago, has been placed in charge of a new department as service manager. Mr. Kennah plans to call on every purchaser of a talking-machine several times a year and see that the phonograph is working properly and he will take orders for new records. The Raleigh, the latest Brunswick console model, is expected to be a great seller. The Pommer store recently installed a new line of Emerson records.

Edison Dealers Busy

Edison dealers throughout the territory covered by the American Phonograph Co., Edison jobber for this territory, with headquarters in this city, are doing a good business. This is evidenced by the volume of orders being received by the American Phonograph Co., and the demands of the dealers for instruments indicate, also, that they are anticipating a good Fall business and are preparing accordingly.

The "Upright or Console" Problem

The question of the extent of the demand for upright models of talking machines the coming Fall and Winter season, because of the attractive new console and period models, will be a serious one with dealers in placing their orders. L. H. Schutter, manager of the Thomas Music Stores, recently sold three upright Victrola models in one day, each of the purchasers making the selection in comparison with consoles at the same price. Mr. Schutter said he was inclined to place but few orders for uprights, but the one day's experience has convinced him that the older styles are not to become obsolete, but will continue to be the choice of many purchasers, and he is considering making one-half of his order of the older styles.

Al Edelson, of the Strand Temple of Music, has returned from New York City, where he placed a large order for phonographs for the Fall trade. He said he believed there would be a lessened demand for the upright models, but he selected about one-third of these types. He and Mrs. Schutter are enthusiastic over Fall business prospects.

Stage Anniversary Business Drive

McClure & Cowles have had a very successful fifteenth anniversary drive for business on Victrolas, Sonoras, pianos and players. The business the past Summer is reported as having been the best in the fifteen years since the firm was founded.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.

Emerson Records

Fifty Cents Retail



IRVING AND JACK KAUFMAN

The Emerson Record is the only record being sold today at popular prices on a policy which protects the high-grade phonograph dealer from undesirable competition.

The Emerson Record is the **ONLY RECORD** on the market today which is being sold universally at **FIFTY CENTS** retail.

The Emerson Record in most part is recorded by **EXCLUSIVE EMERSON ARTISTS** on a par with those recording the highest priced popular records.

The Emerson Record is out first with all the American Song Hits of the day.

The Emerson Record has a very large foreign catalog in Italian, Jewish, Polish, Russian and German.

The Emerson Record is sold only in phonograph shops doing business according to the best ethics and standards of the phonograph trade.

The Emerson Record at fifty cents retail nets the dealer the same margin of profit he receives from standard phonograph records retailing at much higher prices.

LATEST IRVING AND JACK KAUFMAN RECORDS

- | | |
|---|--|
| 10657—Just a Girl That Men Forget
That Old Gang of Mine | 10590—No One Loves You Any Better Than
Your M-A-M-M-Y
Crying for You |
| 10661—I've Got the Yes! We Have No Banana
Blues
Three Thousand Years Ago | 10581—Little Rover
New Hampshire |
| 10649—Cut Yourself a Piece of Cake
Hi-Lee Hi-Lo | 10572—Way Down Yonder in New Orleans
Way Down East in Maine |
| 10614—Beside a Babbling Brook
Ten-Ten-Tennessee | 10571—Honeymoon Time
(Baby Blue Eyes) |
| 10594—Who's Sorry Now?
Any Place That I Make Money Is Home,
Sweet Home, to Me | 10565—Porcelain Maid
Crinoline Days |

Clip the attached coupon, fill out and mail to us. We will send you a dealer's application and very interesting information as to the policy under which the Emerson Record is now sold, together with a catalog of our latest American and Foreign records.

Emerson Phonograph Company, Inc.
105-111 West 20th Street
New York City

Please mail me at once full information as to your Agency proposition on the Emerson Records at Fifty Cents Retail, together with the details of the policy under which this record is sold.

FIRM

STREET

CITY

STATE

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Exhibits at Fairs Occupy Attention of Retailers—Planning Fall Drive—M. Doyle Marks Co. Remodels—Trade News and Activities

SYRACUSE, N. Y., September 7.—Business in this city and environs has held up in a satisfactory manner, according to reports of retailers and wholesalers. The Fair season is now in full sway and dealers in this section of the State have been taking advantage of the opportunity of displaying their lines in attractively arranged booths, which, in most instances, have proved the equal in drawing power of the other exhibits. While sales traceable directly to the fair displays have not been many, some immediate sales were made. What is of greater importance, however, is the fact that in all cases dealers succeed in securing the names of considerable numbers of live prospects, which they vigorously follow up by means of outside salesmen and direct mail. The effect of these campaigns is cumulative and thus the exhibits return excellent dividends for the trouble and expense involved.

The influx of orders being received by wholesalers indicates that dealers are ordering their

Fall and early Winter stocks in anticipation of the usual seasonal buying revival. On the whole, there is much reason for optimism in this territory over the business outlook at the present time.

Make Exhibit at Trumansburg Fair

The Stover-Updike Hardware Co., of Trumansburg, N. Y., Edison dealer, had a very handsome exhibit at the Trumansburg Fair during the week of August 13. Frank E. Bolway & Son, Inc., who are the Edison jobbers for this zone, have been co-operating with the different dealers who are exhibiting at Fairs and had one of their representatives, John Essig, Jr., spend two days at the Trumansburg Fair, assisting the Edison dealer.

Big Increase in Edison Business

A representative of Schuderer & Castle, Edison dealers in Rome, N. Y., who was in the office of Frank E. Bolway & Son the other day, stated that their Edison record business from August 1 to 10 inclusive amounted to more than

their entire August, 1922, record business. They have been making quite a drive on attachments among the talking machine owners, making it possible to play Edison records on all makes of talking machines and, as a result, their record business has increased considerably. Schuderer & Castle state that one of the reasons for their record business increasing to such an extent is that the Edison Laboratory has been getting out the "hits" long before the public has sickened of them and turned to later numbers released by music publishers.

Gibson-Snow Co. Planning Fall Drive

The Gibson-Snow Co., Sonora jobber, is making plans for a banner Fall trade and the members of the company's sales staff are asking Sonora dealers to anticipate their Fall requirements as much as possible. Practically every Sonora dealer in this territory is keenly optimistic regarding the outlook for Fall business and good-sized orders are being received from the retailers throughout this section of the State. The Gibson-Snow travelers state that not only are the dealers placing orders, but the merchandise is moving, which is a very satisfactory condition. One of the interesting features of Sonora activities the past month has been the enthusiastic reception accorded the July-August issue of the Sonora Bell, the house organ issued by the Sonora Phonograph Co. This number contains valuable selling helps for the dealers and the Gibson-Snow Co. has a number of extra copies on hand which it will be glad to distribute upon request.

Bolway Enlarges Edison Representation

Frank E. Bolway & Son, Inc., Edison jobbers, have started a campaign to enlarge their representation and plan to take on several new dealers during the next two or three months. During the past week they report that Wallace J. Vastbinder, of Seneca Falls, N. Y., who has just opened up a very nice music store, has signed up as an Edison dealer. W. H. Griffin, of Norwich, N. Y., also is now handling the New Edison. Other new accounts opened include H. J. Hunter, Parish, N. Y.; Bowman & Jones, Cleveland, N. Y.; M. C. Benson, Hastings, N. Y.; A. E. Olmstead & Son, Orwell, N. Y. F. E. Bolway & Son report that they have numerous inquiries for the Edison line, which goes to show that it is steadily becoming better known by the buying public and merchants are realizing this demand.

Victor Dealers Doing Good Business

The W. D. Andrews Co., Victor wholesaler, with headquarters in this city, has been enjoying an excellent business and present indications are that the Fall business will be very satisfactory. Victor dealers throughout this territory are taking advantage of every opportunity to increase their sales and this activity has kept the business volume up to par thus far this year.

M. Doyle Marks Co. Remodels

Extensive remodeling of the establishment of

The "Wise" Sonora Dealer Is Ordering His Machines NOW



SERENADE SONORA

There is going to be a shortage of Sonora product this Fall, and the wise Sonora dealer will be making a profitable move if he places his orders as far in advance of October 15th as possible.

This suggestion is offered after receiving reports from all parts of our territory, and we have no hesitancy in predicting that the 1923 Fall months will be a banner Sonora season. Are you equipped to get your share?

GIBSON-SNOW CO., Inc.
SYRACUSE NEW YORK

the M. Doyle Marks Co., Elmira, N. Y., Victor and Edison dealer, was recently completed and this concern now has one of the most up-to-date stores in the vicinity. The record department has been moved to the first floor and the entire second floor is used for the display of an extensive line of talking machines.

OSCAR W. RAY HOME FROM EUROPE

General Manager of Vocalion Division of Aeolian Co. Returns From Extended Tour of Europe—Makes Important New Contract

Oscar W. Ray, general manager of the Vocalion Red Record Division, of the Aeolian Co., returned on Monday, September 3, on the "Leviathan," from an extended tour through Europe, occupying over three months, in the course of which he looked after the business interests of the Aeolian Co. in London, Berlin and Paris and, incidentally, he studied existing business conditions in England and also on the Continent.

In discussing business conditions in Europe at present Mr. Ray stated that the politics, exchange and business situation generally, among the various nations, were changing so rapidly that it was impossible to prophesy with any accuracy the outcome. He declared, however, that there was every indication that the interest of America and its co-operation are needed by European nations to bring them out of the present state of chaos.

In a brief interview Mr. Ray said: "During my travels I had a wonderful opportunity to hear the music of Europe and witness the important part that it has in the lives of the people on the Continent.

"Many important contracts were made for the Aeolian Co. for the exclusive right to leading artists of Europe for Vocalion Red records, and a special announcement will be made in regard to these contracts at a later date. We are now equipped and prepared for the biggest year in the history of Vocalion Red records, and our dealers may be assured a most successful future."

The NEW EDISON
in
New Models, New Prices
EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
Jobbers
Est. 1889

F. WOODS WITH STARR LABORATORY

Frederick Woods has succeeded Thos. Griselle as musical director of the Starr Recording Laboratory in New York where Gennett records are made. Mr. Griselle was forced to resign on account of illness.

A Brunswick phonograph has been installed in the Saratoga Springs, N. Y., training quarters of Jack Dempsey, heavy-weight champion prize fighter of the world, who is at present training for his bout with Luis Firpo, the "wild bull of the Pampas."

M. I. S. CO.'S NEW "CUT" BOOK

Victor Wholesaler Issues Second Edition of "Cut" Book—Attractive Illustrations for Dealers' Publicity Make Book Valuable

The advertising department of the Musical Instrument Sales Co., New York, Victor wholesaler, has just prepared the second edition of M. I. S. Victrola illustrations for use by Victor dealers in their printed advertising. This book

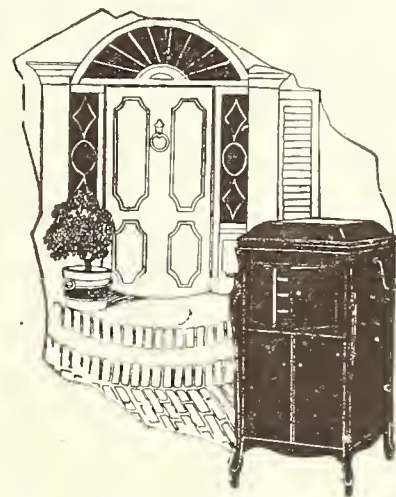


Illustration in M. I. S. Co.'s New Book contains a unique assortment of especially designed plates and matrices which effectively feature the Victrola and which provide the dealer with material for a whole year's advertising campaign.

The wide popularity and success of the first edition of the M. I. S. cut book demonstrated the value of this service to the Victor dealers and influenced the publication of the second edition. All of the illustrations in the new edition (with very few exceptions) are entirely different from the previous book, depicting the current model Victrolas in an attractive and impressive way. It is suggested that the dealers consider the use of these illustrations in newspaper advertisements, mailing cards and folders, letter-heads and envelopes, seasonal circulars, bill heads, etc.

**Are You Selling
In Great Britain?**

The very thing for all out to cultivate a big export trade is to get within the vision of the Buyer's Eyes. His exclusive notice is worthy of a special effort to gain, and that is why we invite You to very carefully consider one of the best Export Trade Opportunities ever submitted.

For many years past, the English publishing house of G. D. Ernest & Co. has issued a valuable trade work—

The Music Trades Diary, Year Book and Directory

It carries the advertisements of representative British firms, and the 1924 edition should most certainly include an announcement of your products.

Its circulation covers *United Kingdom dealers* in music and all kinds of musical instruments; also *large buyers in the Colonies and foreign countries.*

Thus are the markets of the world thrown open to You in the most direct way—not for one week, but for *twelve solid months.*

If you *write at once* there is just time to hear more about it before finally deciding the amount of advertisement space you will require. Ask for our prospectus on the subject.

G. D. ERNEST & CO.

Bessemer House, Duke Street, Adelphi, London, W. C. 2.

The Waltz Sensation for 1923

Goodnight!

Watch
this Baby
GROW!



"You can't go wrong with any 'FELT' song"

VICTOR JOBBERS DECIDE OWNERSHIP OF GOLF TROPHIES

Golf Matches Held at Sea View Club on September 5 to Determine Final Possessor of the Johnson and Blackman Cups—Lew Collings Wins First and Fred Oliver Second

ABSECON, N. J., September 6.—In order to determine who were entitled to the final possession of the Johnson cup and the Blackman cup, two valuable trophies offered to stimulate interest among the golfers in the ranks of the Victor talking machine jobbers, the one presented by President Eldridge R. Johnson, of the Victor Talking Machine Co., and the other by J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, two lively golf matches were held at the Sea View Club here recently, participated in by those who in former tournaments had won legs on the prospective cups.

The contestants for the Johnson cup were Lew Collings, of Collings & Co., Newark, N. J.; French Nestor, of the French Nestor Co., Jacksonville, Fla., and C. A. Grinnell, of Grinnell Bros., Detroit, and the play was decidedly close, despite the fact that Mr. Grinnell had just about recovered from a recent illness and was not in

his best form, although he insisted in carrying on. Thirty-six holes were played, with the result that Collings came through with a gross net score of 178, Nestor with a gross of 186 and a net of 180, and Grinnell with a gross of 194 and a net of 186. The match was actually won in the last nine holes, in the course of which Collings played four holes in par and came through with a score of 40.

The contestants for the Blackman cup were Louis Buehn, of the Louis Buehn Co., Philadelphia; Fred P. Oliver, of the Blackman Talking Machine Co., New York, and C. G. Campbell, of the Knight-Campbell Co., Denver, Col. The latter, being unable to attend, relinquished his claims to the cup and the match was played off by the remaining contestants. Both Buehn and Oliver played a close game, with the result that Buehn, without a handicap, brought in a score of 190, while Oliver, with a handicap of 16, came through with a net of 188. At the

twenty-seventh hole Buehn had caught up on Oliver's handicap and had him one up, but the latter put up a startling finish, taking three of the final line holes in par. An interesting feature of the play was that the contestants in both matches were even at the thirty-fourth hole, the cups being won by one stroke each in the thirty-fifth and thirty-sixth holes.

The arrangements for the tournament were under the direction of J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, whose success in determining the handicap was evidenced by the close play. Mr. Roush himself acted as scorer and referee in the play for the Johnson cup, while W. F. Davisson, of the Perry B. Whitsit Co., Columbus, acted in a similar capacity for the Blackman match.

The cups were presented to the match winners at the clubhouse at the conclusion of the tournament, following which the contestants were the guests of Mr. Roush at dinner. The day following the majority of those who participated in the play or attended the matches visited the Victor factory in Camden.

APPEAL TO HELP L. P. VALIQUET

Veteran Phonograph Inventor Has Been Ill for Eight Months—S. A. Ribolla, in Letter to the Trade, Appeals for Assistance

CHICAGO, ILL., September 5.—S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, with headquarters in this city, has sent a letter to the trade appealing for assistance in behalf of L. P. Valiquet, one of the veterans of the phonograph industry, who had been seriously ill for a period of about eight months. In his letter Mr. Ribolla states: "Mr. Valiquet's illness cost him about \$4,000 and his financial resources are now entirely exhausted. He is not entirely recovered, but he is able to be about for several hours each day, although he is in no position to do any lucrative work. As he is one of the real pioneers in the phonograph industry in this country I believe that a great many members in this trade will respond to this appeal if their attention is called to Mr. Valiquet's plight. I would suggest that any subscriptions be mailed direct to L. P. Valiquet, 5472 Everett avenue, Chicago, Ill."

Mr. Valiquet's experience in the talking machine field dates back to 1898, when he completed a disc talking machine and record which was placed on the market under the name of "Zon-O-Phone" and which won popularity the world over. He afterwards devoted considerable time to designing and constructing spring motors for illustrated song and picture machines and, in more recent years, was connected with the Aeolian Co., General Phonograph Corp. and the Krasberg Mfg. Co.

STANDARD CO. DEALERS TO MEET

Standard Talking Machine Co. to Hold Convention of Victor Dealers Next Month

PITTSBURGH, PA., September 7.—The meeting of the Victor dealers in this territory, planned for the present month under the auspices of the Standard Talking Machine Co., has been postponed until October at a date to be announced later. The meeting will be devoted almost entirely to a discussion of ways and means for organizing and handling successfully crews of outside salesmen and the chief speaker will be Martin L. Pierce, of the Hoover Suction Sweeper Co., who will tell of the methods pursued by his company. A Victor factory official is also scheduled to attend the meeting.

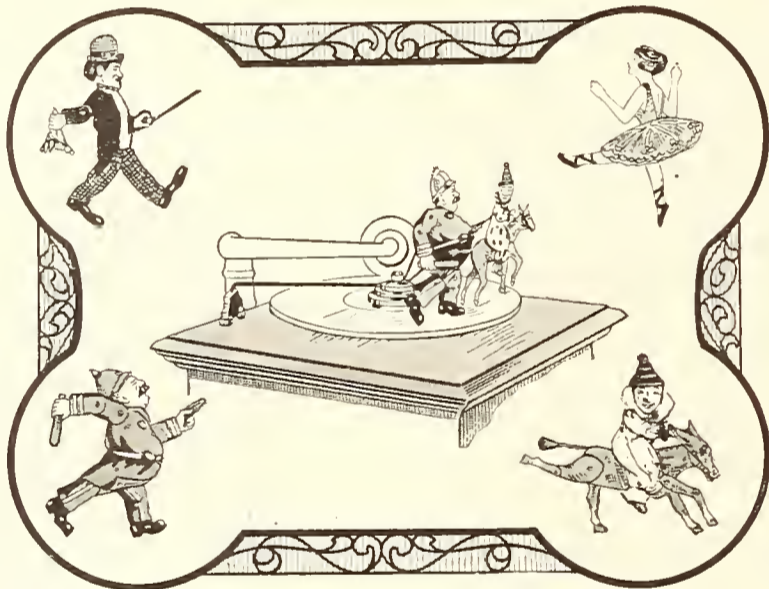
NEW STORE IN MARLBORO, MASS.

MARLBORO, MASS., September 8.—B. C. Taylor, who has been engaged in the music business in New Hampshire for many years, has just opened a new music store here at 195 Main street. The concern will be called the Brunswick Shoppe and will carry Brunswicks.

—here's the newest phonograph toy

THE PHONOGRAPH PHOLLIES

The Cop, the Dancer, the Comedian, the Clown and Jenny, the Mule—O, they're funny! The Comedian makes love



to the Dancer; the Mule tries to throw the Clown and kicks off the Cop's hat. The Cop finally runs the whole bunch in.

Here Are The Other National Funmakers

THE MAGNETIC DANCERS — They waltz, fox-trot or two-step like a couple on a ballroom floor. Price \$1.00

THE RASTUS FAMILY — Don't miss these favorites—

Ragtime Rastus, Price \$1.25

Boxing Darkies, Price \$1.50

Shimandy....Price \$1.65

THE FIGHTING ROOSTERS—My, but they're a scrappy pair! Price \$1.65

Order the Full Assortment. You can sell them all as easily as one.

You Can Build Up A Splendid Holiday Trade With These National Toys

THEY take up small space and they SELL SWIFTLY. Put them in your windows and watch the crowds gather.

Order a few just as a starter. You'll be surprised how quickly they'll go. Phonograph Phollies (set of 5 figures) sell for \$1.65. Combination of Comedian and Dancing Girl, \$1.00; Cop and Clown, \$1.00.

Usual Trade Discounts.

NATIONAL CO. BOSTON MASS.

108 BROOKLINE STREET

CAMBRIDGE, MASS., U. S. A.

**FOURTEEN ELABORATE NEW ART MODEL VOCALIONS
BY NOTED DECORATORS ANNOUNCED BY AEOLIAN CO.**

Seven Leading Decorators of New York and London Lend Talents to Creation of Notable Series of Cabinets—Extensive Campaign in High-class National Magazines Launched

The wholesale Vocalion phonograph division of the Aeolian Co. has just announced to the trade the addition of a series of fourteen most elaborate special design period models, each model the work of a decorator of international prominence and representing the finest examples of the cabinetmaker's art. These fourteen new models, each distinctive in itself, will prove welcome additions to the company's regular line of upright and console period models and will be calculated to enable the Vocalion dealer to appeal to the most exclusive clientele.

The new models, five of which are reproduced herewith, are unusually elaborate and in their designing seven famous decorating houses have had a part, among them Wm. Baumgarten & Co., D. S. Hess & Co., the Tiffany Studios, Wm. Pierre Stymus, Jr., H. F. Huber & Co. and W. & J. Sloane, of New York, and Charles, of London. Each of the new models not only represents an impressive development of the decorative art, as applied to phonograph cabinets, but is based upon some authentic period creation, several of the designs being copied in whole or in part from some antique of definite standing.

Several of the special period models are at present on display in the Vocalion showrooms at Aeolian Hall, New York, and have attracted a great amount of attention from visitors. In a short time the company will begin shipping the new models to its retail representatives, who, as in the case of all Vocalion phonograph products, will be supplied by the company direct.

In presenting the new styles to the public the Aeolian Co. has arranged for a most elaborate advertising campaign on a particularly high-class basis, running four-page inserts, with the various art period styles reproduced in seven or eight colors, in a number of the leading magazines of the country, particularly those known for the exclusive character of their circulation. Among the publications in which the supplements will appear will be Scribner's, World's Work, Atlantic Monthly, Harper's, Century, Review of Reviews, Architecture, Art and Decoration, Country Life, Garden Magazine, House Beautiful, Vogue, Vanity Fair and House and Garden, representing a total circulation of several millions monthly going into the finest homes in the country.

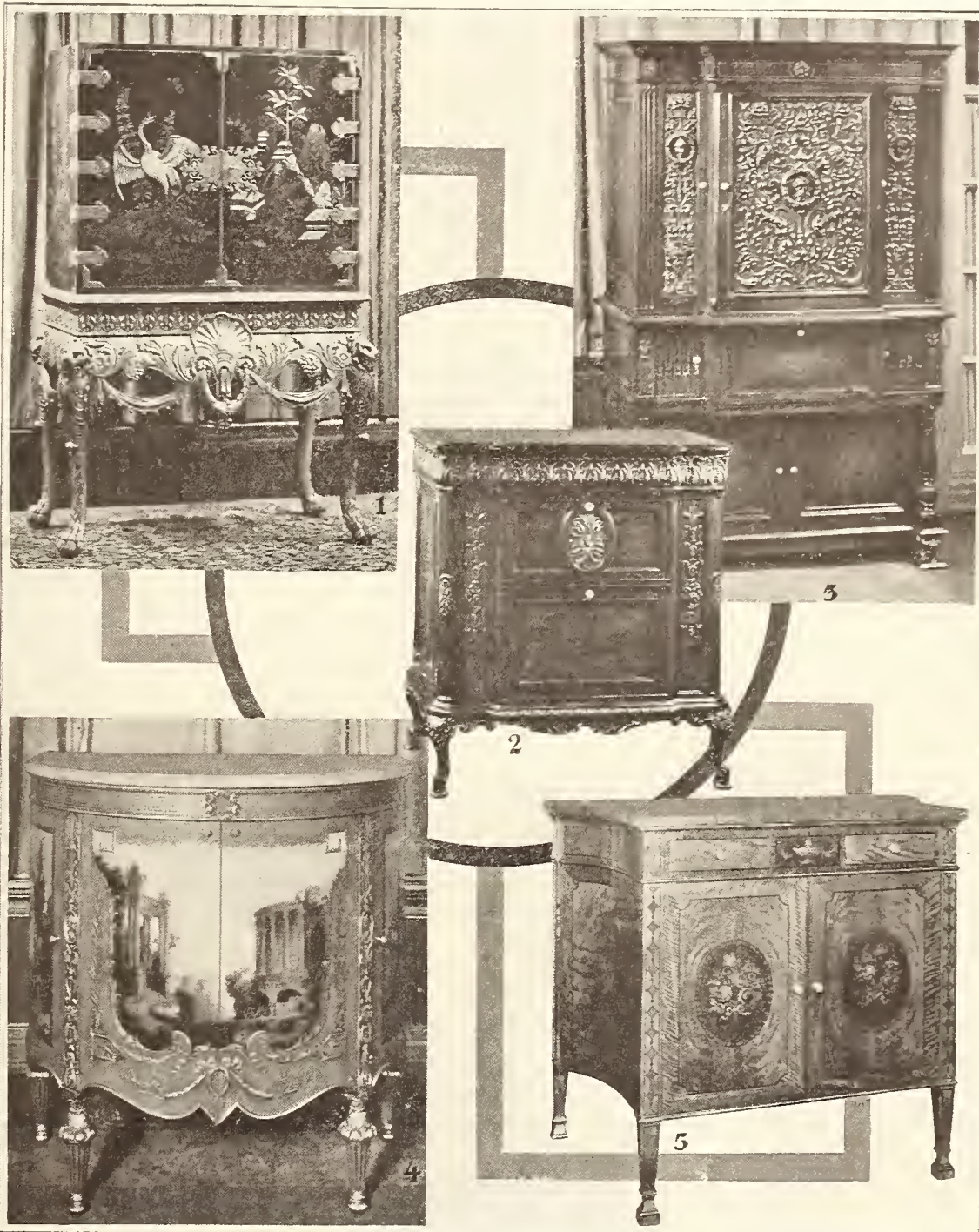
The creation of the various special period models has been the work of months, from the time the original sketches were prepared by the various decorators until all details were completed and the work of building the special cabinets finally finished. Not only will the new models enable the dealers to appeal to the most exclusive and aristocratic trade in their territories, aided materially, of course, by the national magazine advertising of the company and the follow-up and service aids calculated to benefit the dealer directly, but they will open the way for making the Vocalion a factor in the decorative field, practically all the cabinets being designed to fit in well with elaborate home treatments created and carried out by the prominent decorators themselves.

The rich carvings, the hand-painted panels,

the lacquer and the gold leaf that are found in the various cabinets lend distinction and richness to the design, and the new models as a whole serve to complete and round out the extensive Vocalion line as it is at present con-

period styles in color is now in course of preparation and will be ready for distribution shortly.

The mechanical equipment of the various new art models is also of special and elaborate character. The motors are electrically operated and each model is provided with a decorative electric light to facilitate the changing of needles. The turntables are covered with rich velour, as are the turntables of all Vocalion machines, and are designed to facilitate the removal of records. All visible metal parts are



Five of the New Special Art Model Vocalions

- 1—Chinese model with base in Georgian style of hand-carved wood finished in gold-leaf antique. Chest of Japanese lacquer with flat decorations hand-painted and relief decorations of composition applied with brush. Hinges of bronze hand-chased. Designed by Wm. Baumgarten & Co., New York.
- 2—Commode design in Georgian period of mahogany with matched veneers. Back also finished. Designed by D. S. Hess & Co., New York.
- 3—Italian period model of hand-carved walnut. Upper section for Vocalion and records. Lower section for Duo-Art rolls. Designed by D. S. Hess & Co., New York.
- 4—Commode in Eighteenth Century Venetian design. Body hand-painted and glazed. Interior in glazed ivory antique finish. Designed by Wm. Baumgarten & Co., New York.
- 5—Commode design in Adam style of satinwood with delicate inlay. Doors decorated with hand-painted floral plaques. Designed by Tiffany Studios, New York.

stituted. In addition to the reproductions shown in the layout on this page there are others to be found in the supplement of the Aeolian Co. appearing elsewhere in this issue. A brochure showing the complete range of fourteen special

gold-plated and each model bears a small brass plate upon which appears the name of the designer, a feature which it is believed will appeal to those of discrimination who purchase instruments for their artistic values.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.

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

1000-1002 Pine Street

St. Louis, Mo.

"You can't go wrong
With any FEIST song"

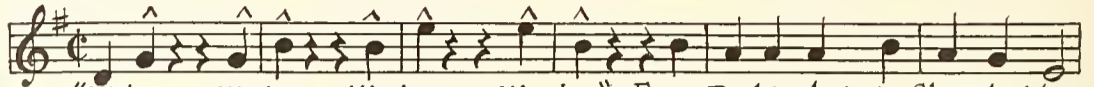


© LEO FEIST Inc.
N.Y.C.

HI-LEE HI-LO

日來來來與與與與
(Which means in Chinese -I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town.

NEW ORLEANS

Maison Blanche Launches Essay Contest—Brunswick Co. Leases New Home—W. F. Nipper Now With House of Werlein—Month's News

NEW ORLEANS, LA., September 5.—Under the direction of J. D. Moore, manager of the musical department of the Maison Blanche Co., there was launched on September 1 a business, as well as a strong interest-creating campaign, that is expected to materially develop the department and substantially aid the month's trade totals. The idea, as formulated, amounts to this: The house possesses a slogan, "It Makes a Difference Where You Buy Your Victrola or Brunswick." This statement will be altered so as to read, "Why Does It Make a Difference Where You Buy . . . ?" That question will constitute the subject of a brief contest essay to be not more than 100 words in length and open to the general public, exclusive of employes of the company. Prizes amounting to \$385 will be awarded for the four best answers received. The contest will continue through September 30 and the winners will be announced as soon after the first of October as it is possible for the judges to determine the quartet of leaders. The first prize offered will be a \$200 talking machine; second prize, a \$150 talking machine; third prize, \$25 worth of records, and fourth prize, \$10 worth of records.

"In order to submit an intelligent, comprehensive paper in the competition it will be necessary for the contestants to visit the store and obtain, to the best of their ability, some idea of the methods used in the conduct of our business. We expect to draw a great many people who, possibly, would not otherwise visit the store or the department. Should our surmises prove to be correct, we will be amply repaid for our efforts," Mr. Moore stated.

New Edison Accounts

Last week Manager W. W. Twigg, of the Diamond Music Co., local Edison jobber, succeeded in naming three additional country representatives for Edison machines, records and accessories: F. W. Gatlin, of Poplarville, Miss., and the Collins Furniture Co., of Collins, in the same State. The third new dealer was Goldby's store of Amite City, La.

Heavy Edison Orders From Texas

An influx of heavy ordering from Texas points has been recorded on the firm's books of late. The Oliver Music House, located in Houston, Tex., and one of the new dealers in Edisons, has besought Mr. Twigg to supply them with a very large stock for the Christmas season. They

explained that their order had been turned in at such an early date in order to prevent future inability to obtain the goods which they feel are going to be needed very badly. They predict a great demand for Edisons in Houston and vicinity this Fall and Winter. The Jesse French Piano Co. also used every available means of communication to insure ample stock to meet the requirements which they feel certain are coming. The Heidelberg Furniture Co., of Jackson, Miss., though barely thirty days old, as far as handling Edisons is concerned, has virtually doubled initial orders.

The retail division of the company, under the direction of Mr. Billiet, is also showing pleasing gains. The console models continue to stand pre-eminent in the machine sales records of this progressive house.

Lease New Home for Brunswick Co.

F. W. Jackson, manager of the St. Louis office of the Brunswick Co., was in the city for a few days, attending to some matters of business affecting the future quarters of the New Orleans sub-station. Mr. Jackson succeeded in concluding a lease for a long period on the building at 228 Bourbon street. This building, which contains a great deal more floor space than the present location, will become the permanent home of the branch October 1. It is situated closer to the important commercial section of the city, and is therefore more accessible to Brunswick dealers. This is expected to facilitate the exchange of business between both parties. Incidentally, it might be mentioned here that C. A. Reynolds, formerly connected with the Brunswick Kansas City office, has been transferred to New Orleans. Mr. Reynolds will make this city his headquarters and travel throughout the territory in the interest of the trade. Frank Allen has been appointed city sales manager of the branch. He will look after the office duties as the direct subordinate of Mr. Reynolds.

Dwyer Piano Co. Busy

James T. Dwyer, president of the Dwyer Piano Co., returned recently from a several weeks' vacation spent in the North Carolina mountains. Reports from Mr. Dwyer's house are to the effect that they feel that they are coming in for their share of the business now in circulation. The upright models of Victor machines showed a sudden, although brief, rise to popularity, figuring in one or two business transactions made by the Dwyer Co. One customer telephoned her order for a machine and asked that it be brought out to the house. An upright and a console were bundled on the truck and taken out to the prospect. When asked which model she preferred, without hesitation she selected the bulky but attractive upright model.

Slump Gives Way to Prosperity

An unexpected recovery from the mid-month idleness of trade was experienced by Lee Outten, sales manager of the Dugan Piano Co. Mr. Outten, who is handling both the talking machine and piano end of the business in the absence of Martin Grigler, manager of the former department, on a vacation trip in Michigan,

(Continued on page 157)

Quality



Prestige

Edison Dealers Figure This Way

**YOUR Sale of an Edison Assures
YOU a Satisfied Customer.**

**YOUR Satisfaction —
YOU Have Sold THE BEST.**

Investigate Edison Dealer Proposition

SOUTHERN DISTRIBUTORS

DIAMOND MUSIC CO., Inc.

341 Barrone Street

New Orleans, La.

Another Superior Point for THE NEW COLUMBIA

Simply move the tone-arm of the New Columbia to playing position. Instantly the motor leaps into action. No fumbling for starting levers! Nothing to get out of order!

**COLUMBIA GRAPHOPHONE CO.
New York**



states that he was unable to diagnose the sudden lull that occurred about the middle of last month. With equal suddenness a recovery came, several high-priced instruments being carted away from the firm to repose in the parlors of New Orleanians.

Gennett Records Becoming Popular

Gennett records, made by the Starr Piano Co., of Richmond, Ind., and distributed in this territory by Albert T. Thompson, music factor, have cut a wide swath in the disc entertainment desired by the New Orleans public, according to Mr. Thompson. The prestige of this product is increasing by leaps and bounds, though faced with a strong handicap in the early stages of its introduction. Mr. Thompson was told, when he took over the agency, a little over a year ago, that he would experience great difficulty in breaking into the field, regarded as impregnably controlled by the older established line. He has succeeded in perfecting an organization that is carrying the Gennett steadily forward. The record is being recognized in the local music field and its reward is rapidly becoming pronounced. The M. & M. Music Store, 2652 Orleans street, this city, recently put in the line. An order for twenty-five upright Starr machines from the Jazz Music Shop was recently filled by Mr. Thompson.

Red Seal Demand Grows

The 20 to 25 per cent discount provided some time back by the Victor Talking Machine Co. on the single-faced Red Seal records has awakened a well-supported demand for these records made by the famous classical artists of the world, according to John A. Hofheintz, wholesale manager of Philip Werlein, Ltd. The house expects to be able to announce price listings on the new Red Seal double-faced Victor records that are to supplant the single type about September 21. The weekly record release, taking the place of the former monthly procedure, has also proved very popular, Mr. Hofheintz said.

Paul S. Felder, secretary and treasurer of the company, returned from a fortnight's visit to the Victor factory at Camden, N. J. Miss Emma Delery, popular young lady in the wholesale department of the company, is spending a three weeks' vacation in the South Carolina mountains.

F. L. Hough Makes Home Here

Frank L. Hough, appointed factory representative of the Victor Talking Machine Co., has taken up his residence in the city. Mr. and Mrs. Hough have leased a pretty apartment in Prytania street. Mr. Hough, through his pleasing personality and general ability, has won for himself a host of friends among local music men, as well as others with whom he comes in contact in the city.

Constructing Special Victrola

The Victor line which the Harry B. Loeb Piano Co. lately added has already shown up very satisfactorily. Mr. Loeb is working on a special talking machine that is to be specially constructed for one of his customers. The machine will be electrically equipped, console type, built to resemble a permanent table. It is

expected to cost in the neighborhood of \$1,000. The instrument is to be elaborately decorated so as to correspond with the interior of the music room of a palatial New Orleans home, which is being prepared by an expert interior decorator.

Ernest L. Staples, manager of the Victrola department of the L. Grunewald Piano Co., is spending his vacation touring in the Middle West. He will visit Chicago, Niagara Falls, Detroit and several Great Lakes centers.

W. F. Nipper With Philip Werlein

W. F. Nipper, well known in talking machine circles in Memphis, Tenn., has been appointed a member of the traveling staff of Philip Werlein, Ltd., Victor wholesaler. Mr. Nipper has been associated with the music field for the past six years, having been connected for some time with the O. K. Houck Piano Co., Memphis, Tenn., where he was identified with the sale of Victor merchandise, specializing in the stimulation of Victor Red Seal record business. His various activities in a retail way should enable him to achieve success in the Louisiana and Texas territories, which he will cover for Philip Werlein, Ltd., and his wide knowledge of the problems of the retail merchant should make him a valuable help to the trade.

W. A. BROPHY RETURNS FROM EUROPE

Wm. A. Brophy, general manager of the recording laboratories of the Brunswick-Balke-Collender Co., New York, returned to his desk recently, after a two months' visit abroad. Mr. Brophy was accompanied on his trip by Geo. W. Case, patent counsel for the Brunswick Co., and while in Europe conferred with B. E. Bensingler, president of the Brunswick-Balke-Collender Co. relative to important matters.

ST. LOUIS MUSIC CO. CHARTERED

The St. Louis Music Co., of St. Louis, Mo., has been granted a charter of incorporation under the laws of that State, with a capital of \$30,000, to manufacture, buy and sell musical accessories and instruments. R. C. Laver, C. W. Laver and A. M. Conroy, all of St. Louis, are the incorporators.

W. C. FUHRI ON WESTERN TRIP

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, is at present away on a short trip which will include a visit to the Okeh jobbers in Chicago, St. Louis and New Orleans.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

Presents a New Installation



LANDAY BROS.
775 Broad St., Newark, N. J.

This interior, the second of a series featuring seven Landay stores equipped by Zimmerman-Bitter, illustrates the specially designed Z-B musical instrument display case unit.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.
Prices on request

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

TALKING MACHINE DEALERS DISCUSS EFFECT OF RADIO

Publication in Radio Field Gets Some Interesting Information From Questionnaires Sent to Members of Talking Machine Trade—Opinions Divided as to Results on Sales

In an effort to determine the effect of radio on talking machine business, as viewed by dealers in talking machines and records, one of the publications in the radio field, the Wireless Age, recently made a survey of the talking machine trade and gathered some interesting figures.

According to the details as compiled by the magazine, 76 per cent of the dealers who replied to the questionnaire, the total number being 317 out of 7,500 cards mailed, reported that they believed that the radio was instrumental in selling records for them, while 24 per cent took the opposite view or did not commit themselves.

Of those who did have definite ideas to express 23 per cent held that radio had been a gain to their business, 33 per cent believed they saw a loss, 11 per cent believed they were getting an even break and 33 per cent did not commit themselves. Among the dealers who reported business gains through radio 43 per cent sell radio apparatus, while 27 per cent of those who see a dropping off in record business are also radio dealers, as are 35 per cent of those who hold the "fifty-fifty" attitude.

Quite a number of dealers declared that talking machine owners in substantial numbers were sold on the merits of various selections by radio and frequently purchased records of those selections without demonstration, thus saving considerable time.

An interesting opinion was offered by Frank A. French, an Edison dealer of Manchester, N. H., who stated that "the studio shop" which he operates took on radio in the belief that it is a matter of self-protection in that without radio their phonograph business would suffer. The theory was that under such a policy the store could sell the customer the radio and later a phonograph, after he had been sold on the music of various orchestras and artists, but that without the radio to attract him in his first enthusiasm, the later phonograph and record business would go to some other concern. One of the arguments used for the sale of the phonograph is that it is not subject to static and interference as is the radio outfit.

A number of dealers saw in the radio a means for stimulating interest in music and, eventually, in musical instruments and considered this result as offsetting any temporary loss of record sales. Others held the opinion that, with the adjustment of the differences between the broadcasters and music publishers over copyright and royalties, there would be a more gen-

eral broadcasting of popular songs which would lead directly to increased record sales.

Few, if any, of the dealers, in expressing opinions as to the gain or loss realized through the advent of radio, had any definite figures or statistics to back up their statements and in most cases simply attributed loss or gain of trade to the radio without any very careful analysis.

It is significant that less than 5 per cent of the dealers to whom questionnaires were sent were sufficiently interested in the matter to fill out the questionnaire or to write a letter explaining their stand. The figures as offered by the Wireless Age, therefore, can be accepted only as an opinion of a very small minority of

talking machine dealers who have taken direct cognizance of radio and its effect on business in one way or another. Perhaps the percentages might hold good throughout the trade if a general survey were made, but that is doubtful. The fact to be considered, of course, is that dealers without exception realize the standing and importance of radio and in many cases are seeking to adjust themselves to the situation it has brought about either through handling radio apparatus in conjunction with their talking machine lines as a stimulus to business or in changing about their selling campaigns, with a view to offsetting the influence of radio.

It is significant that a large number of dealers who have made direct use of radio, either for the broadcasting of regular monthly releases or by tying up directly with broadcasting programs, have managed to get results in record sales and increased interest from patrons.

VICTOR RED SEAL RECORD EXCHANGE PUT INTO EFFECT

Under the Exchange Plan Victor Dealers Have Opportunity for Replacing 75 Per Cent of Single-faced Red Seal Stock With New Double-faced Red Seal Records

When the Victor Talking Machine Co. announced some time ago the plan for issuing all Red Seal records in double-faced form, with a general downward revision of list prices, it was stated that an exchange would be put into effect to take care of stocks of single-faced Red Seal records on dealers' shelves.

This new exchange was put into effect this month and is most extensive in character, covering 75 per cent of the present listings of Red Seal records in twenty different series and comprising a total of over 1,700 selections.

The new exchange is operated through the wholesalers and affords the dealer an opportunity of securing new double-faced records in exchange for 75 per cent of his stock of single-faced records on a record-for-record, class-for-class basis, with the dealer reimbursing the wholesaler whom he selects for the carrying out of the exchange for the difference between the cost of the new double-sided record and that of the single-faced record returned. Under the terms of the exchange all shipments of records from dealers must be in the hands of carriers by September 15.

In arranging for the exchange the dealers were given the privilege of selecting the jobber through whom they desired to operate, subject to the latter's approval. The plan of operating through wholesalers was adopted in the belief that it would eliminate delays and confusion and would work out more satisfactorily from the dealer's end by speeding replacement stocks.

The record series included in the record exchange are of the ten-inch, 61,000, 64,000, 66,000, 81,000, 87,000, 91,000 and 87,500; twelve-inch, 71,000, 74,000, 85,000, 88,000, 92,000, 89,000, 95,202-11, 95,213, 95,100, 95,212, 96,000 and 96,200.

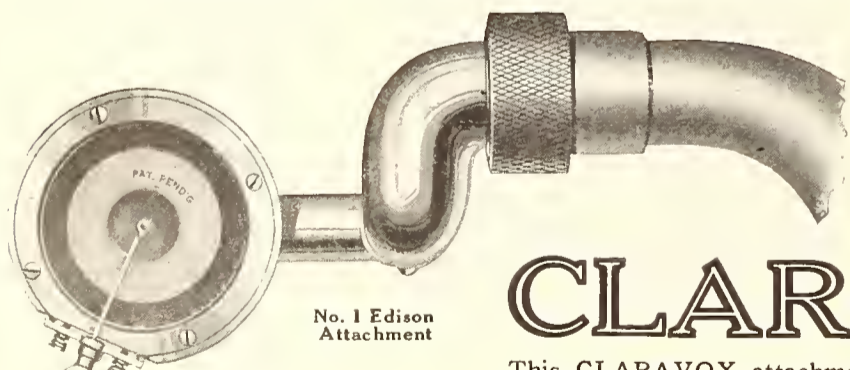
In announcing this exchange to take care of 75 per cent of existing stocks it is described as being the "first instalment," with the assurance that other exchanges will follow to take care of remaining stocks of single-faced records.

REFLEXO CO-OPERATING WITH TRADE

New Display Stand to Aid Needle Sales—L. J. Unger on Canadian Trade Trip

To further co-operate with its many distributors in their Fall selling Reflexo Products, Inc., New York, has had printed a supply of standard size loose-leaf sheets for the jobbers' salesmen's binders. These sheets are attractively printed in colors and feature both the Reflexo blue steel flat needle and the Gilt Edge needle. Reproductions are shown of the display cartons and display stands on both brands. A new display stand for the Reflexo blue steel needle has been placed on the market. All of these style needles will hereafter come packed in the new stand, which, it is expected, will increase sales. The approach of the Fall season has caused a decided increase in the demand for the Dancetone grade of needle. L. J. Unger, general manager of the company, is on a trade tour of Canada.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS



No. 1 Edison Attachment

EDISON DEALERS

CLARAVOX Correctly Plays Victor Records on Edison Phonographs

This CLARAVOX attachment sold three Edison Phonographs this past month for one Edison Dealer. The ability to correctly play a few choice records other than the Edison clinched all three sales. New CLARAVOX diaphragm gives results never before heard from lateral cut records.

Usual discounts to dealers. Retail price complete \$7.50

STANDARD Diamond Point

Original Claravox Reproducer. Employs a genuine flawless diamond and CLARAVOX Stylus and Diaphragm.

Usual discounts to dealers. Retail price \$12.50

SPECIAL Jewel Point

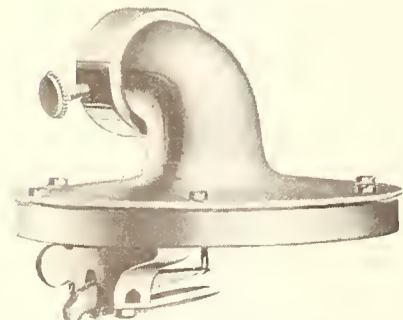
Special jewel which nearest approaches permanency of diamond. New CLARAVOX Diaphragm and Stylus.

Usual discounts to dealers. Retail price \$7.50

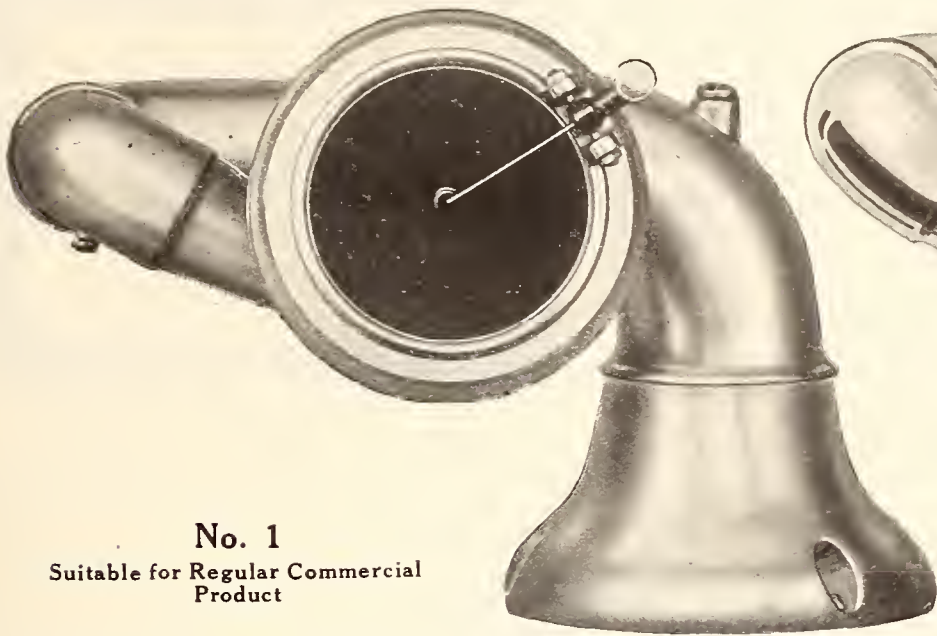
A post card will bring any of these products on 10 days trial

THE CLARAVOX COMPANY, Youngstown, Ohio

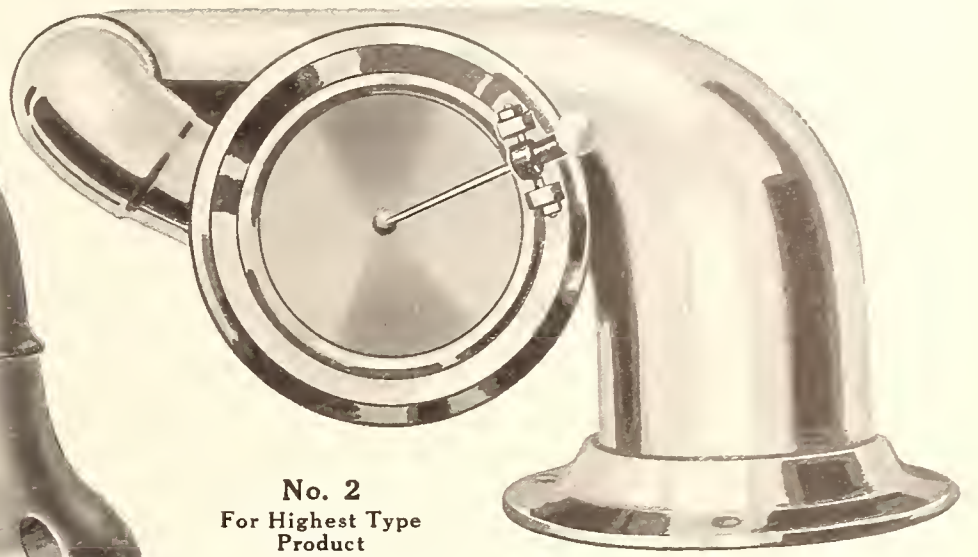
CLARAVOX—MAKES PHONOGRAPHS SOUND REAL



Correctly Plays Edison Records on Talking Machines



No. 1
Suitable for Regular Commercial Product



No. 2
For Highest Type Product

To The Manufacturer:

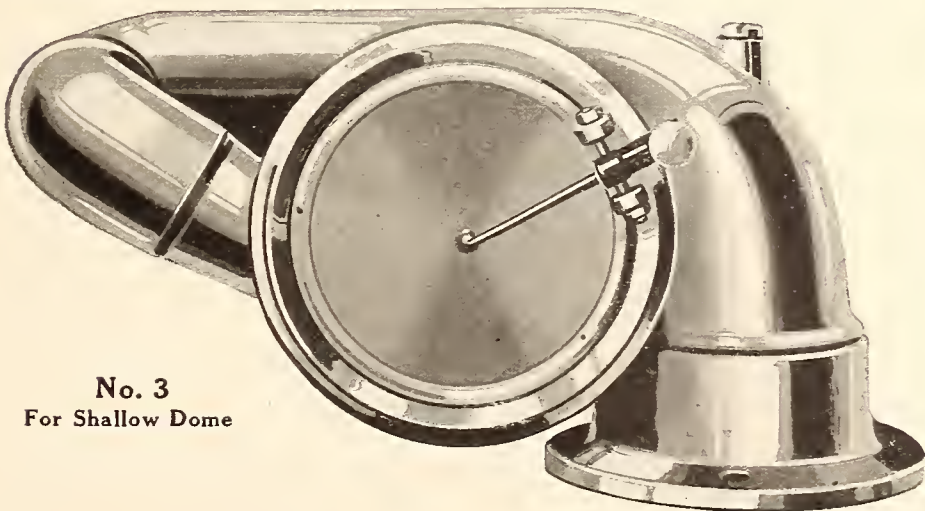
You can save money by using Triangle equipment. It is as good as the best, and better than the most. And *Costs Less*, besides being guaranteed for five years. It has taken years to bring Triangle Equipment to its present state of perfection. Its high standard of excellence is known and appreciated in nearly every *country in the world*. The many complaints you are now receiving of not enough volume; blasting; too much surface noise; not swinging free, and many others, can be entirely eliminated by the use of Triangle Tone Arms and Reproducers.

Triangle is universal; plays all kinds of records, and is also backed by our five-year iron-clad guarantee. Samples sent on approval.

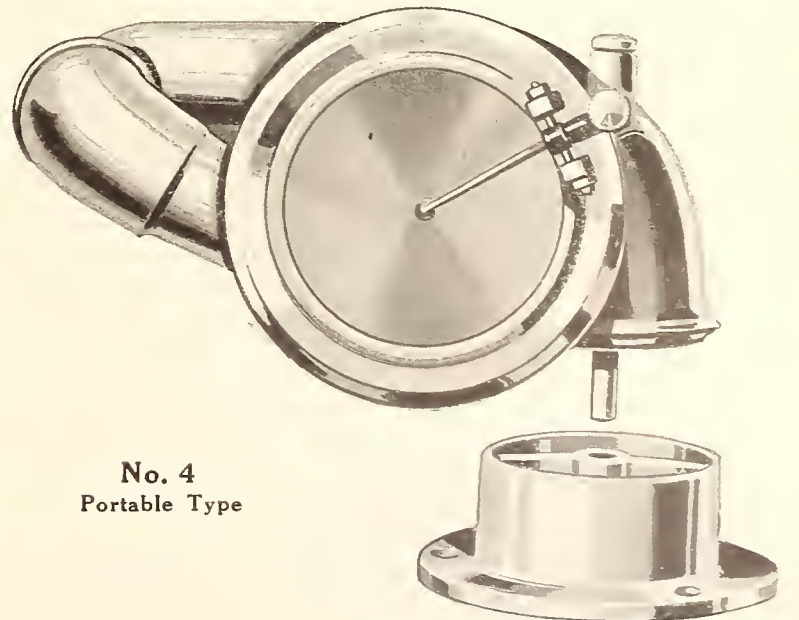
TRIANGLE

To The Dealer:

Insist on Triangle Tone Arms and Reproducers when placing your order for Phonographs, and your Phonographs will stay sold. You will have to pay no repair bills. Our five-year guarantee insures you against this expense. Send direct to us for samples and give them the severest test possible. Then tell your manufacturer or jobber you want Triangle and they will be glad to accommodate you.



No. 3
For Shallow Dome



No. 4
Portable Type

Manufactured by **TRIANGLE PHONO PARTS CO.**, 718-724 Atlantic Ave., Brooklyn, N. Y.
Western Sales Office: 1500 Republic Building, Chicago, Ill.

KANSAS CITY

Business Outlook Is Encouraging—Monthly Conferences Prove Value—R. L. DuBois Promoted—New Dealers—News of Month

KANSAS CITY, Mo., September 8.—August has been a busy and successful month with all music men in Kansas City who handle pianos, for there has been a very vigorous drive made for business in that line. There has been a large amount of space taken in the daily papers and the result has been correspondingly large sales. The effect on the talking machine business has been that in these stores there has been a slackening up of sales.

On the other hand the stores which handle talking machines exclusively have had a good business, and the interest in music which was aroused by the advertising of pianos was reflected in the sales of phonographs. There has been a good sale of records throughout the month. The portable machines also have had a good sale.

The prospects for good business here during the Fall months are excellent. While there are parts of the territory in which the drought has cut down the production of corn, in most of the district there is the prospect for either the "best crop ever," or at least "a fine crop." The fact that the price is better also will affect the buying ability of the farmers and thus the general prosperity of the whole people.

Monthly Conferences of Jenkins Staff

The J. W. Jenkins Sons Music Co. is recognizing these conditions and is preparing to take advantage of them. The wholesale Victor department is having a dealers' conference in Kansas City each month. It is held at one of the leading hotels in the city in the evening and follows a dinner furnished by the department. The plans of the Victor Co. are fully explained and discussed and suggestions on sales methods are secured from dealers. The new records are played, and talked over, and interest is increased in a contest, in which the dealers guess which will be the best-selling record. Other features are introduced to add interest. The four conferences which have been held have been so successful that it is the intention to continue them indefinitely.

A large amount of interest is reported among the dealers in connection with the Victor Co.'s plan for the exchange of double-face records for the single-face records which are now in

stock. The inquiries as to particulars are many and the orders from Victor dealers for the exchanges are on the increase.

R. L. DuBois Made Edison Manager

Announcement is made by the Phonograph Co., distributor of the Edison for the Kansas City territory, of the promotion of R. L. DuBois to the position of manager of the wholesale department of the Edison in Kansas City. Mr. DuBois started with the Edison Co. in the Chicago office ten years ago and served there as credit and office manager under C. E. Goodwin. About four years ago he was transferred to the Kansas City office, where he served in a similar capacity under the direction of Mr. Blackman. Upon the retirement of Mr. Blackman Mr. DuBois was his logical successor. Since his appointment he has been getting in personal touch, as far as possible, with the dealers of the territory. During August the following dealers have called at the wholesale office in Kansas City: H. H. Kahn, Innes-Cosgrove Music Co., Wichita, Kan.; W. L. Eshelman, Eshelman Music Shop, St. Joseph, Mo.; A. K. Snyder, Winfield, Kan.; Carl Botefuhr, Botefuhr Music Co., Pittsburg, Kan.; H. L. Kelley, H. L. Kelley & Son, Lexington, Mo.; J. Jenkinson, Esbon, Kan.; C. H. Andrews, Andrews Music House, Hiawatha, Kan.; J. M. Yoder, Yoder's Studio, Herington, Kan.; Ernest Runnenburger, Runnenburger Bros., Harrisonville, Mo.; Forrest Smith, Richmond, Mo.

New Columbia Dealers

The Berry-Dalbey Music Co., 4102 Prospect avenue, which operates a large music store in the southeastern part of the city, has just placed a large order for Columbia phonographs and records, which it is to handle exclusively. The store has been fitted with the most modern equipment obtainable and presents an attractive appearance.

Hourigan Bros., Rocheport, Mo., have just opened their elaborately furnished Columbia department. Large crowds attended the opening, filling the place both afternoon and evening.

The Highfill's Drug Store, Marshfield, Mo., has just opened an exclusive Columbia department and reports that it is already doing a nice business in both records and machines.

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

Schuler's Prescription Store, 1812 West Forty-fifth street, recently installed a complete line of Columbias and records. This firm has a very attractive drug store in the southwestern part of the city and intends doing a considerable amount of advertising which, they feel confident, will bring results.

Brunswick Dealers Place Fall Orders

The mail orders which were received by the Brunswick wholesale department the first of September indicate, according to the manager, that the Fall business is to be unusually good. There has been a good business in the wholesale department in filling orders for the dealers who are anticipating a good trade during the Fall. During a trip over the territory Mr. Schoenly found that the dealers in all districts which had not been struck by the drought are full of optimism and that in all the territory there has been a decided improvement during the past year or so in the merchandising methods of the dealers. Especially is this so among those merchants who in the past had a few machines, but did not maintain a department for their sale and who are now devoting considerable attention to the talking machine business.

Columbia Visitors

J. H. Robinson, of Chillicothe, Mo., was a recent visitor to the Kansas City branch and stated there is a marked increase in the volume of record business, due to exceptionally good dance hits and colored records.

E. D. Gillen, of the Gillen Furniture Co., Blytheville, Ark., recently visited the Kansas City branch, placing a large order for the new type Columbias and a large quantity of records.

Post Cards Bring Business

F. Lombardi, of the Royal Music Co., advises that interest in Columbia records has been stimulated to a considerable degree through the use of post cards. These contain a list of the latest release records, stating that any records desired will be sent either on telephone request or else on return of the post card with the selections marked and the name and address listed. The entire mailing list was circulated in this manner and resulted in many orders, both by telephone and by mail, with a consequent increase in profits.

FALL ORDERS FOR ALBUM & CARD CO.

Max Willinger, president of the New York Album & Card Co., returned to New York on Friday, September 7, after spending several weeks at the Chicago headquarters of the company. Mr. Willinger received substantial orders while he was away and reports that both dealers and manufacturers throughout the Middle Western territory state that the increased demand for Fall is already being felt. Both the New York and Chicago factories of the New York Album & Card Co. are very busy and every indication is that this good business will continue through the Fall and Winter seasons, with still further gains possible.

NEW STORE IN GARDNER, MASS.

GARDNER, MASS., Sept. 10.—A new music store at 67 Parker street will be established by H. S. Brown, of Fitchburg, who has maintained a salesroom in the Rome Block for some time. A complete line of pianos and talking machines will be handled.

EDISON DEALERS!

And Music Dealers who have been intending to apply for an Edison Dealership!

We can take care of your needs NOW.
Don't let the Fall rush find you unprepared—when we too may be short of the models in greatest demand.

Edison Service for
the Southwest

The Phonograph Co.
1215 McGee St.
KANSAS CITY, MO.



Long Console Cabinet No. 90

*Designed to accommodate the VICTROLA IX
The most attractive console cabinet on the market*

List Price \$40—Usual Trade Discounts



Long Console Cabinet No. 90
Four Doors and One Horizontal Drawer



**Long Console Cabinet
No. 90, Open**

The LONG CONSOLE CABINET No. 90, designed to accommodate the VICTROLA IX, is, without question, the finest cabinet ever introduced to the trade. It is finished in mahogany and its attractive lines compare favorably with the most artistic period console talking machines marketed by the leading manufacturers.

Deliveries start October 15th.

Order *now* to avoid delays.

Can also be fitted to accommodate Victrola VIII.

We would suggest that you place orders now for Long Console Cabinets Nos. 601, 603, 608 and 610, designed to accommodate Victrolas VI and IV, and for Upright Cabinet No. 606 for the Victrola IV.



The Geo. A. Long Cabinet Company
HANOVER, PA.

HAPPENINGS IN THE DOMINION OF CANADA

INTERESTING DEVELOPMENTS IN TORONTO TERRITORY

Andrew P. Frangipane, Mutual Phonoparts Secretary, Looks Over Canadian Field—Other Prominent Visitors—Thomas Devine New Columbia Traveler—Discontinue Record Approval Plan

TORONTO, ONT., September 7.—Andrew P. Frangipane, secretary of the Mutual Phonoparts Mfg. Co., New York, was a recent visitor to Toronto during the first week of the exhibition. The object of this gentleman's visit was to size up the talking machine situation in Canada and discuss with George S. Braden, sales manager for Russell Gear & Machine Co., Ltd., sole distributor of Mutual products in Canada and other British possessions, the possibilities for Fall and Winter trade.

Thomas Devine has come to Toronto to ally himself with the Columbia Graphophone Co. Mr. Devine hails from Kansas City and is a Canadian by birth. He will travel Toronto and nearby territory and should prove a valuable acquisition to Mr. McMurtry's selling staff.

Congratulations are being extended to G. Bradford Heintzman, of Heintzman & Co., Ltd., Toronto, on the occasion of his recent marriage to Mrs. Margaret W. Holt, daughter of Col. Alexander Wilson. The honeymoon trip was by motor to New York and the Berkshires.

H. S. Berliner, president of the Compo Co., Ltd., Lachine, Que., which firm has recording laboratories in Montreal, was a recent visitor to his firm's Ontario distributing house, the Sun Record Co., this city.

The Scythes Vocalion Co., Ltd., has in course of preparation a new record catalog comprising a list of Vocalion English recordings that are suitable for the Canadian market.

The death of Frank Stanley, following an illness of several months, occurred in Toronto recently. The late Mr. Stanley, in addition to being a piano manufacturer, had a large retail following in the talking machine trade where he was extremely popular.

A visitor to Canada recently was A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., Orange, N. J. Mr. Curry was accompanied by his wife and three children. While in Toronto he took the opportunity of calling upon the Edison jobbers, R. S. Williams & Sons Co., Ltd. He then journeyed to Montreal by boat, where he visited the Edison jobbers in that city, which is also the R. S. Williams & Sons Co., Ltd. From Montreal he went to Quebec and from there to St. John, N. B., where he conferred with W. H. Thorne & Co., Ltd., Edison jobbers in that territory.

The His Master's Voice Victor dealers at Kitchener, Ont., have generally discontinued letting records out on approval. It is stated that immediately after the decision went into effect business improved decidedly.

Boyle's Drug Store, His Master's Voice Victor dealer, Brampton, Ont., has opened a new Victrola department.

Miss Oliver, formerly of the record department of Whaley Royce & Co., Ltd., has joined the Victrola department of the Nordheimer Piano & Music Co., Ltd.

ENERGY OF MONTREAL DEALERS RESULTS IN MANY SALES

Talking Machine Displayed as Part of Furnished Room Creates Business—Summer Visitors a Source of Profits—New Stores Opened—Prospects for Fall Business Unusually Bright

MONTREAL, QUE., September 7.—The National Stove & Furniture Co., His Master's Voice dealer in this city, is having considerable success in its sales plan of showing the Victrola in its store set-ups as necessary for the complete furnishing of a living-room.

The Radio, Victrola & Optics, His Master's Voice dealers, on Notre Dame street, are attracting a good deal of attention to their store through the medium of a hidden outside horn, which carries the sound from the instrument inside the store to passers-by.

Mrs. Maclaine, of Layton Bros., Ltd., Brunswick dealers, who has charge of the record department, reports good sales in Brunswick records. They are renovating the interior of their store.

F. R. Pilon, of Como, Que., is canvassing the Summer visitors there with great effect. He recently distributed among the Summer residents 100 record catalogs and instrument folders and is visiting all these people personally.

The Sam Howard Publishing Co., which has opened a new store in the Papineau avenue Theatre Building, has decided to put in Brunswick records.

The International Music Store has had a real live raccoon in its window, which has attracted a considerable crowd and thereby helped its business.

J. S. Shield, of Berliner Gramophone Co., Ltd., has returned to headquarters at Montreal from a tour of dealers in western Canada. He is pleased with the prospects for Fall business in the Western provinces. In an interview with the Vancouver Sun Mr. Shield stated that his firm expected to double the space occupied at its quarters within the next year.

The eleventh annual picnic of the employees of the Berliner Gramophone Co. was held re-

cently, when employees, their families and friends to the number of about 750 went on the steamer "Three Rivers" to Lavaltrie. A program of sports was enjoyed and on the return trip the "long service" checks were distributed.

ACTIVITIES OF WINNIPEG TRADE

Important Court Decision on Price Maintenance in Case of Berliner Gramophone Co. Against Fowler Piano Co.—Other News

WINNIPEG, MAN., September 7.—In the early Spring of this year the stock in trade of the Fowler Piano Co., of Winnipeg, was damaged by fire and on the adjustment of the loss some "His Master's Voice" products, which had been purchased under one of the Berliner Gramophone Co., of Montreal, regular Class "A" dealer's contracts, were repurchased from the underwriters. In the month of July a sale was made contrary to the restrictions of Class "A" dealer's contract. The Berliner Gramophone Co. immediately applied in the city of Winni-

peg, to a judge of the Court of the King's Bench, for an injunction restraining the Fowler Co. from disposing of any "His Master's Voice" products at prices below the licensed retail price. A decision was given in favor of the plaintiff.

The Civic Park Board of the City of Winnipeg has arranged for a series of eighteen Sunday concerts to be given in the public parks.

Cassidy's, Ltd., representatives for Columbia machines and records in Manitoba, are distributing to the trade a series of Dr. Coue's lectures which they are broadcasting by radio.

Tom Robinson states that there is always a steady demand for his English edition of Vocalion records and that he is getting his full share of piano as well as phonograph sales.

Evan Jones, junior member of the firm of Jones & Cross, Edmonton, Alta., who has been enjoying a fine holiday in Honolulu, is expected to return home shortly.

FORECAST "TALKERS" IN 1623

It is interesting to know that as early as 1623 Sir Francis Bacon, in his *New Atlantis*, visioned the talking machine, radio and other then "impossibilities" which are now taken more or less for granted. In the following words Bacon previsioned the talking machine, amplifier and telephone:

"We represent and imitate all artificial sounds and letters and the voices and notes of beasts and birds. We have certain helps which set to the ear do further the hearings greatly. We have also divers strange and artificial echoes, reflecting the voice many times, and, as it were, tossing it; and some that give back the voice louder than it came, some shriller and some deeper; yea, some rendering the voice differing in the letters or articulate sound from that they receive. We have also means to convey sounds in trunks and pipes, in strange lines and distances."

REMODELING SAN DIEGO STORE

SAN DIEGO, CAL., Sept. 5.—The local branch store of the Wiley B. Allen Co. is undergoing extensive alterations and remodeling and a sum of between \$25,000 and \$30,000 is being expended on these improvements, which should make this music store one of the handsomest in San Diego. Elevators are being installed and a very beautiful ornamental staircase built, as well as artistic general decorations. J. H. Cooley, San Diego branch manager, is supervising the work in collaboration with E. Palmer Tucker, general manager for Southern California, whose headquarters are in Los Angeles.

Ben Reynolds & Co., Sonora and Victor dealers of Washington, Pa., had a fine display of Victrolas and Victor records and Sonora phonographs at the Washington County annual fair at Arden, Pa., the week of August 27. There were recitals given at frequent intervals during the fair to the throngs of visitors.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Why Interest Should Be Charged on Sales

Ohio Association President Points to Necessity for Charging Interest on "Talker" Sales in Instructive Paper at Convention

[The following very interesting paper on the necessity of charging interest on talking machine sales was read by W. G. Bowie before the annual convention of the Music Merchants' Association of Ohio in Cincinnati on September 12.—EDITOR'S NOTE.]

The subject of interest on talking machine sales is of vital importance to all dealers who sell on the instalment plan. You know everyone is interested in something; some of us are interested in golf; some in the Volstead Act; some in musical instruments, and last, but not least, we must not forget the bankers who are interested only in interest.

To face the facts, if you were to go to your banker to-morrow morning and ask for a loan the first thing you would want to know would be what rate of interest you would have to pay. If a stock salesman were to call on you and you were interested in buying his stocks or bonds the first thing you would want to know, and the first thing the salesman would try to impress upon you, would be the rate of interest these stocks would pay upon your investment. If the State or National Government wants to borrow from banks or individuals the first thing they state is the rate of interest these bonds will bear; in fact, in any case where there is an investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning in most cases, where standard instruments are sold, from 55 to 60 per cent of the selling price of that machine and, consequently, interest has an important bearing on ultimate profits.

When the Profit Is Realized

There is no question but that you are entitled to interest on that loan. We will grant that you are making a gross profit of from 40 to 45

per cent on each sale, but any merchant who conducts a retail establishment is entitled to a profit. However, you do not collect this profit until after the original investment has been returned to you in payments. There are many articles of merchandise sold for cash upon which the percentage of profit is greater than that on the phonograph, so that eliminates the argument that might be advanced that your profit takes care of the interest problem.

Interest as a Sales Argument

In collecting your profit on a time sale you wait six or eight months, as the case may be, before collecting one dollar over and above your original investment. Therefore, when you sell an instrument on time and charge a legal rate of interest, which in the State of Ohio is 6 per cent, you are only getting what the common laws of business state that you are entitled to. Then you have the problem of the cash buyer. Any man who buys an article for cash that is commonly bought or sold on time believes that he is entitled to some discount from the advertised time price. The item of interest is small, but if you have nothing to offer this cash buyer the natural result will be that your business will eventually become one of instalment sales only, and I believe that no dealer here would like such a condition to come about.

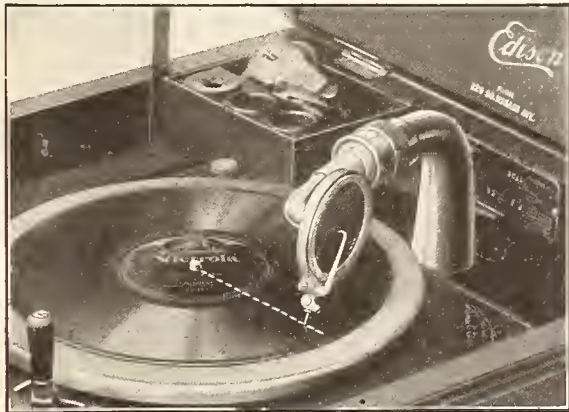
The greatest opponents of the interest charge in my experience in Cleveland have been the department stores, but I am glad to say that of late they are the greatest advocates for its continuance and have so gone on record in our association meetings.

The phonograph industry to-day is not what

it was five years ago, and this, I believe, is due somewhat to the dealers themselves. Advertising sales of discontinued models and bankrupt stocks at very low prices have been the evils of the trade. The average dealer selling standard makes tries to compete with this by advertising nothing down, low terms, no interest, etc. The result has been that the buying public has become so confused by these conditions that it is not uncommon to have a customer ask for a period console in a two-tone case for about \$65, nothing down, \$5 per month and no interest. However, these conditions, I believe, are gradually improving as the stocks of bankrupt manufacturers and discontinued models are steadily being absorbed by the buying public.

Improve Conditions With Quality Appeal

The best way, however, to improve our general trade conditions is to advertise and sell quality. Get reasonable terms, charge a fair rate of interest on instalment sales, and in that way regain the confidence and respect of the people. There is no denying the fact that the phonograph has been the greatest musical educator the world has ever known. This is due to the music memory and other contests conducted in our public schools which the leading manufacturers of talking machines have advocated and promoted for some years. Any man can take pride in the fact that he is connected with an industry that brings culture and refinement to each home, and my final word is that every one of us here, from to-day on, should give particular attention to the promotion of not only interest on talking machines but interest in talking machines.



Patent Applied for

Illustration shows the position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record and which prevents the reproducer from coasting when record is finished playing.



Patent Applied for

Illustration shows the position for playing Edison and all other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

ORO-TONE No. 4

The most scientific attachment ever produced for playing all disc records on the Edison Phonograph

THE Oro-Tone No. 4 *automatically* centers the needle with turn-table spindle (see dotted lines) when turned to position to play either lateral or vertical cut records and will not coast when record is played through.

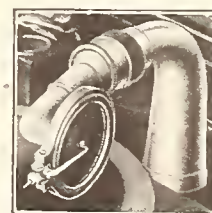
This No. 4 *automatically* adjusts itself to the *correct weight* and the *correct angle* of reproducer on the record, when turned to play Victor and other lateral cut records, and also *automatically* adjusts itself to the *correct Edison weight and angle* when turned in the flat or Edison position.

A simple turn of the hand and the Oro-Tone No. 4 is ready to play perfectly any record desired. It plays Edison records with the regular fibre needle with splendid volume and the entire absence of surface noise.

LIST PRICES

- No. 4 Edison Automatic Equipment
- NICKEL FINISH.....\$7.00
- GOLD FINISH.....\$9.00
- GOLD OXIDIZE.....\$9.00
- Attractive Needle Cup Case, each 35c.

Usual discount allowed to responsible dealers. Please furnish references if you are not rated.



Easy to Change Needle by Turning up Reproducer

The Oro-Tone Co.
QUALITY FIRST

1000 George St. Chicago, Ill.

Ask Your Edison Jobber for Sample

Attractive Needle Cases, with three gun metal needle cups and place for reproducer, can be had for 35c each, less usual discounts.



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and Ferdie Grofé

Lyrics by
Dorothy Terriss
author of
'Three O'clock in the Morning'

BIG WALTZ HIT

"You can't go wrong
With any FEIST songs"

COLUMBUS

*Business Through Increased Im-
portance of Music in Schools
Expected—Activities of Month*

COLUMBUS, O., September 8.—With the opening of schools and colleges and the resumption of educational activities generally talking machine dealers are looking forward to a busy Fall season, to be followed by a busier holiday season. It is the expectation of dealers that music will be considered more important as a subject of study in the public schools this year than heretofore.

Local theatre-goers have been captivated by the Clyde Doerr Orchestra, Victor artists, which is appearing daily in the vaudeville program offered by the Keith Theatre and dealers have profited by tying up with it.

The Otto B. Heaton Co., Victor dealer, featured the Clyde Doerr Orchestra records in a window display. A large picture of this orchestra was well placed in the window. Surrounding it in an attractive manner were the Doerr records. On invitation of one of the attaches of the Otto B. Heaton Co., Mr. Doerr visited the store, where he met and chatted

with the members of the sales and office force. To one of them he stated that this was his last week in vaudeville.

The Robert L. Seeds Co. is now in its new location at 112 South High street. Six hundred invitations were issued to patrons and friends to attend the formal opening on Friday evening, September 7, and as a result the store was crowded. Cheney and Columbia lines are sold by this concern. Seven record demonstrating booths and two extra large machine demonstrating booths have been installed. All the woodwork in the store is finished in mahogany and buff.

Officers of the Robert L. Seeds Co. are Ian S. Seeds, president; F. Marion Cheney, secretary and treasurer, and R. P. Knell, credit manager.

The Henry Ackerman Co., Victor dealer, Marion, O., furnished a number of educational records and a Victrola for use by Miss Helen Roberts, Marion County music supervisor, on the occasion of a lecture which she delivered before a teachers' institute.

F. & R. Lazarus Co. announces that C. C. Hinterschied has been appointed manager of the Victrola department. He is a man of wide experience in Victor service.

The Elite Music Store, Victrola specialist, has arranged a window display that is attracting considerable attention. The floor space in

the windows is covered with black and white checks. Several art model Victrolas; a large picture carrying the leading Victor artists, draped in red velvet, placed on an easel, are splendidly displayed on the checkered floor.

An unusually attractive Brunswick window was displayed recently by Goldsmith's Complete Music Store. Popular console and upright Brunswick machines, as well as two portable types, were on display. The newest Brunswick records containing operatic, popular and jazz recordings were artistically arranged along with these machines.

Alterations are under way at the Spence Music Store, Victor dealer. Carpenters are busily engaged in building a balcony that will practically add one-third to the present floor space. Victrolas as well as supplies of small goods will be displayed on the balcony.

COMPLETE EDISON TONE-TEST PLANS

Bookings for Season Show Comprehensive Plans to Demonstrate Merits of the Edison

The bookings for the forthcoming Edison Tone-Test season are now pretty well made up. Helen Davis and Victor Young, Edison artists, will make the Dallas, Tex., territory in October and Detroit territory the early part of November. The trio, consisting of Glen Ellison, Sybil Sanderson Fagan and Alta Hill, will make the Indianapolis territory the latter part of October and Cincinnati territory the first half of November. Marie Morrissey will spend two weeks during November in Philadelphia territory. Elizabeth Spencer will be in the Pittsburgh territory the first part of October; Philadelphia territory, the latter part of October; Cleveland territory, the first part of November, and Des Moines territory, the latter part of November.

A. HEINEMAN RETURNS FROM EUROPE

Adolf Heineman, vice-president of the General Phonograph Corp., New York, returned to New York a fortnight ago on the steamer "Manchuria," after spending two months in Germany, accompanied by Mrs. Heineman. The trip was in the nature of a vacation and Mr. Heineman spent most of his time in Berlin, where he called upon many of his personal and business friends. The factories of the Carl Lindstrom Co. were visited and Mr. Heineman acquired an intimate knowledge of business and economic conditions. Among the other cities that Mr. Heineman included in his itinerary were Hamburg and Luneburg; the home town of the Heineman family.

The formal opening of the enlarged store of the Lynbrook Music Shop, Lynbrook, L. I., was held recently by Jay O. Benton, proprietor, whose business now occupies two floors.

FELT



SATISFACTION

PERMANENT patronage is invariably the result of satisfaction.

Leading manufacturers of talking machines continue to favor us with their orders for turntable felt, year

after year, for one reason only—satisfaction.

Other manufacturers may be interested in knowing about this source of felt supply. An inquiry will receive careful attention.

American Felt Company

TRADE MARK



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

SAVINGS NOW TOP THREE BILLIONS

Report Shows That 4,109,549 in New York State Have Deposits Totaling \$3,040,788,000

Talking-machine dealers in New York State should realize that there is real business to be had this Fall if they go after it strenuously, owing to the fact that deposits in the 145 savings banks in the State of New York passed the 3,000,000,000 mark on July 1 of this year. According to preliminary figures issued by the Savings Banks Association of the State of New York the amount due depositors on that date, including dividends credited, was \$3,040,788,000, an increase of \$249,435,000 over the amount due depositors a year ago and an increase of \$148,319,000 since January 1, 1923.

There has also been a notable increase in the number of depositors in savings banks. The total on July 1, 1923, was 4,109,549, a gain of 193,637 over a year ago and of 124,581 over January 1, 1923.

In New York City alone the amount of deposits in savings banks, including dividends credited, was \$2,263,376,000 on July 1, a gain of \$193,633,000 over a year ago and of \$118,463,000 over January 1, 1923. In New York City the number of depositors in savings banks was 2,820,198 on July 1 of this year. Since the population of the city, according to 1920 census, was 5,620,048, this indicates that every second person in the city has a savings account in a savings bank. In the last year there has been a gain in depositors in the city of 139,666 and in the last six months the gain has been 95,364.

"TALKER" MARKET IN SYRIA

WASHINGTON, D. C., September 6.—A firm in Damascus, Syria, desires the agency for American-made talking machines and musical instruments, according to advices received by the Bureau of Foreign and Domestic Commerce here. Write the Bureau and refer to File 7336.

NEW SHOP TO CATER TO FOREIGNERS

Victor Establishment Opened in Toledo, O., by H. L. Wasserman Will Specialize in the Sale of Foreign Recordings—Promising Outlook

TOLEDO, O., September 7.—Harry L. Wasserman has opened an exclusive Victrola shop on St. Clair street, adjacent to the Rivoli Theatre, under the name of the United Music Store. The shop will cater to the foreign record buyer. A survey of the city has revealed, including French, Hebrew, Italian, German, Hungarian, Spanish, Polish, that he will have upward of 40,000 prospects. Every foreign language record listed in the Victor catalog will be carried in stock, as well as other records.

Mr. Wasserman was formerly connected with one of Detroit's leading music houses. He also held a number of important State and county offices in that section. He decided to locate in Toledo after he found that the opportunity for success with the kind of establishment he is bringing here was very promising.

REMODELED LYNBROOK SHOP OPENS

Jay O. Benton Practically Doubles Size of Store Giving Him Increased Display Room

LYNBROOK, L. I., September 10.—The formal opening of the remodeled Lynbrook Music Shop was held here recently, after the completion of alterations, which added the second floor of the building as an additional show room. Jay O. Benton, proprietor of the concern, has fitted out the upper floor, formerly a large court room, with a series of studios, where instruction on various instruments will be given by expert teacher. There will also be a large salesroom for pianos and talking machines on this floor, leaving more room on the main floor for the record booths. The entire establishment has been redecorated.

SOUTHERN EMERSON DISTRIBUTOR

L. W. Freeman Will Distribute Emerson Phonographs in Atlanta Territory—Well Known Throughout the Southern Territory

L. W. Freeman, Southern sales manager for the Wasmuth-Endicott Co., manufacturer of "Kitchen Maid" kitchen cabinets and built-in equipment, with headquarters in the Candler Building, Atlanta, Ga., will also distribute Emerson phonographs manufactured by the Wasmuth-Goodrich Co. Mr. Freeman's twelve years of consistent sales effort in behalf of "Kitchen Maid" products have won for him an extensive following in Southern territory. His activities have not alone been confined to kitchen cabinets, for he is also one of the most successful furniture distributors in the South, handling a special line of dining room and library tables, as well as dining room furniture.

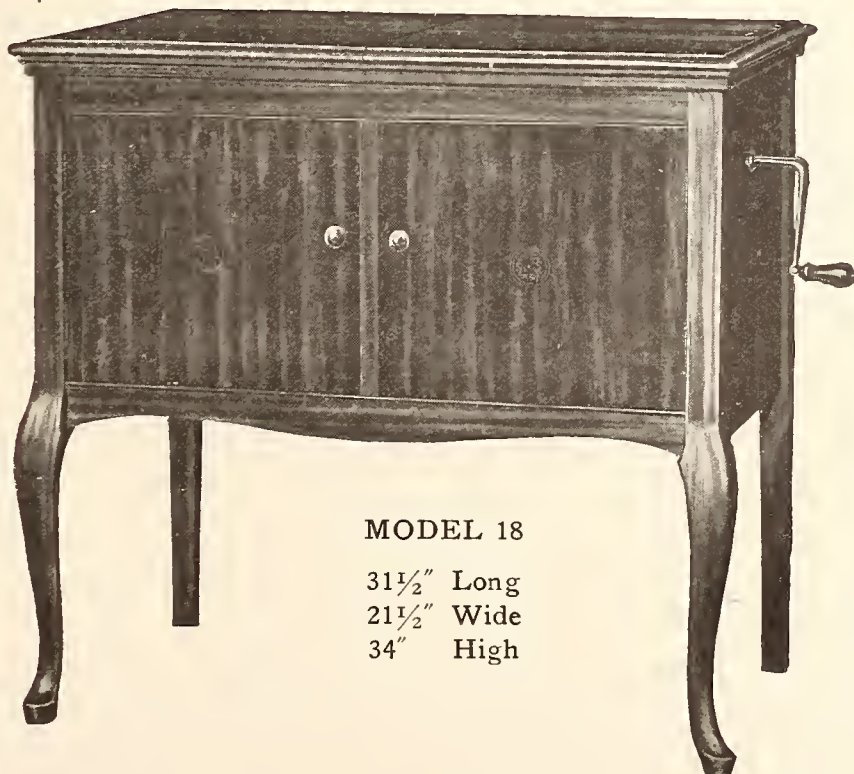
GILLINGHAM SAFE IN JAPAN

The many friends in the trade of L. E. Gillingham, well-known recording expert, will be glad to learn that Mr. Gillingham and his family survived the terrible catastrophes in Japan. A cable was received by Mr. Gillingham's mother stating that the family was safe, but no word has yet been received regarding Russell Hunting, Jr. Both Mr. Gillingham and Mr. Hunting have been associated for some time past with the Nipponophone Co., talking machine and record manufacturer in Yokohama, Japan.

PHILLIPS PHONO PARTS CO. BUSY

Based upon the ordering of phono parts, the production of machines this Fall will doubtlessly reach large figures. William Phillips, president of the Wm. Phillips Phono Parts Co., New York City, reports that August orders were exceptionally good, totaling about four times the volume of August of last year.

**Here Is *the* BIG VALUE
CHARMAPHONE MODEL NO. 18**



MODEL 18
31½" Long
21½" Wide
34" High

Dealer's Price \$45⁰⁰

This NEW CHARMAPHONE No. 18 is without doubt the best buy of the season. It means pleased customers and large profits.

Retailers are making it their leader everywhere. It is an attractive cabinet—fine mahogany finish—double spring motor—fine nicked parts—Charmaphone tone arm and sound box.

SEND FOR SAMPLE AT ONCE

Immediate Delivery.

CHARMAPHONE CO.

39 W. 32nd St., New York City

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the thirtieth 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.]

BALANCING THE RECORD LIBRARY

It would certainly be unfair to say that the existing collections of records, as we find them to-day, are exactly one-sided; but it would not be unfair to say that they bear unduly upon certain sides of musical performance. Now this is not a matter for any particular blame, since from the beginning of things in this trade it has been necessary to proceed slowly, one step at a time, and to give the people what they want at all times. In consequence of this economic necessity, however, we find that in certain classes of music there is an overplus and in certain others a distinct deficiency.

Such a state of affairs is, of course, not at all what one should prefer, for one of the essentials to the permanence of the talking machine industry, in face of the competition of other means for music reproduction, is a thoroughly well-balanced accumulation and supply of every kind of music. It is always in the matter of some similarly neglected point that weakness develops in any industry. These weaknesses are often dangerous and sometimes fatal. We do not want any of them, if we can help it, in the music industry.

Record All Good Dance Music

A well-balanced music catalog should be, and doubtless is, the aim of every manufacturer of records, though, of course, the temptation is ever present to follow each whim of public taste and so gradually to load up with a mass of ephemeral matter, each number of which has a very short vogue and is then lost for good. Of course, there is no sense in neglecting profits which, as it were, wait for one at the door, only asking to be let in. For my part I thoroughly believe in recording all the good dance music there is. The work of orchestras, like the various Whiteman organizations, for instance, represents true musicianship. When modern dance music is properly performed and recorded by

artistic players it is very good stuff indeed. I have listened to dance orchestras whose power over a crowd containing many very fine and artistic dancers, dancers capable of the real poetry of motion, was positively wonderful, almost hypnotic in fact. Now, music of that sort is not likely to be lost in the course of a day or two. It is going to last for a good long time, and some of it may last permanently. Now, the complaint is not with this highly developed dance music. The complaint is much more with the attempts which have been made and are being made to fill out the lists of standard interpretations, the lists of music which is expected, whether on account of intrinsic merit of the beauty of the interpretation, or of the desirability of preserving the art of some great personality passed away, to remain a permanent good seller and a permanent element in a permanent collection of musical art.

Recording From Two Standpoints

Now, we always have to consider the recording question from two standpoints. On the one hand, records are music, *qua* music. On the other hand they are the preservation of the voices and the technique of many great singers and players. The selling appeal is probably first to be based upon the personality question. It is always easier to sell Caruso's voice than to sell Celeste Aida, as Celeste Aida. This is because in vocal matters the interpretation is everything, and the music only too often of secondary importance.

To a certain extent this is also true of instrumental music. The interpretation tends to become much more important than anything else. But not to so great or exclusive an extent, because those who care for instrumental music usually care, at least in part, for the music itself, and are not so completely hypnotized by the warmth or beauty of this singer's interpretation. It is usually, therefore, not so difficult, or commercially so risky, to use artistic sense in balancing up instrumental collections.

Order of Popularity

To maintain a fairly balanced collection, however, it is necessary to give every kind of music its fair chance. Of course, dance music sells easiest, blues songs and other characteristic

racial rhythms come next in order probably, and then follow the records of great voices. These latter are of the utmost importance, for, little as the people at large may care about musical art, they do love fine voices and fine singing. After these, and at a long interval, come solo records of violin, cello and piano. Still further behind comes instrumental ensemble music, followed by symphonic records.

Band Music Neglected

Yet this, of course, is a very rough classification, and many modifications must be made in it. For instance, I have said nothing about military band music. No music is more fascinating and none more thoroughly fitted to the genius of the talking machine. Yet the recording of fine music by the military bands has greatly lagged. Here is a concrete example of what I mean by lack of balance in catalog making.

The term "Military Bands" includes what are also called "Concert Bands" for the purpose of this classification, and it must be evident to any one who has ever heard the best of the latter, such as the U. S. Marine Band, that here is a marvelous field awaiting us to be opened up by exploiting the appeal of these fine organizations to the native musical taste of the people. Imagine the Hallelujah Chorus from the Messiah recorded in an adequate arrangement by the U. S. Marine Band, or by Sousa's or Ellery's bands. Some remarkably fine specimens of German concert band recording have lately been placed on the American market, and they show wonderfully well how big a field there is yet to be exploited.

Band music, as I envisage it, should not be confined to marches and similar elementary matters. It should include virtually all the concert overtures, popular movements from symphonies, selections from favorite operas, and so on. There is already some of this material in the domestic catalogs, but I do not think there is half enough.

It would be more than merely interesting to see the results flowing from a campaign to put a lot of music of this sort up to the people. The response would probably be better by a good deal than the conservatives are willing to admit.

In the same way, too, a little research and some system injected into the methods of choosing orchestral and ensemble music to be recorded, would probably yield encouraging results in sales, and likewise balance up the catalogs wonderfully. As an example: If we could only have just one Haydn string quartet (say the Op. 64 No. 5, which takes the fancy of the veriest musical boob at first hearing), what a fine thing it would be!

Warning, Not Scolding

There is much more to be said, but I do not want to be thought a common scold. That is to say, I do not want any one to think that I am finding fault and picking flaws. Any one can indulge in that detestable practice and I do not propose to be included in the category. On the contrary, what I am trying to do is to show all concerned that the present position of the talking machine industry not merely entitles but virtually forces us, if we are to hold our own, into a position of positive handling of our problems. We must consider them all from every standpoint and we must be prepared to do all that competing methods of reproducing music can do; and then some! That is why we need to take serious thought about the condition of the present accumulation of records to the end that we may fill up the gaps, exploit not only a few but all the classes of music so fast as we can teach the people to absorb them, and thus balance up our position and make ourselves impregnable strong.

We Serve New York!



ALL along the line, preparations for a busy season are being made. Fall business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the demand for

OKeh Records

The Records of Quality

As always, we are ready to serve you quickly and efficiently no matter what your demands for these fast-selling records may be. We are able to do this because we carry at all times a thoroughly complete stock of OKeh Records that is never allowed to deplete.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

Distributors
for
OUTING
and
ODEONETTE
Portable
Machines

Dollar Happiness FOR CHILDREN

Sold Exclusively to Music Trade

Announcing—

Beginning August 1st Bobolink Books are confined exclusively to the music trade. Dealers have readily grasped the importance of this policy.

Seven Complete Books

Each book contains FOUR selections on two double-faced records. There are piano-scores, stories, pictures and games. More are in preparation.

Dealer Service

A metal rack built to hold twelve Bobolink Books is given free with each order for 12 books of each number. Circulars for monthly mailing list are free for the asking.

Four-color Cutout display piece for window or interior display is given free with an order for four or more books of each number.

Displays for Big Windows

Oil painted panel-screens 7 feet high, center panel five feet wide, two side panels 3½ feet wide, are supplied free.

Series of three entirely different designs are now traveling in different parts of the country. Write at once, as perhaps one is in your territory at the present time or will be available at a later date.

Displays for Small Windows

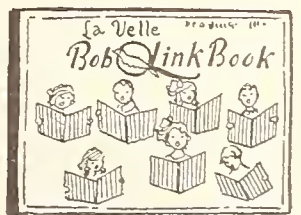
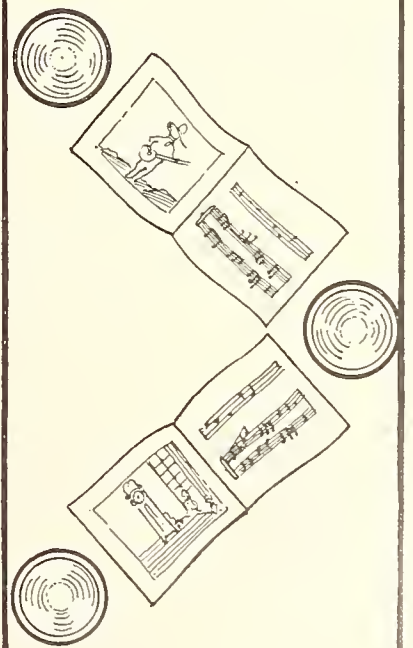
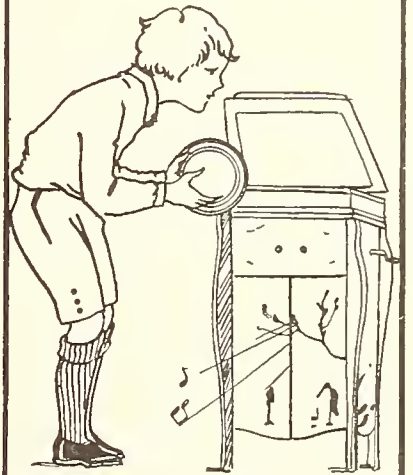
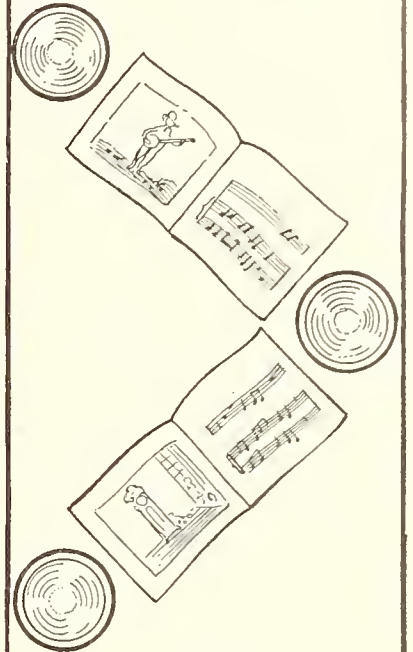
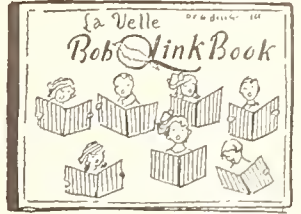
Black and white silhouette single panels 5 feet high 5 feet wide on grooved pedestals are now being routed from the Atlantic to the Pacific. Write for a date.

Each series of panels for both large and small windows is the highest order of art. The display will lend attractiveness to your store and is acceptable to the most particular window decorator.

Order an introductory assortment of 12 each Nos. 1 to 4 Song Books, Nos. 1 and 2 Reading Books, No. 1 Game Book. Total 84 Books, 1 Display Rack, 1 Display Cutout, supply of Circulars, Net cost \$52.08 F. O. B. New Haven.

The La Velle Mfg. Co. NEW HAVEN CONN.

Bob O Link Books



NATIONAL RADIO WEEK

Will Be Held This Year From November 25 to December 1—In Charge of Notable Committees

National Radio Week will be held this year from November 25 to December 1, according to an announcement made recently by the National Radio Week executive committee of the Radio Trade Association. The Radio Week committee as just announced by President Shaw, of the Association, will include F. Clifford Estey, president of the National Chelsea Radio Corp., Boston, Mass.; Theodore R. Gerken, of the Marshall-Gerken Co., Toledo, O.; Benjamin Gross, of the Radio Stores Corp., New York City, and the editors of several of the leading radio trade papers. Additions to the membership of this committee may be announced at a later date.

Publicity for the National Radio Week will be handled by a special committee of publicity experts, headed by Pierre Boucheron, director of publicity for the Radio Corp. of America. There will be a special program committee to take care of radio broadcasting during National Radio Week, and full details regarding this week may be obtained from the secretary of the Radio Trade Association, 1133 Broadway.

BOBOLINK FALL DRIVE UNDER WAY

NEW HAVEN, CONN., September 10.—The La Velle Mfg. Co., of this city, has announced that the sale of Bobolink books is now confined to the music trade exclusively. The particularly strong holiday appeal to be found in this merchandise is being featured in an extensive Fall campaign now under way. A number of effective dealer service helps have been evolved which will undoubtedly greatly increase sales. This service covers window trims, literature for mailing purposes and a metal rack to hold twelve Bobolink books.

VOCALION RECORDS SELLING WELL

SAN FRANCISCO, CAL., Sept. 6.—The Munson-Rayner Corp. has now completed its handsome quarters at 86 Second street and reports a heavy business in Vocalion records. There is a great rivalry developing between Ed. Zuchelli, in charge of the record department of the Los Angeles Munson-Rayner firm, and the San Francisco department, in charge of Thos. G. Rockwell, as to who will sell the most records. Both say that Vocalions are scoring heavily.

TRINITY RADIO PHONOGRAPH READY

Combination Radio and Phonograph Introduced by Trinity Phonograph Co.—Dealers Using Newspaper Advertising to Advantage

BOSTON, MASS., September 6.—The Trinity Phonograph Co., of this city, manufacturer of the Trinity console phonograph, is meeting with considerable success in the introduction of the Trinity radio phonograph, which has been advertised extensively through newspaper campaigns. This instrument, which is a combination radio and phonograph, has many features which are presented to advantage in the publicity used by the dealers handling the product.

The cabinet, which is a handsome console, is finished in red or brown mahogany and is designed after the Queen Anne period. A standard spring motor is used or the Kendrick & Davis electric drive unit may be substituted. The radio is a Maclite four-tube set with the latest improvements in radio construction. The company is preparing for an active Fall trade, as the talking machine dealers are taking a keen interest in the sales possibilities of this new combination radio and phonograph.

BRILLIANTONE NEEDLES IN DEMAND

August sales of Brilliantone needles surpassed all previous records for this month, thus maintaining the remarkable lead in business this year over all previous years. The new Brilliantone daylight sign is now to be found in retailers' warerooms in many cities. Sydney Risser, of the sales staff of the Brilliantone Steel Needle Co., New York City, was a recent sojourner in the Boston and New England territory, while R. C. Norman is away on an extensive trip covering New York State, Pennsylvania and Ohio. Harry W. Acton, secretary of the company, returned recently from a very enjoyable vacation spent with his family at the seashore.

THE BRUNSWICK IN DETROIT

H. B. Bibb, manager of the Chicago district of the Brunswick Co., has announced the taking on of the complete Brunswick line by the Crowley-Milner Co., of Detroit, Mich.

This concern is one of the largest department stores in the State of Michigan, and for a number of years has been handling the Victor line exclusively. The talking machine department is managed by Larry Dow.



PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Write for catalog on

New Portable
AND
New Console

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.
MANUFACTURERS
RAHWAY NEW JERSEY

SONORA DEALER USES OUTDOOR SIGNS

SCRANTON, PA., September 4.—When Mr. Peuser, the owner of Peuser's Sonora Shop, of this city, decided upon the use of outdoor road signs he proceeded to find the best locations possible for their erection and he certainly succeeded. The accompanying illustration shows one of Mr.



Featuring the Sonora in Scranton

Peuser's signs on the "Lackawanna Trail," the main highway to Scranton from the West. The sign is right on the bend in the road, where the trail narrows down between two big hills. Hundreds of motorists pass the sign daily and it is already proving a business stimulator.

Andrew P. Frangipane, general manager Mutual Phono Parts Mfg. Co., has returned to New York from his Canadian trip.

THE marked increase in the sales and popularity of Okeh Records for 1923 firmly establishes them as one of the fastest selling records on the market today.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

Our dealer proposition is an interesting one. It will pay you to investigate the advantages that accompany the handling of

A Better RECORD



A Better SERVICE



Okeh Records

The Record of Quality

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N.

Goldsboro, N. C.



PERRY B. WHITSIT CO.

'Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO

TURNER MUSIC CO. EXPANDING

Two New Branch Stores Will Soon Be Opened by Prominent Florida Music House—Will Operate Five Stores in Leading Cities

TAMPA, FLA., September 8.—The Turner Music Co., 608 Franklin street, this city, will soon open a handsome new establishment in St. Petersburg, Fla. The store, one of the finest in the South, will be located at 1 Alhambra Arcade. W. B. Word will be manager and J. D. Saumenig, assistant manager.

Another branch will be opened the middle of this month at 136 South Orange avenue, Orlando, Fla., with J. V. Borum as manager and Earle Stafford as assistant. The present plans of the Turner Music Co. for the expansion of the business also include the opening of another store on November 1, at West Palm Beach, making altogether five stores operated in this State by the company, as well as an agency in Jacksonville. In addition to a large stock of pianos the Turner Music Co. handles the Victor, Edison, Brunswick and Sonora lines of phonographs, records and a large stock of musical instruments.

INTRODUCES NEW ELECTRIC MOTOR

H. A. Robbins Sales Agent for Kendrick & Davis Electric Motor—Has Various Mechanical Features Which Add to Efficiency

BOSTON, MASS., September 7.—H. A. Robbins, who has been identified with the talking machine industry for many years, is now the sole sales agent for the Kendrick & Davis electric drive for phonographs. This product is manufactured by the Kendrick & Davis Co., one of the country's foremost electrical manufacturers, and it represents the efforts of a corps of expert engineers. This electric drive has an automatic switch that starts the motor and is a positive playing stop, also acting as a protection lock when the machine is not in use. It is a Universal motor operating on A.C. or D.C. and is equipped with a resistance unit which takes care of varying voltages.

OKEH RECORD HAS TIMELY NEWS

Volume 1, No. 2, of the Okeh Record, the house organ published by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, contains a number of interesting news items that can be used to advantage by the company's dealers. The first page of this house organ features "Dajos Bela and His Orchestra," exclusive Odeon artists, who

have made a number of Okeh records that have been enthusiastically received by the trade. Among the other news items presented in this edition of the Okeh Record are the following: "Sophie Tucker Busy on the Pacific Coast," "Vincent Lopez Joins Kiwanis," "Gerald Griffin Honored," "Okeh Record Stars as Radio Broadcasters," "Sara Martin Becomes a Composer" and other items of general interest to dealers handling the General Phonograph Corp. line.

The Grand Rapids Phonograph Co., New York City, has been chartered by C. Stein, M. Lefkowitz and M. Kaplan, with a capital of \$10,000.

AMOS EARL RUSSELL MARRIED

One of the important social events in Troy, N. Y., on Saturday evening, September 8, was the marriage of Miss Grace Mae Lee to Amos Earl Russell, who for many years has been prominent in the talking machine trade and who is now connected with the house of Cluett & Sons in Troy. The local papers devoted considerable space to the event and the happy couple were given a splendid send-off by their many friends. After the honeymoon trip Mr. and Mrs. Russell will make their home at 2152 Fourteenth street, in the Beman Park section of the city.

We will sell for Spot Cash and at prices below cost of production
COLUMBIA GRAFONOLAS AND RECORDS

Practically the remainder of the former stock of over Fifty Thousand Grafonolas and Ten Million Records from the 1922 catalog recently released from the factory and sold off by the leading department stores of the United States.

GRAFONOLAS

Less Than Three Thousand All Told. Various 1922 Models in Original Cases and assorted finishes.

Shipments F.O.B. Baltimore, Dallas and Seattle. Write for latest quotations, stating quantities, models and finishes desired.

RECORDS

About One Million All Told. Series "A" in Ten-Inch 75c Double Discs

A plentiful assortment of all American selections, including many popular hits of the 1922 catalog. Single shipments of 1,000 at 14½c; 5,000 at 14c; 10,000 at 13c; 20,000 at 12½c. Terms: Cash, F. O. B. Bridgeport, Conn.

14½c Each

Series "A" in Twelve-Inch \$1.25 and \$1.50 Double Discs

Including Symphony and Operatic labels of famous singers and instrumentalists. Single shipments of 1,000 at 39½c; 5,000 at 38c; 10,000 at 37c.

39½c Each

Terms: Cash, F. O. B. Bridgeport, Conn.

Series "E" in Ten-Inch 75c Double Discs

Several stocks aggregating a half-million FOREIGN LANGUAGE Selections with listed inventories from 1922 catalog covering a wide range of Selections. 1,000 at 25c.

25c Each

Terms: Cash, F. O. B. Bridgeport and Dallas.

Write for quotations on larger quantities, stating languages desired.

COMING OUT FOR OCTOBER DELIVERY
A Wonderful Console Model for \$150 selling value.

To cost the dealer approximately \$50. Write now for particulars and exclusive territory.

LOUIS JAY GERSON

Agent, Broker and Exporter of High Grade Radio and Phonograph Specialties
63 Reade Street Telephone 0146 Worth NEW YORK CITY
Cable Code: Gersondale, New York



As Table Model

Size 13 inches wide, 12 inches deep, 7½ inches high

THE MADISON

A real phonograph serving a double purpose, adaptable for home or outdoors, very light and compact.

Sells at a popular price, with all the qualities of a high priced instrument.

The quickest seller in the phonograph trade. Stock the Madison for an additional source of profit.

A few jobbing territories open. Quantity prices and literature on request.

MADISON MUSIC COMPANY

114 East 28th Street

New York

THE TRINITY TRIUMPH

A "Trinity" Radio-Phonograph (Maclite Equipped)

As the scope of both the phonograph and radio has advanced, so has the popular desire grown for the instrument that combines the wonders of both into a single unit of amusement and beauty at a moderate price.

In the *Radio-Phonograph* the most advanced principles of both instruments are built into one cabinet of the same dimensions as Console type phonograph.

All equipment is contained within the cabinet, including the loud speaker. No wires are visible excepting the new type antenna and ground leads, which are readily hidden.



The Phonograph

A Trinity—"Sweet as the Chimes." Cabinet of five-ply veneer; English Brown or Dark Red Mahogany; Queen Anne Period. Standard type motor and reproducer of quality. Tone chamber of selected spruce. K. & D. electric drive optional.

The Radio

A Maclite—A four-tube set; a successful tuned impedance type radio frequency set; a singular achievement in advance radio engineering that brings in distant stations (through the tone chamber of the phonograph, which acts as a loud speaker) with exceptional clarity and without distortion. The "A" and "B" batteries are of the highest standard (Maclite).

Representatives Desired Everywhere

Trinity Phonograph Company
Boston, Mass., U. S. A.

HOW A LIVE DEALER MADE GOOD

Advertising, Personal Contact With Patrons and Efficient Motor Delivery Important Elements in Success of Don C. Preston

BAKERSFIELD, CAL., September 4.—Good advertising, personal contact with customers and an efficient motor delivery equipment are the three things that have made it possible for Bakersfield's smallest music store in a very short time to grow to be one of the largest and most complete establishments of its kind in central California. Don C. Preston, who is to-day celebrating his fourth anniversary, is also writing history that is most interesting.

Mr. Preston started business in Bakersfield in a small store room on East Nineteenth street in the Fall of 1919, after he had covered every State in the Union as a traveling representative for one of the largest distributors of musical

instruments. He had been in business but thirty days when he realized the magnitude of his new venture and leased a small space in the building he now occupies. With the able assistance of Mrs. Preston, in the first sixteen months more than \$100,000 worth of musical instruments were sold.

May 30, 1921, fire destroyed his stock of goods and fixtures. After the fire more space was obtained adjoining the old location. Upon moving back into the new store pianos were added to the popular line of Sonora phonographs; sheet music, band and orchestra instruments. The first of this year the store, of which J. G. Gray is sales manager, was again enlarged.

A branch store was opened in Taft in March, 1921, with John MacDonald in charge. A few months ago the Taft branch was moved to a location near the Taft post office, giving that city a fine establishment.

NEW PLAYER TONE CONSOLES

Two Models Added to Player-Tone Line—I. Goldsmith Returns From Successful Western Trip—Tells of Greatly Improved Conditions

PITTSBURGH, PA., September 7.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, returned to his desk to-day after a Western trip which included a visit to the company's factories at Grand Rapids, Mich. In a chat with *The World*, Mr. Goldsmith stated that his trip was very successful and that he had closed arrangements with several prominent houses whereby his company's products would receive aggressive representation the coming season. He is enthusiastic regarding the business outlook, predicting that the coming Fall will be one of the most prosperous seasons in the history of the talking machine industry.

"General conditions throughout the Middle West are very satisfactory," said Mr. Goldsmith. "Every one of our dealers is optimistic in discussing the business outlook for the next few months and we believe that there is going to be a shortage of some of our models, notwithstanding the fact that we have increased our factory output substantially. One of the purposes of my recent trip was the speeding up of production so that our dealers might receive maximum co-operation and service when most needed.

"We have just added two console models to our line and judging from all indications they will be among our sales leaders before the year is over. There is also an active demand for upright models, and, in fact, the trade seems to be in a position to absorb without difficulty a large amount of standard merchandise that is backed up by responsible manufacturers."

TRIANGLE REPRODUCERS IN DEMAND

Manufacturers Increasing Production to Supply Trade With the Important Specialty

The Triangle Phono-Parts Co., 722 Atlantic avenue, Brooklyn, N. Y., announces a considerable increased production in its Triangle reproducer. This product, one of a series of tone arms and reproducers manufactured by this organization, has become quite popular with retailers and manufacturers, necessitating an increase of floor space devoted to its production. While the Triangle concern remains at its old address, it has taken over much larger quarters and the new layout and arrangement of the manufacturing plant will add considerably to the efficiency of production.

Orders for the Triangle reproducers have been considerably on the increase during recent weeks and the manufacturers have not only made changes to take care of this new demand but, in addition, they are preparing an extensive exploitation campaign which should further increase the sales.

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

DEALERS
IMPORTANT
ANNOUNCEMENT



Put a display of Swanson Portables and a sign, "Don't Be a Wanter, Be an Owner," in your windows when the feature picture "The Wanters" appears at your local theatre this fall. The Swanson Portable has an important part in this movie, a John M. Stahl production with an all-star cast, including Marie Prevost, Huntley Gordon and Louise Fazenda. Tie up to this—It will mean good business.

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.
LOS ANGELES, CALIFORNIA



Survey of the Talking Machine Industry

Music Industries Chamber of Commerce Prepares Interesting Information Regarding Existing Stocks and Retail Trade Prospects

The Music Industries Chamber of Commerce has just completed an extensive survey of the music industry to determine the actual condition of stocks and the business prospects in retail establishments throughout the country, both in relation to retail business and to the demands that have been made and will be made upon manufacturers, together with the plans made to handle those demands.

The condition of the talking machine trade was taken into account in carrying out the survey and the report relative to that branch of the industry says in part: "With respect to phonographs, a far healthier condition is shown to exist than last year. Retail stocks are generally considerably smaller and there has apparently been a healthy liquidation of stocks during the year. This also applies to inventories of repossessed phonographs. The failure of merchants to anticipate their Fall and holiday

requirements of phonographs is even more noticeable than in the case of pianos. Nearly half the merchants have not yet placed orders for any of their holiday requirements, which is a higher percentage than at this time last year, when merchants were not particularly optimistic about Fall and holiday business."

The inventory of new phonographs in the hands of dealers as compared with last year is as follows:

Over 50 per cent increase.....	3 per cent
25-50 per cent increase.....	9 per cent
Up to 25 per cent increase.....	16 per cent
About the same.....	32 per cent
Up to 25 per cent decrease.....	23 per cent
25-50 per cent decrease.....	12 per cent
Over 50 per cent decrease.....	5 per cent

Stock of repossessed phonographs compared with last year:

Over 50 per cent increase.....	1 per cent
25-50 per cent increase.....	1 per cent
Up to 25 per cent increase.....	6 per cent

About the same.....	37 per cent
Up to 25 per cent decrease.....	20 per cent
25-50 per cent decrease.....	9 per cent
Over 50 per cent decrease.....	18 per cent

Percentage of additional requirements up to January 1, 1924, for which additional orders have been placed:

75-100 per cent.....	9 per cent
50-75 per cent.....	16 per cent
25-50 per cent.....	15 per cent
Up to 25 per cent.....	13 per cent
None.....	47 per cent

Regarding sales since June 1, compared with last year, 67 per cent of the dealers reported increases, 10 per cent of them stating that the increase had been over 50 per cent. Twenty per cent of the dealers reported business as being about the same and only 13 per cent reported decreases. Likewise 69 per cent of the dealers questioned look for an increase in Fall and holiday business, with 24 per cent expecting it to be the same as last year.

PLANNING SALES DRIVE ON EDISONS

T. B. Parsons, Manager Jesse French & Sons, Mobile, Ala., Visits New Orleans to Confer With Diamond Music House Regarding Plans

NEW ORLEANS, LA., September 8.—T. B. Parsons, manager of the Jesse French & Sons Piano Co., of Mobile, Ala., accompanied by E. D. Dent, shop superintendent of the firm, and Mrs. Dent, who is head of the record department of the house, spent two days in this city recently conferring with W. W. Twigg, wholesale manager, and J. A. Billiet, retail manager of the Diamond Music House, here, relative to matters pertaining to the retail distribution of Edison products in Mobile. The Jesse French Co. was recently appointed representative for the Edison line in the Alabama city. Mrs. Dent spent her time in selecting a full line of records that she will introduce to clients in her home city. Mr. Parsons, in speaking of the progress obtained during the short period of their incumbency said that surprising results greeted them at every turn. He stressed this particularly as meaning that even more flattering gains will be shown when the campaign which is now in process of preparation is properly opened.

VICTOR FACTORY AT FULL BLAST

Plant Settles Down to Elaborate Production Schedule Following General Vacation Period—Excellent Progress on New Pressing Plant

The factory of the Victor Talking Machine Co. is now working in full force on a production schedule which is probably the most exhaustive in the company's history, although there are already indications that even the great activity will not be able to prevent a shortage of goods during the Fall and Winter, especially in the popular types of Victrolas.

The experiment of shutting down the entire factory for a period of two weeks in order that each employe might have a liberal vacation with pay proved a distinct success, for not only did the factory organization return to work on practically 100 per cent basis when the vacation period was up, but the company is receiving applications for employment from workers in many other fields. Work on the immense new record pressing plant is progressing rapidly, and it is expected that the new building will be completed, equipped and ready for operation as per schedule. The additional facilities will be welcome as affording means for catching up on record shipments generally.

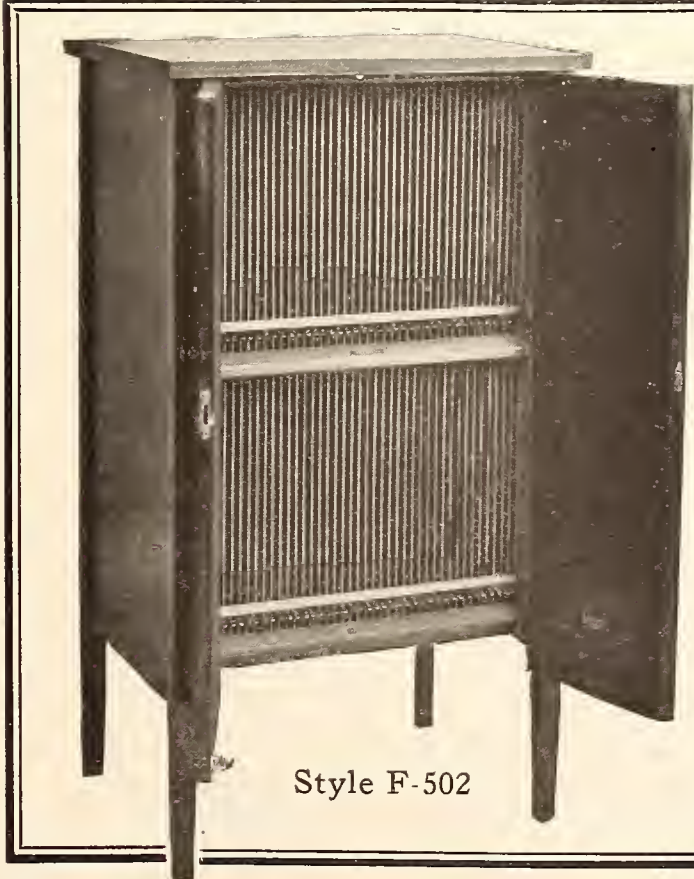
HARRY T. LEEMING QUILTS TRADE

Former Sales Manager of Pathé Phonograph & Radio Corp. Resigns to Become a Sales Executive of the Mennen Chemical Co.

The talking machine industry has lost one of its foremost figures in Harry T. Leeming, who has severed his connection as sales manager of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., to enter a foreign field.

Mr. Leeming has been connected with the phonograph industry for nearly twenty years. In announcing his plans he stated: "For some little time past I have given a considerable amount of thought to entering an entirely different line of activity. I finally made up my mind to make the move, but I want my good friends in the trade to know that I am thinking of them and I also want to tell them that Pathé is going to go over very big and that they need have no doubts as to the ultimate future of Pathé and its products. If I should decide, at some future date, to again re-enter the industry, you can rest assured it will be with Pathé."

Mr. Leeming goes to his duties as a sales executive with the Mennen Chemical Co. No successor to Mr. Leeming has been appointed as yet by the Pathé organization.



Style F-502

HAAG RECORD FILING CABINET

Edison Dealers, Attention

Now Furnished in English Brown to Match the New Edison Products

Also Furnished in Dark Red and Brown Mahogany

Haag Record Files made in sizes to fit all makes of phonographs and will accommodate all sizes and makes of records. Just press the button.

Write for Full Particulars

HAAG & BISSEX COMPANY, Inc.
Calvert Building
Baltimore, Md.

Kendrick & Davis Electric Drive for Phonographs

Motor is 7 inches long, 3 inches deep and 4 inches wide. Weight 4 lbs.

An unusual feature—

An automatic switch which starts the motor is a positive playing stop and acts as a protective lock when machine is not in use.

SPECIFICATIONS

Universal Motor
Resistance Unit which cares for varying voltages
Direct Drive, one-piece shaft, all tool steel; noiseless non-strip gear
Bronze bearings, self-oiling
Composition, non-vibrating frame

Price but little higher than standard spring motor

H. A. ROBBINS

Sole sales agent

142 Berkeley St., Boston, Mass.

FINE SITUATION IN PITTSBURGH

Joseph C. Roush, of the Standard Talking Machine Co., Brings Enthusiastic Report Regarding the Business Outlook in That Section

A recent visitor to New York was Joseph C. Roush, head of the Standard Talking Machine Co., Pittsburgh, who came to the city, accompanied by Mrs. Roush, chiefly for the purpose of witnessing the Davis Cup Match at Forest Hills Stadium, Mr. Roush being an enthusiastic tennis fan. After a short stay in the metropolis Mr. Roush left for Absecon, N. J., to arrange for the golf matches to decide the permanent ownership of the Johnson and Blackman cups, played for several years by golf enthusiasts among the talking machine jobbers.

Mr. Roush was enthusiastic regarding the business prospects in the Pittsburgh territory for the coming months and stated that the steel industry, upon which the Pittsburgh section depends so much, was in a most healthy condition, the introduction of the eight-hour day in the mills having solved the unemployment question completely. Moreover, the steel mills have already on hand enough orders to keep them operating for months to come. The coal situation does not worry the Pittsburgh trade, for there seems to be no prospect of a sympathetic strike on the part of the bituminous miners.

The new weekly releases of Victor records, and particularly the introduction of Red Seal records with the downward revision of list prices, has served to stimulate business materially in the Pittsburgh territory, said Mr. Roush, and will have a very noticeable effect on Fall and Winter business.

The Forbes-Meagher Music Co., Madison, Wis., is remodeling and enlarging its establishment. New record racks, counters and demonstration rooms have been added.

TRADE ACTIVE IN SALT LAKE CITY

Growing Interest in Music and Improved Industrial Conditions Reflected in Prosperity—Changes in the Trade—The News

SALT LAKE CITY, UTAH, September 4.—Judging by the remarks made during the past few days by jobbers and dealers, the phonograph business is better than it has been for a long time. Victors, Brunswicks, Edisons, Columbias, etc., have all been selling well. This happy state of affairs is, to a great extent, due to improved industrial conditions and the fact that there is more interest in music at this time than there has been in years. Musical organizations and choirs, too, are now getting together after the Summer holidays and this is having a considerable effect on sales.

The Brunswick-Balke-Collender Co. has presented the patients of the tuberculosis ward of the County Hospital with a large selection of records.

R. W. Carlson succeeds John H. Young as manager of the Thatcher Music Co., Logan.

The Keith-O'Brien Co. has discontinued its talking machine department on account of having less space in its new store. This firm carried Victor and Edison machines.

Wm. P. Berry, manager of the phonograph department of the Glen Bros.-Roberts Piano Co., has been selected as assistant manager of the local store of the company. Mr. Berry will, however, still have charge of the phonograph department, which is being enlarged.

Miss Sarah Chipman has been added to the staff of the talking machine department of the Glen Bros.-Roberts Piano Co.

Miss Gussie Pearson, well known as a talking machine saleswoman, has joined the Fisher Music Co., East Broadway.

Brunswick dealers at Provo, Utah, report business as increasing. Both the Lindley

Heindselman Music Co. and the Bates Stores Co. state that they have had good business through the Summer months and prospects are good for Fall.

Chas. King, formerly assistant secretary of the Consolidated Music Co., has been given a position in the phonograph department.

Your correspondent has to-day visited the new phonograph department of the great Z. C. M. I. department store. Henry Gardner, the well-known veteran in local music trade circles, who is in charge, said business was coming along nicely. His department is very attractive. There are five booths, all neat and inviting. Columbias and Brunswicks are carried.

R. F. Perry, of the Brunswick-Balke-Collender Co., reports an unusual big volume of sales during the Summer months. Visitors to the local branch during the past month included W. F. Cooper, of the mechanical department of the Brunswick Co.; A. J. Kendrick, general sales manager; Mr. Dives, of the Dives Furniture Co., Brunswick dealer, Malad, Idaho, and Elmer Madsen, of the Manti Music Co., Manti, Utah.

R. G. Thomas, manager of the Brunswick department of Browning Bros. Co., and Ezra B. Jones, of the Jones Phonograph Store, both Brunswick dealers at Ogden, Utah, returned from their vacations this past week.

Much space was devoted in the Salt Lake Tribune on Sunday, August 26, to Brunswick phonographs and records. Besides a large advertisement by the Brunswick Co., there were also large Brunswick advertisements by the following Brunswick dealers in Salt Lake City: Daynes Beebe Music Co., Z. C. M. I., O'Loughlins and Utah Music Co.

Miss Beth Ericson, head of the educational department of the John Elliot Clark Co., Victor wholesaler and dealer, has gone to Medicine Bow Lodge, a Wyoming resort, where she will address a teachers' institute and demonstrate the Victor machine.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
 34 East Sidney Ave., Mt. Vernon, N.Y.
 Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
 MANUFACTURERS OF

LABORATORY
 9 East 47th St., New York City
 Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
 IN THE WORLD

FOR YOUR CONVENIENCE
 DELIVER RECORDED WAX
 TO OUR LABORATORY



OUR
IMPROVEMENT
 ALL STAMPERS
 HAVE
**HIGHLY POLISHED
 MACHINED BACKS**



Immediate Delivery Guaranteed!!

on All Samples of

Oh! Pep!

SOLID BRASS

DRAWN TONE ARMS

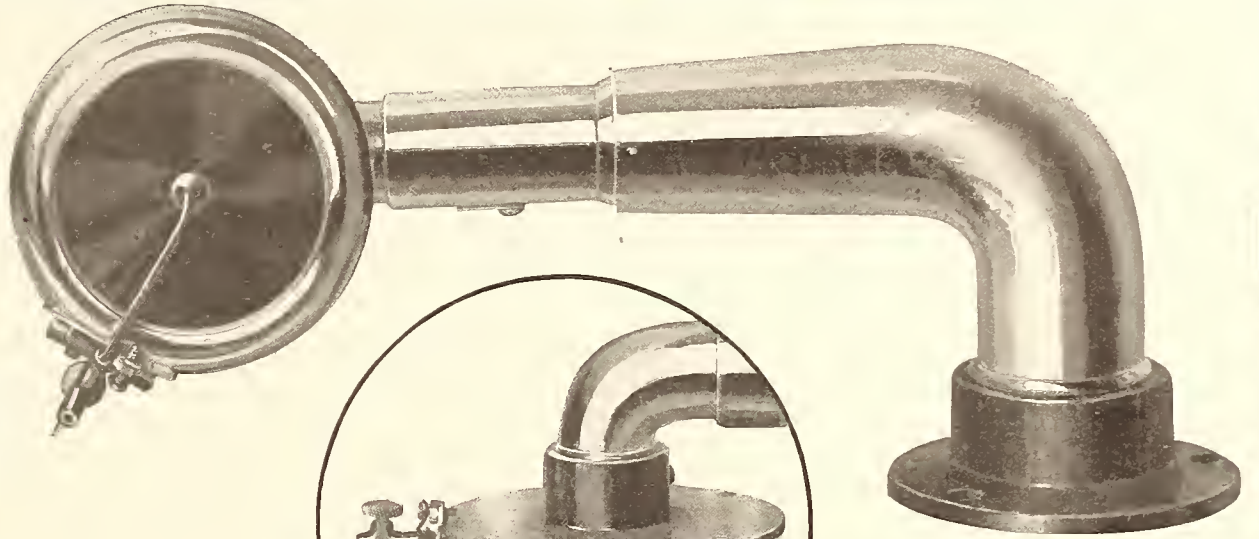
The Oh Pep Phonoparts Co. has at last surmounted all difficulties incident to the bringing out of its SOLID BRASS DRAWN TONE ARM and is now in position to make immediate delivery of samples of all sizes of its product.

Remember

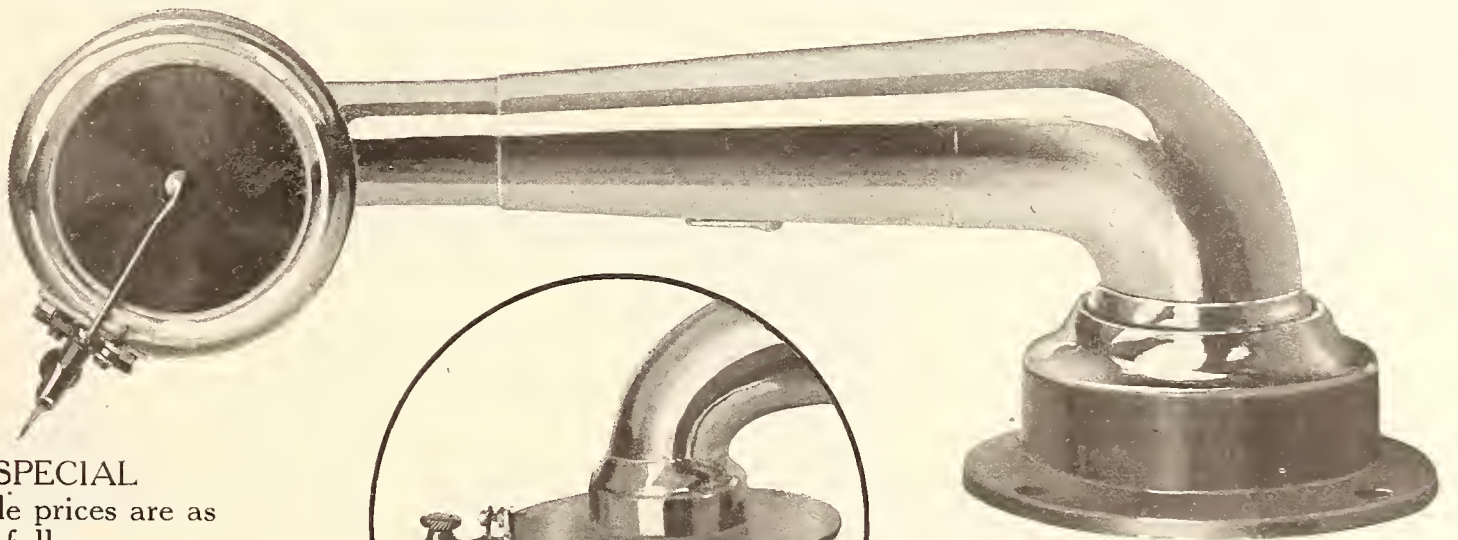
Oh! Pep! Tone Arms and Reproducers incorporate no Die Castings whatsoever.

Oh! Pep! Tone Arms are of one piece Solid Brass Tubing, bent and tapered to shape, and of uniform thickness throughout.

Oh! Pep! Tone Arms will be shipped at once upon receipt of order accompanied by check covering cost of sample.



No. 1
Size 7½" — 8½"



No. 2
Size 8½" — 9½"

SPECIAL
Sample prices are as follows:

No. 1 ARM	
7½"	\$2.50
8½"	\$2.75
No. 2 ARM	
8½"	\$3.50
9½"	\$3.75

The above prices include an Oh! Pep! Reproducer which is of Pressed Steel. If Solid Pressed Brass Reproducer is desired add 25c extra.



6912 Cottage Grove Ave.

Chicago, Ill.

RECORD SALES LEAD IN AKRON, O.

Increased Demand for Records of All Classes Makes Up for Lethargy in Other Branches of the Trade—The Month's News Budget

AKRON, OHIO, September 4.—Despite the complaints regarding the business of the past few weeks heard in some quarters here, a general survey of the trade indicates that business as a whole, particularly in the talking machine trade, has been somewhat better than that for the corresponding period last year. During the past week or ten days there has been a noticeable pick-up in buying, which augurs well for the Fall and early Winter business.

One of the outstanding features of the talking machine trade in recent weeks is the unusually big increase in record sales. All local stores report records are moving better than for many months and the people are buying all classes of records and not so much stress is being placed on dance records now.

The Earle Poling Music Co. will undergo extensive alterations within the next month to make room for the installation of new cases in which talking machine accessories and small musical merchandise will be displayed.

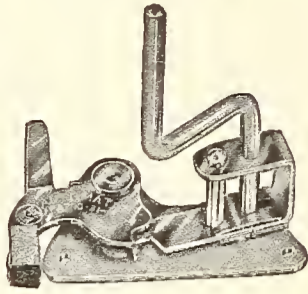
Miss Charlotte Roderick, for some time identified with the talking machine trade here, has assumed charge of the record department of George S. Dales Co.

George C. Wille, Canton music dealer, was a recent caller on Earle Poling and closed negotiations for the appearance in Canton at some January date of Ignace Paderewski, noted pianist and Victor artist, who will appear under the direction of Mr. Poling, after his appearance at the Armory here.

George Birbeck, representing the Eclipse Musical Co., Cleveland, who called on the George S. Dales Co., M. O'Neil Co. and the Earle Poling Music Co. last week, reports business on the increase throughout eastern Ohio.

H. H. Fler, representing the C. C. Mellor

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK

Co., Pittsburgh, Pa., Victor distributor, also spent a day recently with Earle Poling, of the Earle Poling Music Co.

Miss Grace Barr, from the educational department of the Victor Talking Machine Co., Camden, N. J., was a speaker at the Summit County Teachers' Institute held in Perkins' Auditorium the week of August 26. She also spoke to Portage County teachers at Ravenna, O., on "How Music Talks to Us."

B. A. Emerson, of the B. A. Emerson Music Co., reports Columbia records, especially the new Ted Lewis numbers, as experiencing unusually heavy sales the past few weeks.

"Machine sales have held up exceptionally well during the month of August and should show a tendency to improve after Labor Day," said Earle Poling, manager of the Earle Poling Music Co. "Our Red Seal record business continues to be very active," he remarked. "Even in August, a dull month for the trade, sales were way ahead of last year." He said the recent price reduction had a tendency to help

sales of Red Seal records because people who never bought before are doing so now.

The George S. Dales Co. has opened a complete electrical appliance and radio department in the South Howard street part of the store.

The M. O'Neil Co. states business in Victrolas and Cheneys is better than a year ago.

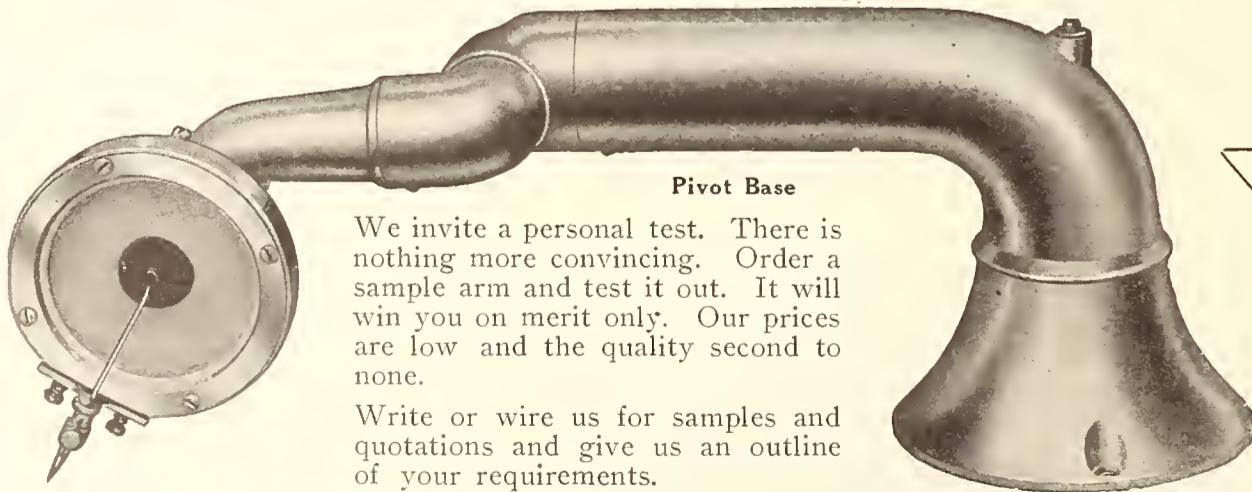
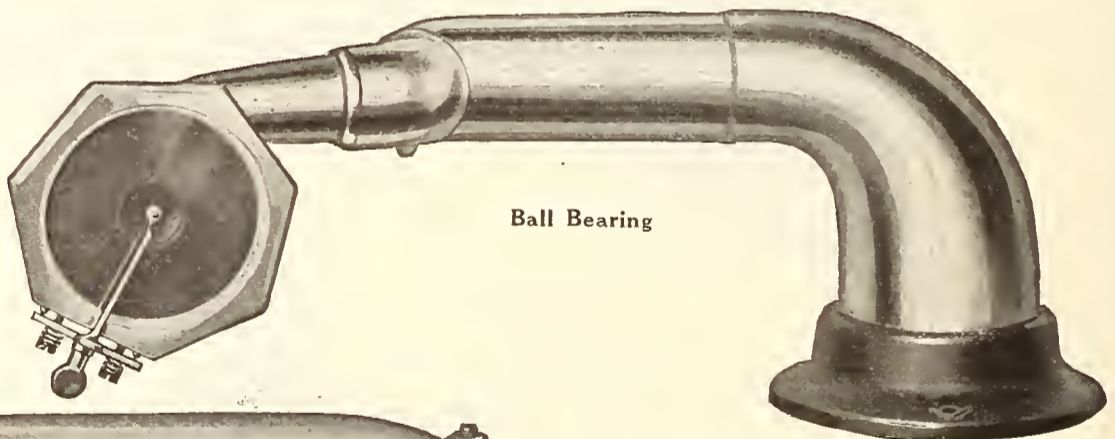
Six of the leading music houses of the city will exhibit talking machines at the coming annual Summit County fair, which opens September 11 and continues five days. Dealers claim this is the best medium they know of through which to connect with rural prospects.

Akron music dealers are lending co-operation to a plan for the establishment of a department by the Akron Retail Merchants' Association for the collection of delinquent accounts. This bureau will be opened in the Buckeye Building at headquarters of the Merchants' Association. It will be in charge of Wilbur G. Foster. It is said eleven local music houses do a credit business and in the future their delinquent accounts will be handled through this bureau.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

Federal

FEDERAL RADIO INSTRUMENTS ARE DESIGNED BY FEDERAL RADIO ENGINEERS AND EVERY PROCESS OF PRODUCTION IN THE FEDERAL FACTORY IS UNDER THEIR CLOSE SUPERVISION

FEDERAL RADIO INSTRUMENTS ARE GUARANTEED UNQUALIFIEDLY AGAINST DEFECTS IN MATERIAL AND WORKMANSHIP AND MANUFACTURED IN KEEPING WITH THE FEDERAL POLICY AND TRADITIONS OF A QUARTER OF A CENTURY FOR PRODUCING ONLY EQUIPMENT OF THE HIGHEST QUALITY

THE SIGNAL SUCCESS IN MANUFACTURING RADIO EQUIPMENT OF THIS TYPE HAS EARNED FOR FEDERAL RADIO PRODUCTS THE REPUTATION OF "THE STANDARD OF THE RADIO WORLD"

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England



Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing



"You can't go wrong
With any FEIST song"
©Leo Feist Inc. NYC

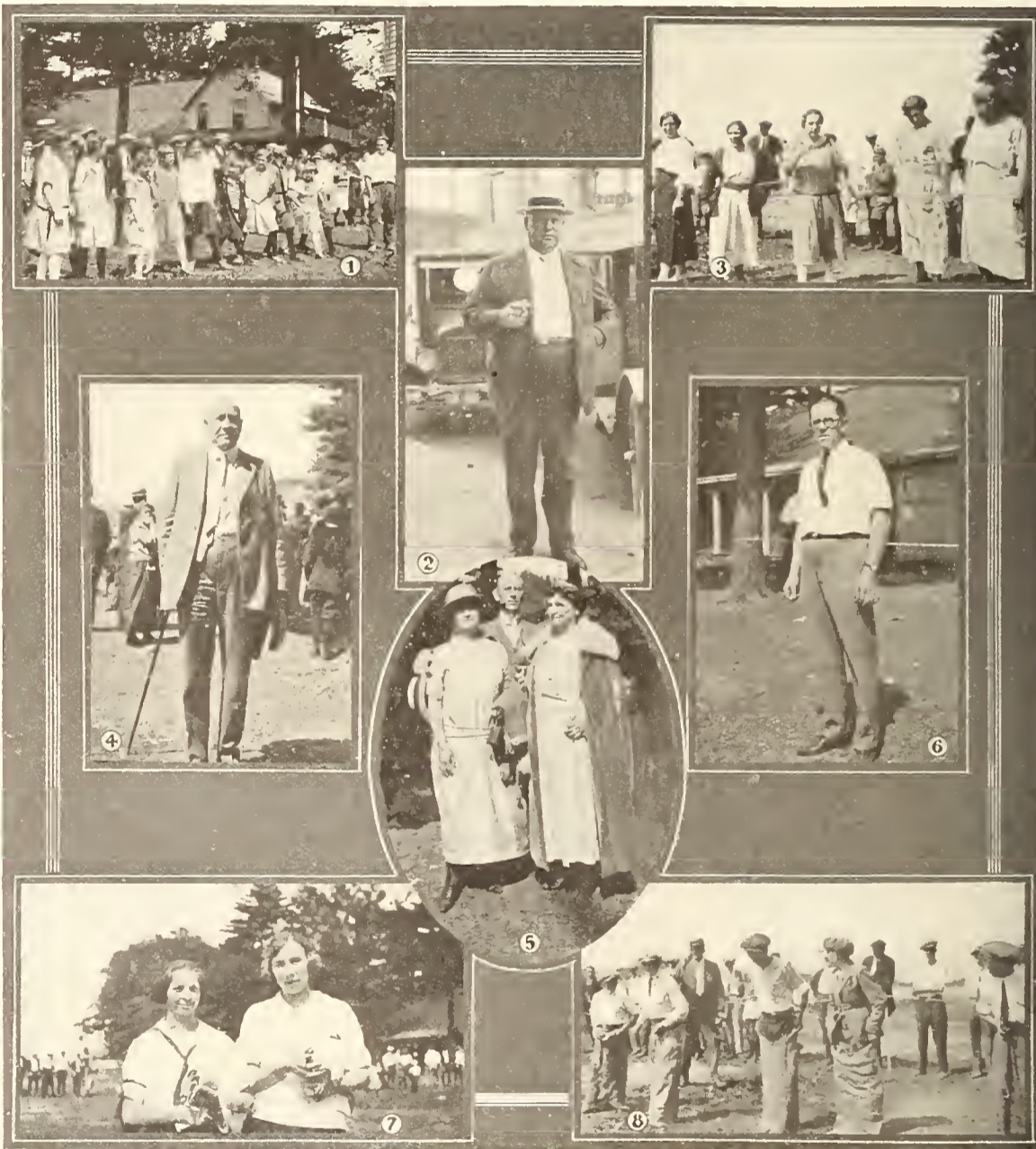


EMPLOYEES OF BUSH & LANE PIANO CO. HOLD ANNUAL OUTING AT GENISON PARK

HOLLAND, MICH., September 1.—Harmony was the keynote of the annual outing of the Bush & Lane Piano Co. at Genison Park just outside of Holland on Thursday, last, just as it is the keynote every day among the employes of the company. Everything was there to make the event a success, and in the words of W. H. Beach, treasurer and general manager of the company, "Even the weather man showed his favor." The various games were entered into with enthusiasm, many worthwhile prizes awaiting the winners. The "eats" were consumed with equal enjoyment, and, on the whole it was a happy day for all, a day which will be looked back upon by those present with pleasure.

W. H. Beach was honored by his employes in the presentation of a gold-headed cane. Replying to this token of esteem Mr. Beach took occasion to express his own happiness and referred to Walter L. Lane, president of the company, whom he held up as an inspiration to those possessed of an enthusiastic love for their work. Pride of workmanship and adherence to high ideals is the big element in the success which Bush & Lane instruments have enjoyed, and this has been brought about by the combination of conscientious workers and inspired executives who believe that the human element is one of great importance in the manufacture of pianos and talking machines.

Games and sports occupied almost the entire day. There were all of the usual events, with a lot more added besides. Thirty-two contests, all held within the space of six or seven hours, mean real organizing ability, even when pleasure is the animating cause. That, however, is precisely what the organizers of the Bush & Lane picnic accomplished. There was not a dull moment from the time the crowd thronged into the interurban going out to Genison Park until they thronged back again to go home. The list of prizes donated by concerns in the music industry who deal with the Bush & Lane Piano Co. expressed in an emphatic way the esteem in which the Holland concern is held by its business colleagues. It was a most enjoyable affair which no one present would have missed.



Annual Outing of Bush & Lane Piano Co. Employees

1. Getting Ready to Show Some Speed. 2. President Walter Lane. 3. The Ladies Were Out in Force. 4. W. H. Beach, Treasurer and General Manager, Was Presented With a Gold-headed Cane. 5. A Happy Group of Beaches. 6. G. Kennedy, of the Phonograph Department, Is Not So Austere as He Looks in This Picture. 7. Two Winners of the Chicken Race. 8. The Sack Race.



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities

CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50.

Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co.

253 Third Ave.
New York City

COLUMBIA NEWS ITEMS

O. F. Benz, record sales manager of the Columbia Graphophone Co., returned recently from a trip to Dallas, New Orleans, Atlanta and Kansas City, where he visited the Columbia branches and the dealers. He reports the business outlook as very promising, with all of the dealers making plans for an excellent Fall trade.

Robert F. Porter, field sales manager of the company, is back at his desk after a short Western trip, which included a visit to some of the branches as far West as Kansas City.

E. A. Manning, assistant manager of the Columbia branch in Philadelphia, resigned from the company's service a few days ago and his successor has not yet been appointed.

Another Superior Point for THE NEW COLUMBIA

A Portable Model that gives a volume of sound equal to instruments costing twice as much! The New Columbia Portable is sturdy, compact, convenient, convincing—absolutely without a rival in its field.

**COLUMBIA GRAPHOPHONE CO.
New York**



MARKETING THE "WOLVERINE" LINE

Lind & Marks Co., Detroit, Announces Campaign Featuring Popular Phonograph Line—Factory Facilities Increased Substantially—Now Handled by Many Michigan Dealers

DETROIT, MICH., September 5.—The Lind & Marks Co., of this city, one of the leading concerns in the local talking machine trade, is inaugurating an aggressive campaign, based on increased factory production, in behalf of the "Wolverine" line of phonographs, which it is



"Wolverine" Tudor Model

manufacturing. This line of instruments has been on the market for the past three years, but, owing to the fact that production facilities were inadequate for expansion, it was impossible to handle any trade outside of the State of Michigan. In this one State, however, phenomenal progress has been made by the Lind & Marks Co. in the establishment of dealer representation, and there are approximately 400 dealers handling the Wolverine phonograph in Michigan alone.

The "Wolverine" line is complete in every detail, comprising instruments retailing from \$100 to \$215, together with a popular portable selling at \$35. Among the models in the line are the Sheraton, Adam, Tudor, Queen Anne, Stuart and Louis XV consoles, all of which have proved ready sellers with the Michigan dealers. The cabinet designs of these instruments follow closely the periods they represent and the Lind & Marks Co. has received many letters of approval from the dealers referring to the tone quality of the product.

S. E. Lind, president of the Lind & Marks Co., is one of the best-known talking machine men in this part of the country, having been identified with the industry for many years. He was formerly manager of the Detroit branch of the Columbia Graphophone Co. and in this important position won the esteem and friendship of the dealers throughout his territory. Mr. Lind's thorough knowledge of the requirements of the retail trade are being used to advantage in the merchandising of the Wolverine phonograph and, under his capable direction, an intensive sales campaign has been prepared that will undoubtedly enable the company to attain nation-wide distribution for its product. A five-year guarantee is a feature of this sales plan.

FRED R. SHERMAN VISITS THE EAST

Head of Sherman, Clay & Co., San Francisco, Victor Wholesalers, Enthusiastic Regarding Business Conditions on the Pacific Coast

Fred R. Sherman, president of Sherman, Clay & Co., San Francisco, Cal., Victor wholesalers for the Pacific Coast territory, as well as extensive dealers in pianos, sheet music and musical merchandise generally, arrived in New York with Mrs. Sherman early in September for the purpose of meeting their daughter, Miss Frances Sherman, on her return from a three months' tour of Europe.

Mr. Sherman brought with him a very optimistic report regarding business conditions on the Pacific Coast, which, he declared, were far more prosperous than in many Eastern sections. His company operates fourteen branches, in addition to a number of sub-branches in the various cities and towns along the Pacific Coast, and in each district prosperity prevailed. The fruit growers are getting good money for large crops, particularly the vineyard owners, who are realizing \$150 per ton for grapes that brought only \$30 before prohibition. The oil boom in Los Angeles has also stimulated trade in that section, so a natural reaction is looked for later. Much of the good business is due to the influx of settlers from the East.

The Victor business on the Coast is holding up in remarkable shape, said Mr. Sherman, and he was particularly enthusiastic regarding plans

for the erection of a recording and record-pressing plant by the Victor Co. in East Oakland, Cal., across the bay from San Francisco. The recording plant will make possible the featuring of many more Pacific Coast artists and musical organizations, which fact is calculated to stimulate record demand west of the Rockies where the artists are known, and the operation of the pressing plant will greatly facilitate the delivery of records and save the time now consumed in transporting record stocks.

A. F. MACOUN WITH L. BAUMANN & CO.

A. F. Macoun, well known in the local retail field and identified with the talking machine industry for many years, has been appointed buyer of the talking machine departments of Ludwig Baumann & Co., Newark, N. J. This prominent furniture house now has an establishment on Market street, in Newark, and on September 25 will open another store on Central avenue, in that city, which promises to be one of the most pretentious furniture houses in New Jersey. Mr. Macoun will be the buyer for the talking machine department for the two stores and his long experience in the talking machine trade ideally qualifies him for his important new post.

Edgar Newman, treasurer of the Maison Blanche Co., Victor dealer, New Orleans, La., who has been in Europe for several months with his family, is expected to return shortly.

The **Songster**

WIDE-AWAKE phonograph dealers will realize instantly the sales possibilities of this new and unusual phonograph. The tone chamber of the Songster is made from select violin spruce in its natural state; it is not veneered, as in usual tone chamber construction. Specially constructed "violin" chambers at both sides of this tone chamber collect the tone vibrations and reflect them in deepened, mellow tones that surprise and delight the hearer. The Songster's tonal system is its dominating virtue; the Songster's variety of design and finish equals any machine on the market. The Songster is now making big profits for many dealers in the Northwest. It can't help but do the same for you.

Write today for illustrated details of Songster design and construction. Ask for our special offer to dealers.

The SONGSTER PHONOGRAPH CO.
219 West Michigan Street—Duluth, Minnesota



PIERRE BOUCHERON VISITS TRADE

Director for Radio Corp. Publicity Returns From Visit to Jobbers and Dealers in the West

Pierre Boucheron, director of publicity for the Radio Corp. of America, New York, manufacturer of Radiolas, returned recently from a trip through the Middle West, where he visited RCA jobbers and dealers with the idea of getting their views regarding publicity plans for the coming season. Mr. Boucheron has made a careful study of the problems confronting the radio dealer and the data that he secured on his recent trip will be used as the basis for the mammoth campaign that will be sponsored by the Radio Corp. of America during the next few months. It is also quite likely that this sales and publicity material will be used as a basis for a handbook to be distributed among the dealers in order to assist them in securing maximum results from their efforts.

INCREASE CAPITAL TO \$515,000

The American Talking Machine Co., Victor jobber, with headquarters on Livingston street, Brooklyn, N. Y., has increased its capital from \$10,000 to \$515,000.

QUINCY, MASS., FIRM CHARTERED

QUINCY, MASS., September 9.—Walter H. Sturgis, Inc., of this city, has been incorporated with a capital of \$50,000 to deal in "talkers."

L. L. KILMER IN NEW QUARTERS

L. Lemuel Kilmer, proprietor of the Edison department in the Heller & Son Furniture Co., South Bend, Ind., is planning to move into a new store at 415 South Michigan street, where he will operate the Quality Music Shop, featuring the Edison.

H. GERMAIN HOME FROM EUROPE

Makes Interesting Comments on Business Prospects and Trade Methods

H. Germain, president of the Plaza Music Co., 18 West Twentieth street, New York City, recently returned from a ten weeks' stay in the larger capitals of Europe. Mr. Germain visited England, France and Germany. In reviewing the European business situation upon his return, Mr. Germain said: "France seems, for the moment, in the best shape economically, but I cannot persuade myself to view many phases of the general European situation favorably in any respect."

Mr. Germain made a minute study of business conditions in all of the larger centers of Europe, particularly as relating to the music business. "One interesting illustration of the different way in which the English view modern business was afforded in the case of the display of a portable phonograph in a London shop window. The instrument bore a price card on which it was stated that the price was guaranteed and that any attempt by any other tradesman to cut it would be met under a law that they have there to prevent price-cutting. The British law apparently recognizes a standard arrangement of price through agreement by both manufacturer and retailer.

NEW BUSH & LANE JOBBER

CLEVELAND, O., September 11.—The Bush & Lane Piano Co. has just consummated arrangements whereby H. B. Bruck & Sons Co., of this city, will be wholesale distributors for the new line of Bush & Lane phonographs. The new enterprise will be in charge of C. H. Kennedy, who is well and favorably known in talking machine trade circles. The territory includes Ohio, western Pennsylvania and the City of Detroit.

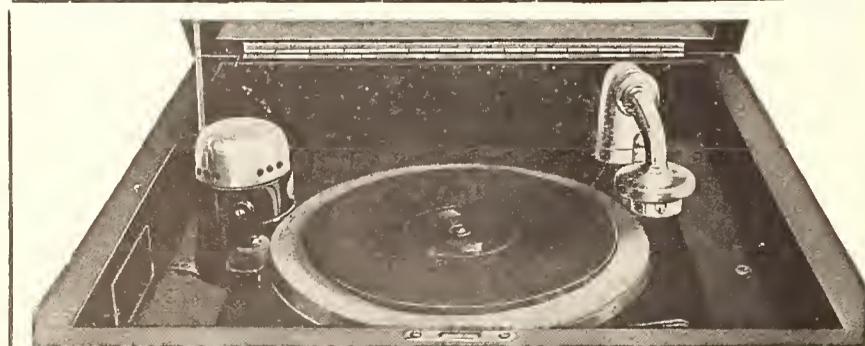
NIPPONOPHONE CO. PLANT DESTROYED

In the great earthquake and fire which caused such a great loss of life and property in Japan the reports are that the great plant of the Nipponophone Co., manufacturers of talking machines and records in Yokohama, was destroyed. It is good news, however, that J. R. Geary, an American, long associated with this organization, escaped, as did his wife and two sons.

B. E. BENSINGER HOME AGAIN

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., who has been on an extensive tour through Germany, England, France, Italy and Switzerland, accompanied by Mrs. Bensinger, arrived in New York on the S. S. "Paris" on Friday last. He had a most enjoyable time and is in splendid health.

There is no truth in the published statement that the Chautauqua Phonograph Co., of Washington, D. C., has gone out of business.



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

Victor Wholesalers



The House of Mellor in Pittsburgh since 1831



OHIO MUSIC MERCHANTS' ASSOCIATION HOLD CONVENTION

Talking Machine Interests Take a Prominent Part in the Program of the Annual Meeting of the State Body Held in Cincinnati, September 11 and 12

CINCINNATI, O., September 12.—Problems that have to do distinctly with talking machine stores and departments are having a prominent place in the program of the annual convention of the Music Merchants' Association of Ohio, in session at the Hotel Gibson here yesterday and to-day. A number of talking machine men, as well as many dealers operating talking machine departments, are members of the Association and support it in its various activities.

The convention proper opened yesterday morning, following the annual golf tournament played at the Western Hills Country Club. The convention delegates were welcomed to Cincinnati by W. C. Culkins, vice-president of Chamber of Commerce in the absence of Mayor Carrel, to whom suitable response was made by A. B. Smith, president of the Association. The president, in his annual report, covered

the progress made by the Association and what had been accomplished for the benefit of the music dealers throughout Ohio through organized effort. Secretary Rexford C. Hyre, of Cleveland, also reviewed in detail what the Association had done for its members during the year and announced that, up to the time of the convention, there were 207 dealers on the membership roll, or about 25 per cent of all the dealers in the State.

Among the papers read at the convention which were of special interest to the talking machine men was one on "Trade-ins," by Alfred L. Smith, general manager of the Music Industries Chamber of Commerce; another on "Radio and Its Relation to the Music Business," by Elmer H. Wilkinson, general manager of the Jewett Radio & Phonograph Co., Detroit; "Advantages of Maintaining a Musical Merchandise Department," by James R. Frew, vice-president of the Euclid Music Co., Cleveland; "Finance," by Richard W. Lawrence, president of the Music Industries Chamber of Commerce; "Modern Musical Merchandising," by Arthur Weldon, of Columbus; "Interest on Talking Machine Sales," by Wm. G. Bowie, of Cleveland, president of the Music Merchants' Association of Northern Ohio (which appears elsewhere in this issue), and "Collections and Repossessions," by J. Fred Van Court, Cincinnati.

There was also an elaborate program of entertainment, including a trip to Cody's Farm on the Lexington Pike, Ky., where an elaborate chicken dinner was served and old-time country sports indulged in; luncheons each day at the Cincinnati Chamber of Commerce, and the annual banquet at the Hotel Gibson to-night, after which there will be dancing.

As is usually the case at the Ohio conventions, a number of piano and talking machine manufacturers took advantage of the opportunity of making displays of their products, the talking machine manufacturers represented including the Brunswick-Balke-Collender Co. and the Bush & Lane Piano Co. Other exhibitors included the Sterling Roll & Record Co., showing Strand consoles, Okeh records, Outing portables, and Arthur Brand & Co., Cincinnati, displaying accessories.

IMPORTANT ANNOUNCEMENT COMING

The Aeolian Co. is planning to make an important announcement in the near future regarding its double-faced Vocalion records, according to Oscar W. Ray, general manager of the Vocalion Red Record Division.

NEW QUARTERS IN RENO, NEV.

RENO, NEV., September 8.—Sherman, Clay & Co. have leased new quarters in this city for their local branch at 142 North Virginia street. The new warerooms are now being remodeled and will shortly be ready for occupancy. W. A. MacDonald is the local manager.

TO OPEN NEW STORE IN ROCKFORD

ROCKFORD, IND., Sept. 7.—Mrs. R. T. Rounds and her daughter, Margaret, will shortly open a music store in this city.

Tonnollo's Victor Shop, Ossining, N. Y., has been purchased by R. Dunlap, who operates a store in Peekskill, N. Y. The name of the Ossining store has been changed to the Dunlap Music Shop.

FOR SALE

1,500 High-class Complete Phonographs; standard equipment; three sizes; three styles; various finishes. Immediate or later delivery.

HOUGHTON MFG. CO., Marion, Ohio

"The Highest Class Needle in the World"

It stands to reason that the company which for years has built "The Highest Class Talking Machine in the World" would, when it placed a needle on the market, put out nothing but what could be sold as "The Highest Class Needle in the World."

Thousands of dealers will testify to the fact that the Sonora Semi - Permanent Needle is just that—the best and most satisfactory needle they ever offered their customers.

Why not send for a sample?

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



The Highest Class Talking Machine in the World

Fall Business is Good for Sonora Dealers

Confident of the ever-growing Sonora demand which is plainly apparent on all sides, Sonora dealers' confidence in the product they handle is further increased by the knowledge that Sonora has launched a tremendous fall newspaper campaign to help them move their stock. The cooperation they are receiving from Sonora is acting as a tremendous incentive to intensive merchandising, the profitable results from which are already proving to be tremendous.

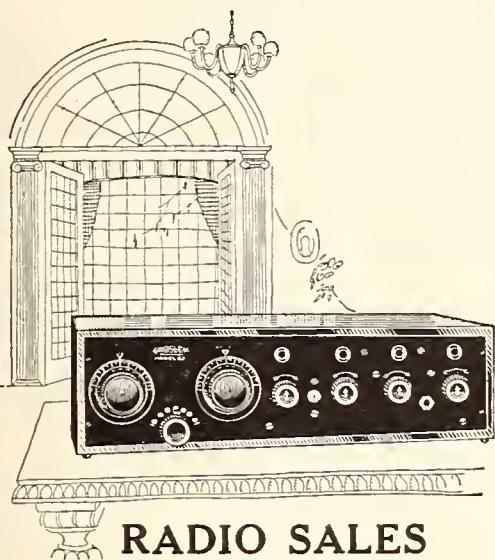
Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



The Highest Class Talking Machine in the World



RADIO SALES INCREASING

This fall will see Radio increasing in public favor by leaps and bounds. Already dealers in radio equipment are buying large stocks to meet the huge demand. From a small start Radio has won a permanent place in the markets of the world and will forge still further to the front.

Why not be ready for this demand yourself and receive your share of the profits? Other Talking Machine Dealers realize this and are reaping the benefits daily.

By selling Crosley Radio equipment you will get a line that is second to none in America. Many distance records have been broken with Crosley sets. They operate easily and efficiently and reduce static to a minimum. The national advertising of the Crosley Manufacturing Company will help you still further.

There are Crosley sets for all persons and at all prices ranging from a two-tube set, at \$28, to the beautiful console model, at \$150. Also a complete line of exceptionally fine parts.

*For Sale by Good Jobbers Everywhere
Write for Complete Catalog*

Crosley Manufacturing Co.
926 Alfred Street Cincinnati, O.

The Crosley Model X-J pictured above—price \$65—is one of the most perfect sets on the market today. Similar in design and structure to the now famous Model X—it embodies even greater refinement of detail, enabling people to hear clearly and distinctly at unbelievable distances.

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—Resident salesman in Cleveland, Ohio, to sell extremely high-class popular priced phonograph line to retail dealers. Prefer man already acquainted with trade in Cleveland and surrounding territory. Extremely attractive proposition for right man. Write giving experience and references to Lind & Marks Co., corner of Bates and Congress, Detroit, Michigan.

SALESMEN WANTED—In every state to sell the "Magic-Tone"; liberal commission. See our advertisement on page 99. This is a brand new selling proposition and quick action is necessary to secure territory. Write fully about your experience, lines represented, etc. Magictone Sales Co., 105 West 40th St., New York, N. Y.

WANTED—Manager for talking machine store in Philadelphia. Salary and share of profits. Business established six years and has large foreign trade. Must be in a position to invest from \$1,500 to \$2,000 which will be fully secured. Address with full particulars, "Box 1312," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

POSITION WANTED by phonograph foreman with 20 years' experience and thorough knowledge of finishing and every branch of phonograph manufacturing. Can furnish first-class references. Will go anywhere. Address "Box 1300," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—High-grade young men to travel extensively as radio salesmen for well-known manufacturer of established mechanical and electrical lines. Must be capable of highest type of sales and service work in demonstrating and introducing line of patented radio equipment. Character references required. Excellent opportunity for promotion as sales and service engineers. Write stating experience, education, age and salary desired. "Box 1323," care The Talking Machine World, 383 Madison Ave., N. Y.

POSITION WANTED—Well educated young man with valuable all-around experience in the phonograph business is desirous of obtaining a connection with established house in either sales or executive capacity. Address "Box 1319," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—All-around mechanic on motors, tone arms and sound boxes. Have been foreman for over three years with nine years experience. Address "Box 1320," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—as manager of music business. Several years managerial experience. Address "Live Wire," 29 Hurlbut St., Albany, N. Y.

POSITION WANTED by expert phonograph repair mechanic. Long experience and capable of taking charge of repair department. References available from well known concerns. Address "Box 1299," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Recorder with over 25 years experience has his own recording machine, is open for engagement. Address "Box 1324," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

One million foreign records, Columbia 1922 catalogue, all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.

SPRINGS

Table listing various springs and parts with prices. Includes sections for VICTOR, COLUMBIA, HEINEMAN, MEISSELBACH, SAAL-SILVERTONE, BRUNSWICK, KRASBERG, EDISON DISC, and SUNDRIES.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

WANTED

Any amount of Victor, Columbia, Brunswick or any other well-known make of talking machines or records, motors or tone arms. This is a spot cash proposition and must be acted upon immediately. Address Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Three Unico demonstrating rooms, size 6 by 9 each, ivory finish, sound proof. Also four Unico record racks, each with capacity of one thousand records. For price and details apply to "Box 477," Charlottesville, Va.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

IMPORTED HOMOKORD RECORDS

In German, Russian, Polish, Irish and Hungarian. Ask for catalog and prices. Favorite Mfg. Co., 105 East 12th St., New York, N. Y.

GOOD BUSINESS OPPORTUNITY

Just received patent on automatic stop for talking machine. Nothing approaching it now on the market. Will sell outright. Address A. G. Atwell, 27 Rockingham St., Cambridge, Mass.

FOR SALE

Only exclusive music store in an Ohio town of 12,000 population. Exclusive franchise for Edison, Cheney, Starr, Columbia phonographs and Starr pianos. Will sacrifice for \$8,500.00. Cash or good security. Address "Box B. O. B.," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED

Exceptional opportunity for good producing salesman to connect with progressive manufacturer of player-roll cabinets, bookcases, phonographs and piano benches. We have some very good territory still open. Apply to Frank H. Isaacs, Salesmanager, 469 Seventh Ave., New York, N. Y.

FOR SALE

Piano store, including Victor and Edison dealerships. Old established business showing good profit. Big opportunity for development. Centrally located in New England farming district. Address "Box 1321," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

COLUMBIA GRAFONOLAS WANTED

Type 2 instruments in any finishes and quantities. Will pay cash. Must be new. State models, finishes and quantity. Address Phillips Grafonola Shop, 14 East Third St., Bethlehem, Pa.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonoparts Co., 1530 Milwaukee Ave., Chicago, Ill.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap. Illinois Phonograph & Supply Co. 237 S. Market St. Chicago, Ill.

FOR SALE

600 46" cabinets; straight legs, all gum mahogany finish. Will sell either one hundred lots or entire lot. Very reasonable. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Victor talking machine agency in good territory. 19 miles from Boston. Will sell at inventory, with or without jewelry connection. Address "Box 123," Walpole, Mass.

PATHE SAPPHIRE BALL RECORDS WANTED

30108; 70042; 70021; 70005 (or 30008). One each. If you can supply them write to "Box 1310," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Established, going phono parts business. Patent rights, dies, stock on hand, etc. A splendid opportunity worth investigating. Sold to settle estate. Address "Box 1314," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED by recording expert with 25 years' experience in all parts of the world; thoroughly practical in all branches of recording and record manufacture; has own complete modern recording apparatus. Write "Box 1322," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



FROM OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Prolonged Heat Wave Fails to Seriously Affect Trade—Preparations for Fall Under Way—Radio Horizon Gradually Clearing Up—Exercise Records Make Debut—British Kodisk, Ltd., Inaugurates Competition—Plan to Revise Copyright Act—Gramophone Co., Ltd., Introduces New Table Grand—Other Important News and Activities of the Month

LONDON, E. C., September 3.—Though laboring under the disadvantage of a prolonged heat wave (at time of writing) the gramophone trade is making no bad showing. Indeed, as a result of the educational and instructive work of record and instrument manufacturers, dealers have little excuse for avoiding their responsibility. Every shopman is a public servant, the gramophone dealer not excepted, and even during the so-called "off" season the public expects and admires service. Many times have I found in even small districts dealers of extremely wide difference as regards ideas of service. One will go out to attract custom; the other leaves it all to chance. Thus do we find the enterprising dealer who makes light of troubles and heat waves in a position to say, "Well, things are not so bad, after all." That is the kind of dealer deserving of every encouragement from manufacturers, and they are pleased to give it.

Preparing for Fall Season

Much thought is being given by every section of the trade concerning prospects of the season. Preparations have long since been in hand. It might almost have been said they have reached fruition. The firm which has not made full arrangements and planned its policy for the season so close upon us will certainly suffer a big disadvantage. Regarded as a foregone conclusion that competition will be keener than ever during the next few months, it is to be expected that most firms are ready to meet the occasion by improving the quality of their products and, in some cases perhaps, offering inducements in the way of slight price reductions.

There is a tendency towards reduction in the price of records, though any general or drastic alteration, it may be said at once, is quite out of the question. Prices of materials and manufacturing costs are still high and will not permit any retail price easement of the commercial article. I think, however, we may look forward to reductions here and there in prices of gramophones, especially so in view of the action of the "His Master's Voice" Co. in issuing a cheap, popular-price table grand, as reported elsewhere. This is almost bound to cause a reaction in other manufacturing quarters, resulting in very

keen competition of price, if not of quality, particularly as regards the table grand type of instrument.

My inquiries go to show a general belief exists that the coming season will be a good one. I cannot say that this belief is based on any special grounds, but the optimistic spirit which prevails will certainly carry us a long way towards the goal of achievement and success.

Domestic Radio Situation Less Involved

With the approach of Autumn anticipations are rising as to prospects of revived activity in wireless trade circles. Of late the demand has been very slack, especially for complete sets, partly because the public is getting wise to the comparatively heavy costs in contrast to the cost of parts which the average man or boy can himself fairly easily assemble. These assemblers do not contribute anything for service for the simple reason that it is illegal to assemble and, therefore, no license is obtainable, this apart from the few licenses issued to so-called experimenters. The government, alive to the position, appointed a committee to report upon this aspect of affairs, it being thought desirable to regulate the position. This committee's report, expected in August, has been delayed. Its publication is eagerly awaited. There is little doubt that a license costing 10/- will be granted to amateurs desirous of making or assembling their own sets. Pending this license there is little doubt that sales of parts and even complete instruments are adversely affected.

One other aspect is that of payment of royalties to copyright owners by the British Broadcasting Co., Ltd. An agreement has been reached with the Performing Rights Society by which the British Broadcasting Co. pays broadcasting royalty fees of 2/6 to 10/6 for individual copyrights and between £5 and £50 for broadcasting a complete theatrical performance. This agreement is to be retroactive. Negotiations with other societies are still proceeding.

Physical Fitness Records Introduced

Quite a novelty for the British market is the introduction of Captain A. Birley's series of physical fitness records. These tell us how to regulate exercises and do physical jerks—accompanied by music, as it were—and so to keep fit and well. A chart illustrating the different drill movements is furnished free. The new records have occasioned unusual interest.

Some "Live" Trade Brieflets

Registration of new companies during the first six months of this year shows an increase compared with the corresponding period of 1922. Though no music trade companies were regis-

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"

tered during this period new private music concerns numbered thirty, with a total capital of about £130,000.

Thomas Dawkins & Co., Ltd., musical instrument and gramophone merchants, London, have been compelled to consult their creditors. Established about 150 years, the firm has built up a world-wide connection. The news was received with general regret.

W. R. Steel, managing director of W. R. Steel (Redditch), Ltd., the big gramophone needle manufacturer, has resigned his position.

A dissolution of partnership has taken place between Miss E. J. Senier and J. H. Russell, carrying on business as the Gramophone Exchange, this city. The business is continued by Mr. Russell in partnership with C. Walters.

Kodisk £1,000 Prize Competition

An example of real enterprise is furnished by the action of British Kodisk, Ltd., in launching at this time a competition with prizes totaling £1,000. It is hardly necessary to describe at length exactly what the Kodisk stands for. Let it suffice to say that this metal disc enables one to record at home. To further make known its functions this side the Kodisk people have inaugurated a generous scheme by which merit alone will count for reward. The first prize, £500, will go to the person making the clearest and most distinct record, £50 as prizes to contestants under twelve years, £50 to the dealer who sells the first-prize Kodisk and £50 for the best window display. Other prizes will bring the total to an outlay of £1,000. The judges are the Earl of Hardwicke, Louis Sterling and Miss José Collins.

British Industries Fair 1924

Usually this exhibition is held in February; next year the date-period is April 28 to May 9. In explanation of the change the Department of Overseas Trade points to the incident of the British Empire Exhibition at Wembley from April to October. Any great gap between the opening of the two exhibitions, as normally would be the case, it is thought would affect the

(Continued on page 182)

EDISON BELL



CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

A "Wow" of a Tune

HOT

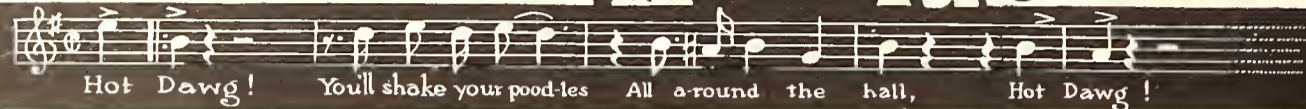
A Doggone Catchy Fox Trot
With Plenty of Mustard

"You can't go wrong
With any FEIST songs"



DAWG

© LEO FEIST Inc. N.Y.C.



Hot Dawg! You'll shake your pood-les All a-round the hall, Hot Dawg!

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 181)

attendance of overseas buyers. Their arrival in England can now be timed to fit in with the dual opening dates.

Amendment of Copyright Act Suggested

What amounts to a revision of the Copyright Act of 1911 is contained in a bill introduced in the British Parliament by Frank Gray, M. P. By the absence of any prominent or other notice on musical works a performer is often quite unwittingly led into infringement of a copyright. It is true that copyright under the 1911 act automatically obtains for a period and that public performers should be aware of this, but a good many are not. And, again, often the absence of any date of first publications renders it difficult to know whether a copyright subsists or not in the work. Mr. Gray would therefore come to the rescue by securing the passage of his bill, the text of which is as follows:

1. The following paragraph shall be added after paragraph (VI) of sub-section 2 of the copyright act, 1911:—

(VII) The performance in public of a published musical work, unless the title page, or the first page if there is no title page, bears a notice to the effect that the right of public performance is reserved.

2. (1.) Where the right to publish any musical work and the right to perform such work become vested in different persons, it shall be lawful for the owner of the right to publish the work, requiring him to print the notice aforesaid on every copy of the work.

(2.) If the owner for the time being of the right to publish any musical work shall, after notice has been given to him or his predecessor in title, in accordance with this section, fail to print the notice so required upon every published copy of the work, the owner of the right to perform such work shall be entitled to recover from him such damages and costs as he might have recovered from any person if the notice aforesaid had been so printed.

3 (1.) This act may be cited as the Copyright (musical works) Act, 1923, and the Copyright Act, 1911, and this Act may be cited together as the Copyright Acts, 1911 and 1923.

(2.) This Act shall not apply to works first published in a foreign country with which His Majesty has entered into a convention relating to Copyright.

(3.) This Act shall apply to works first published on and after the first day of January, nineteen hundred and twenty-four.

Y. W. H. N. B.

Here is a criptic caption. Of course, it stands for the answer to and comment upon most things just now—"Yes, We Have No Bananas." By its contradiction and absurdity this title has simply created a furore for the song. In sheet music form or on records the demand is simply enormous. Every company has now listed it and special "pressings" seem the order of the day. The following story is now going the rounds: Fair damsel to out-of-date music retailer, "Eh! have you that song 'Yes, We Have No Bananas'?" Salesman (referring to alphabetical list), "Yes, no, madam; I am sorry we have not, but I see we have 'Yes, Let Me Like a Soldier Fall.'" As the rest of the story is a blank it is presumed the young lady fainted.

The Gramola Introduced

This is the name of a new table grand just marketed by the Gramophone Co., Ltd., and which, as reported last month, has created quite a sensation throughout the trade by reason of the extraordinary value it represents. The

Gramola is a handsome instrument—dome-top mahogany cabinet 12½ inches high, 15½-inch base, with nickel-plated and enamel fittings, single-spring motor, speed regulator, taper arm with ball-bearing socket and goose neck, needle bowls, Gramola sound box, all at £6 retail, or in oak, £5. Though the famous "H. M. V." trade-mark is absent it bears the words "Manufactured by the Gramophone Co., Ltd.," which is good enough warrant for most people. The *raison d'être* of the Gramola is, in the company's own words, "to meet the demand expressed by many of our dealers for a table grand instrument to sell at a price that will enable them to compete with 'cheap' types at present on the market." There you have it in a nutshell, so to speak. The bulk demand for gramophones these days is confined to models below the value of £10. There are many types of table grands on the market from £4 10/- up and, while the "quality" prestige of the Dog is still strong, it is evident that present economic

conditions have, to an extent, forced would-be buyers to treat the question of price as a first consideration of purchase. The fear is expressed in trade circles that the "H. M. V." action will seriously affect the sales of other table grand manufactures. All's fair in love and war!

Zonophone Music

There is a very good selection of vocal and instrumental music apparent in the latest batch of records to hand from the British Zonophone Co., just the kind that should make for heavy sales. The new Zonophone artist, Browning Mummery, has, if one might so term it, been well discovered. He possesses a powerful tenor voice of operatic standard and two good examples of his work are found on twelve-inch record No. A-274, "Your Tiny Hand Is Frozen," from "La Bohème," and "On With the Motley," from "I Pagliacci," in both of which his delivery is superb. In the extensive ten-inch list the contributions of the Dorian Singers, male quartet, are worthy of praise.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

WATCH

THE MUSIC TRADE REVIEW

IN 1923

383 MADISON AVE.

NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

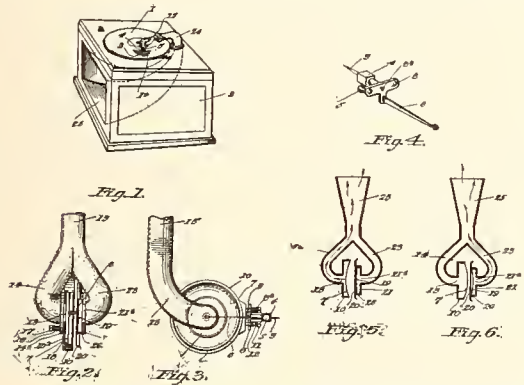
WASHINGTON, D. C., September 8.—Phonograph Reproducer. Arthur W. Schreiner, Brooklyn, N. Y. Patent No. 1,459,605.

This invention relates to a phonograph reproducer primarily designed to improve the tone color and fullness of note so greatly desired in this class of instrument.

It has been found that very remarkable improvements can be made in the clearness and volume of music played from ordinary phonograph records whether they be old or new, and regardless of whether they be orchestral, vocal, band, or simple instrumental pieces. Particular improvement can be noticed in the reproduction of notes from the piano.

In particular, the method of supporting the needle is of the utmost importance, and it must be so supported to be movable in every direction so as to give every slight indentation on the record opportunity to operate the diaphragm.

Furthermore, the volume of the reproduction may be greatly increased by using both sides of the diaphragm. To this end the inventor has devised novel means of valving the air pulsations from the diaphragm so as to effect a continuous flow of waves forward through the phonograph horn or emitting tube. This also produces a clear sound free from the usual



stiffness and apparent incompleteness of note. This quality is attributed largely to the straight forward flow of the sound waves resulting from a valving arrangement and the use of both sides of the diaphragm.

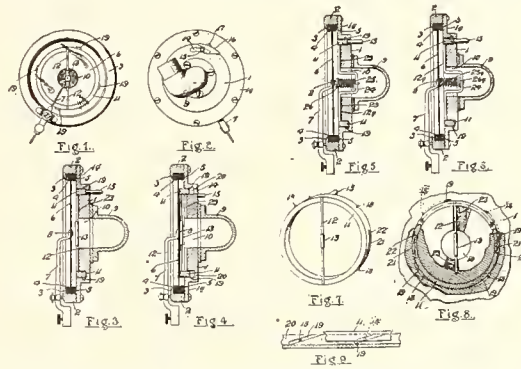
Figure 1 is a perspective view showing the reproducer in use on a phonograph, which may be of any standard design or make. Fig. 2 is a plan view of the reproducer partly shown in section. Fig. 3 is a side elevation of Fig. 2. Fig. 4 shows the detail construction of the needle support. Figs. 5 and 6 are diagrammatic views showing valving action of reproducer.

Sound Box. Alfred A. Dennis, Grand Rapids, Mich. Patent No. 1,459,577.

This invention relates to a sound box for phonographs, being primarily directed to a novel construction in which the diaphragm thereof may be tensioned by application of an adjustable and yielding spring tension thereon, similar to and producing the same desirable results as does the construction shown in Patent No. 1,393,434, granted October 11, 1921, without the more or less troublesome manufacturing and production faults thereof, the present construction being easily and readily manufactured without especially skilled and careful labor. A further object of the invention is to make the sound box also more or less productive of many of the desirable results coming from the structure shown in pending application for patent Ser. No. 476,977, filed June 13, 1921, in so far as an adjustment of the air volume space under the diaphragm is concerned, but without changing the vibratory area of the diaphragm, this remaining the same at all times. The invention, in fact, combines all of the desirable characteristics of two prior applications,

with an elimination of the faults thereof, with the production of a structure which is in shape for practical manufacture to produce a sound box which may be applied to practically all of the common makes of tone arms used in phonographs.

Figure 1 is a front elevation of the sound box of the invention in its preferred form. Fig. 2 is a rear elevation thereof. Figs. 3 and 4 are vertical sections through the sound box, but with the parts in different positions in the two views. Figs. 5 and 6 are sections like that shown in Fig. 3 of two slightly modified forms of structure of the invention. Fig. 7 is a perspective view of the movably mounted ring which is used in the sound boxes for changing

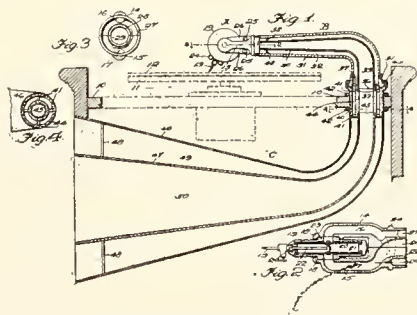


the air volume back of the diaphragm and for actuating the spring member toward or away from the same. Fig. 8 is a fragmentary enlarged partial section and front elevation of the sound box, showing features of the interior construction, and Fig. 9 is a fragmentary vertical section and development taken on the curved line 9-9 of Fig. 8.

Sound Recording and Reproducing Apparatus. James Kendall Delano, New York. Patent No. 1,459,088.

This invention relates to sound recording and reproducing apparatus, and comprises conduits which provide separate sound paths between the vibratory element or diaphragm of the sound box and the opposite extremity of said sound conducting or amplifying means. More specifically, the invention relates to a talking machine or phonograph having a sound box or reproducer provided with a plurality of separate impulse chambers in operative relation to the vibratory element of the sound box (in combination with a compound tone arm and an amplifying horn both embodying in a compact unitary structure separate conduits which afford separate continuous sound paths between said impulse chambers and the outer end of the amplifying horn.

One of the objects of the present invention is the elimination in large measure of the stated difficulties inherent in talking machines at present commonly in use, thereby making possible



much more nearly correct recording and reproduction of sounds. Another object is to materially increase the sound volume and power of which the usual talking machine is capable, while at the same time guarding against interference of sound impulses, a defect characterizing constructions heretofore proposed.

Figure 1 is a vertical section through the tone arm and horn of a talking machine constructed

in accordance with the invention, certain parts being in elevation. Fig. 2 is a section through the sound box on the line 2-2 of Fig. 1. Fig. 3 is an end view of the sound box throat. Fig. 4 is a transverse section through the coupling between the tone arm and horn, on the line 4-4 of Fig. 1.

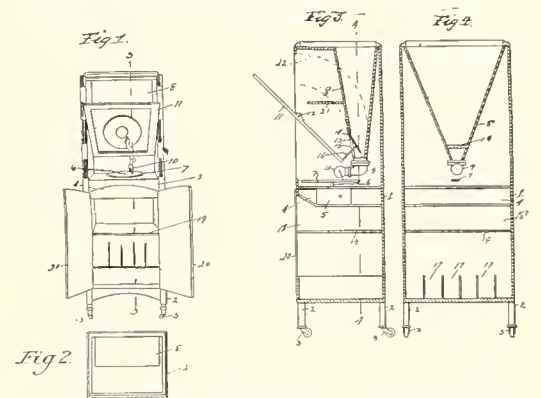
Talking Machine Cabinet. Nick Tota, Camden, N. J. Patent No. 1,460,289.

This invention relates to a new and useful improvement in talking machine cabinets, and has for its object to so construct such a cabinet that the sound emanating from the talking machine will be greatly amplified and projected outside of the machine.

A further object of the invention is to provide a tilting mirror adapted to close the front of the upper portion of the cabinet when the talking machine is not in use and so pivoted that when it is swung to give access to the talking machine it will reflect the turntable, the record thereon and the sound box and tone arm so that the reflection of these parts of the machine may be plainly seen by a person sitting in the room where the machine is located.

Still further objects are to provide for dividing the outflowing sound waves when desired so that a portion of the sound may be conveyed through the front of the cabinet and the amount of such divergence being controlled by the swinging of the mirror and provision made for the proper storing of record discs and also for the housing of the motor and the radio-phonograph apparatus.

Figure 1 is a front view of a cabinet made in accordance with an improvement showing the



mirror in its tilted position and illustrating the manner in which the reflection of the working parts of the talking machine will be viewed in said mirror. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a section at the line 3-3 of Fig. 1. Fig. 4 is a section at the line 4-4 of Fig. 3.

Automatic Talking Machine. Lee G. Daniels, Rockford, Ill. Patent No. 1,461,111.

The primary object of the present invention is to provide a talking machine of novel construction, which shall automatically play a plurality of records, one after another until all are played, and which will, if desired, continuously play the records in succession.

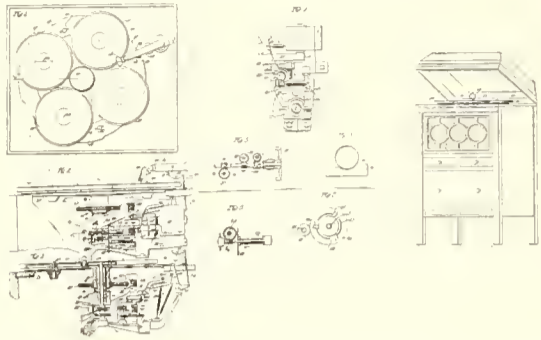
More particularly, this invention contemplates as an object the provision of a talking machine including a revoluble table carrying a plurality of circumferentially spaced record turntables which are carried successively to a playing station beneath the reproducer, the stylus of the latter being lowered onto the record at this station and, when the playing is completed, being raised to an inoperative position. Suitable mechanism is provided for indexing the table to position the record turntables at each playing station and to automatically lower and raise the reproducer stylus at the desired intervals.

Figure 1 is a plan view of an automatic talking machine embodying the improvements; Fig. 2, a side elevation of the machine looking at the

(Continued on page 184)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 183)

near side, as shown in Fig. 1; Fig. 3, a fragmentary sectional view taken on the line 3—3 of Fig. 1; Fig. 4, a fragmentary plan sectional view taken substantially on the line 4—4 of Fig. 2; Figs. 5 and 6, detail sectional views taken substantially on the lines 5—5 and 6—6, respectively, of Fig. 2; Fig. 7, a detail sectional view

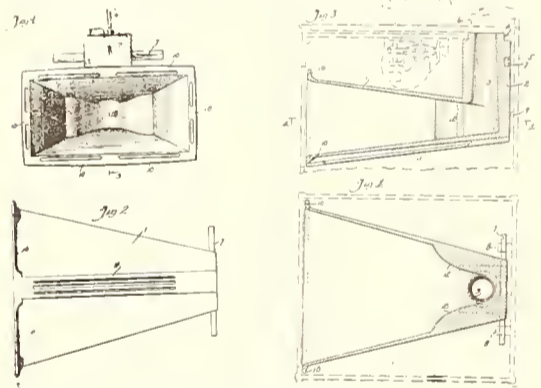


taken on the line 7—7 of Fig. 3; Fig. 8, a detail sectional view taken on the line 8—8 of Fig. 2, and Fig. 9, a front quarterly elevation of a talking machine embodying the improvements.

Amplifier. Rufus P. Silverthorn, Marion, O. Patent No. 1,461,685.

This invention relates to improvements in sound amplifiers for phonographs, the object being to provide an amplifier which is so constructed that it will bring out tones otherwise lost in the playing of a record. A further object is to provide a distinctly novel means for suspending the amplifier directly under the tone arm of a phonograph so that the amplifier does not contact with the cabinet of a phonograph and the nuisance of cabinet vibration is entirely done away with. A still further object is to provide improved means for strengthening and bracing the mouth of the horn of the amplifier so that it may be conveniently supported in the manner above described without affecting the character of the sounds transmitted there-through.

In the accompanying drawings Figure 1 is a front end view of the improved amplifier; Fig. 2 is a bottom plan view thereof; Fig. 3 is a view in



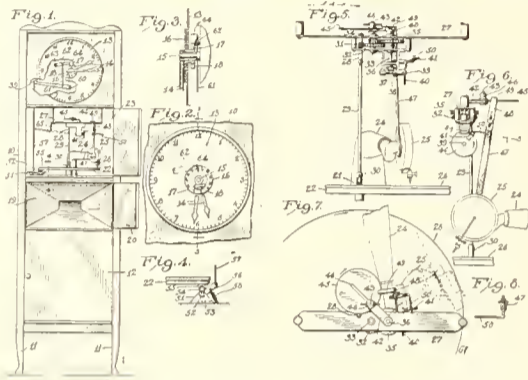
longitudinal section on the line 3—3 of Fig. 1, the dotted lines indicating a phonograph cabinet, and Fig. 4 is a view in longitudinal section on the line 4—4 of Fig. 3.

Sound-reproducing Machine. Giovanni Di Falco, New York. Patent No. 1,462,269.

This invention relates to sound-reproducing machine constructed in the form of an old-fashioned clock and provided in the top thereof with a clock mechanism and centrally thereof with a sound-reproducing mechanism and at the lower portion thereof with means for supporting and storing records, and the object of the invention is to provide a machine of the class and for the purpose specified with means where-

by the tone arm of a machine of this class may be automatically moved into positions to permit of the repeating or the reproduction of a predetermined record; a further object being to provide means in operative connection with the clock mechanism of the machine whereby the rotary disc supporting table may be automatically started at a predetermined hour.

Figure 1 is a front view of the improved machine with parts of the construction broken away; Fig. 2, a detail view of a part of the construction shown in Fig. 1 on an enlarged scale; Fig. 3, a partial section on the line 3—3 of Fig. 2; Fig. 4, a detail sectional view on the line 4—4 of Fig. 1 on an enlarged scale; Fig. 5, a diagrammatic view of the tone arm operating mechanism which is employed and showing the same in a position about to be raised and moved outwardly and radially over a record; Fig. 6, a



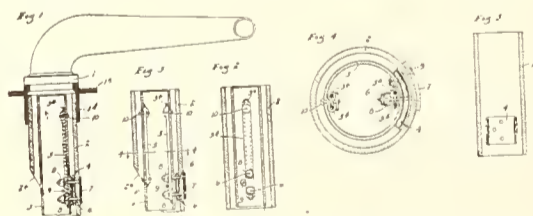
side view of the construction shown in Fig. 5; Fig. 7, a plan view of the construction shown in Figs. 5 and 6 and indicating the movement of the tone arm of the improved mechanism, and Fig. 8, a partial sectional view on the line 8—8 of Fig. 6, showing another important detail of the construction.

Tone Modifier for Sound-reproducing Machines. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,462,320.

This invention relates to a tone modifier adapted to be used in connection with the tone arm of a sound-reproducing machine and to be placed in said machine in the path of the sound waves from the tone arm to the sound chamber. It comprises an improvement in a tone modifier of the general type disclosed in Patent No. 1,349,604, granted to applicant of August 17, 1920.

It is an object of this invention to improve the character of the tension device disclosed in said patent and the manner of attaching the same, as well as to improve the means for connecting and spacing the tubes used.

Figure 1 is a vertical section of a device showing the same applied to the tone arm of a sound-reproducing machine; Fig. 2 is a vertical section of a device taken at right angles to the



section of Fig. 1; Fig. 3 is a vertical section of the device similar to that of Fig. 1 showing a modification thereof; Fig. 4 is a horizontal section on an enlarged scale taken on line 4—4 of Fig. 3, and Fig. 5 is a vertical section of the outer tube also showing the spacing means between the tubes.

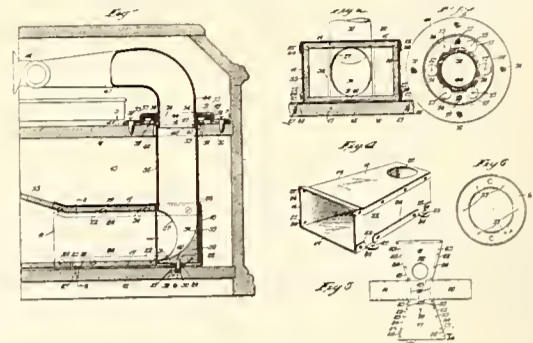
Talking Machine. Bert Edward Lane, Camden, N. J. Patent No. 1,462,114.

One object of this invention is to provide improved sound conducting means for talking machines which can be made cheaply and durably. Another object is to so construct this invention that it will permit the free movement of the sound transmitting elements of a talking machine and to avoid undue friction between the several parts.

Still further objects are to make the parts in a manner so that they can be easily assem-

bled or taken apart, of comparatively light weight but of such strength as to withstand hard usage without injury thereto.

Figure 1 is a fragmentary elevation of a portion of a talking machine showing in central vertical section the invention as forming a part thereof. Fig. 2 is a fragmentary section taken on the line 2—2 of Fig. 1. Fig. 3 is a section



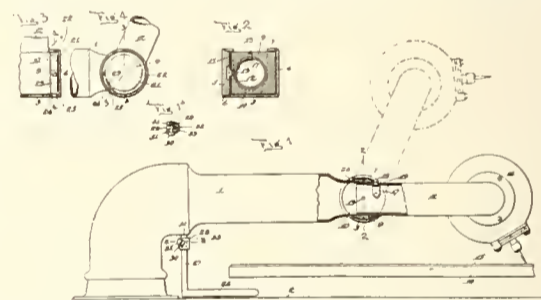
taken on the line 3—3 of Fig. 1. Fig. 4 is a perspective view of an amplifying box or housing which forms a part of the invention. Fig. 5 is a developed form or blank from which the box or housing of Fig. 4 is made, said blank being stamped or cut from a piece of sheet material, and Fig. 6 is a top plan view of a roller-retaining ring which forms a part of the invention.

Tone Arm. Frank Oberst, Glendale, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,459,743.

This invention relates to tone arms for talking machines and has for its objects to provide means for facilitating the removal and renewing of the stylus.

A further object is the production of a tone arm having relatively movable members and wherein rattling will be prevented and eliminated, and in which the various elements which go to make up the tone arm will be rigidly secured together and easily and readily assembled and disassembled and accidental displacement avoided.

In the drawings Figure 1 is a side elevation, partly in section, of a tone arm embodying the invention; Fig. 1a is a detailed sectional view



of the clamping means indicated in Fig. 1; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a detailed sectional view of a modification, the section being indicated by the line 3—3 on Fig. 4, and Fig. 4 is a section on the line 4—4 of Fig. 3.

Sound Arm Coupling for Talking Machines. Horace Hurm, Paris, France. Patent No. 1,466,554.

This invention relates to tone arm couplings for talking machines and has for its object the production of a tone arm which will be at the same time air-tight and flexible in the two planes in which mobility is required. A further object is to provide a tone arm coupling comprising two bellows connected together and in communication, one bellows being hinged vertically and therefore swingable in a horizontal plane and the other hinged horizontally and swingable in a vertical plane.

Stylus Support for Talking Machines. Horace Hurm, Paris, France. Patent No. 1,466,555.

The subject of this invention is a stylus support for talking machines, the principal characteristic of which is that it is formed as a sort of lattice construction extending over the whole length of the support. This renders it possible for the stylus support to be small in inertia, yet sufficiently rigid to resist bending—a very important consideration.

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Advance RECORD BULLETINS for October, 1923

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- A3949 Marche Militaire (Militar-Marsch) (Schuhert.) Opus 51, No. 1)—Part 1—Piano Solo, Mischa Levitzki 10
- Marche Militaire (Militar-Marsch) (Schuhert.) Opus 51, No. 1)—Part 2—Piano Solo, Mischa Levitzki 10
- A6229 La Traviata—"Ah, Fors' è Lui" (The One of Whom I Dreamed) (Verdi)—Soprano Solo, Florence Macbeth 12
- La Traviata—"Sempere Libera" (I'll Fulfill the Round of Pleasure) (Verdi)—Soprano Solo, Florence Macbeth 12
- 98079 The Kerry Dance (Molloy)—Tenor Solo, Tandy Mackenzie 12
- A3947 Danny Boy (Weatherly)—Mezzo-soprano Solo, Barbara Maurel 10
- A Summer Night (Thomas)—Mezzo-soprano Solo, Barbara Maurel 10
- S1024 Spanish Dance (Granados-Kreisler)—Violin Solo, Duci de Kerekjarto 10
- A6228 In Heavenly Love Abiding (Ewing)—Contralto Solo, Nevada Van der Veer 12
- Shepherd, Show Me How to Go (Brackett-Eddy)—Contralto Solo, Nevada Van der Veer 12
- A3944 Cut Yourself a Piece of Cake (James)—Fox-trot, Ted Lewis and His Band 10
- The Duck's Quack (Maguire)—Fox-trot, Frank Westphal and His Orchestra 10
- A3956 My Sweetie Went Away (Turk-Handman)—Fox-trot, California Ramblers 10
- I Love Me (Mahoney)—Fox-trot, California Ramblers 10
- A3940 Love Tales (Leonore) (Vincent Rose)—Fox-trot, Eddie Elkins' Orchestra 10
- Mad ('Cause You Treat Me This Way) (McHugh)—Fox-trot, Eddie Elkins' Orchestra 10
- A3948 First, Last and Always (Akst)—Fox-trot, The Happy Six 10
- Lou'siana (Donaldson)—Fox-trot, The Happy Six 10
- A3957 Annabelle (Henderson)—Fox-trot, Ted Lewis and His Band 10
- Love (My Heart Is Calling You) (Cooper)—Fox-trot, Eddie Elkins' Orchestra 10
- A3953 Broken Hearted Melody (Isham Jones)—Waltz, Ferera's Hawaiian Instrumental Quartet 10
- Hula-Hula Rose (Reed-Awan)—Waltz, Ferera's Hawaiian Instrumental Quartet 10
- A3952 The Life of a Rose (Gershwin) (Intro.: "Where Is She?" from "George White's Scandals")—Medley Fox-trot, The Columbianians 10
- Where the Ganges Flows (Von Tilzer) (Intro.: "Just a Pretty Little Home," from "Adrienne")—Medley Fox-trot, The Columbianians 10
- A3950 Worried and Lonesome Blues (Johnson)—Fox-trot, Piano Solo, James P. Johnson 10
- Weeping Blues (Johnson)—Fox-trot, Piano Solo, James P. Johnson 10
- A3954 Cut Yourself a Piece of Cake (James)—Tenor and Baritone Duet, Jones-Hare 10
- Hey! You Want Any Codfish? (We Only Got Mack'el To-day) (Ima Fish and Ura Herring)—Tenor and Baritone Duet, Furman-Nash 10
- A3955 My Sweetie Went Away (Turk-Handman), Dolly Kay, Comedienne 10
- Oh! Sister, Ain't That Hot! (White-Donaldson), Dolly Kay, Comedienne 10
- A3945 Just a Girl That Men Forget (Duhin-Rath-Garren)—Tenor Solo, Charles Hart 10
- Midnight Rose (Pollack)—Tenor Solo, Charles Hart 10
- A3946 Ten Thousand Years From Now (Ball)—Tenor Solo, Edwin Dale 10
- The Kingdom Within Your Eyes (Nicholls)—Tenor Solo, Edwin Dale 10
- A3942 Nohody in Town Can Bake a Sweet Jelly Roll Like Mine (Spencer-Williams), Bessie Smith, Comedienne 10
- If You Don't, I Know Who Will (Williams), Bessie Smith, Comedienne 10
- MID-MONTH LIST**
- DANCE MUSIC**
- A3944 Cut Yourself a Piece of Cake (James)—Fox-trot, Ted Lewis and His Band 10
- The Duck's Quack (Maguire)—Fox-trot, Frank Westphal and His Orchestra 10
- A3940 Love Tales (Leonore) (Vincent Rose)—Fox-trot, Eddie Elkins' Orchestra 10
- Mad ('Cause You Treat Me This Way) (McHugh)—Fox-trot, Eddie Elkins' Orchestra 10
- A3948 First, Last and Always (Akst)—Fox-trot, The Happy Six 10

- Lou'siana (Donaldson)—Fox-trot, The Happy Six 10
- POPULAR SONGS**
- A3946 Ten Thousand Years From Now (Ball)—Tenor Solo, Edwin Dale 10
- The Kingdom Within Your Eyes (Nicholls)—Tenor Solo, Edwin Dale 10
- A3945 Just a Girl That Men Forget (Duhin-Rath-Garren)—Tenor Solo, Charles Hart 10
- Midnight Rose (Pollack)—Tenor Solo, Charles Hart 10

VICTOR TALKING MACHINE CO.

- LIST FOR SEPTEMBER 21**
- 35726 Gems from "Aida" (Verdi)—Part 1, Victor Opera Company 12
- Gems from "Aida" (Verdi)—Part 2, Victor Opera Company 12
- 19114 Cut Yourself a Piece of Cake....Billy Murray 10
- Maggie! ("Yes! Ma'am!"), Aileen, Stanley-Billy Murray 10
- 19113 The Argentines, the Portuguese and the Greeks, The Duncan Sisters 10
- Stick in the Mud.....The Duncan Sisters 10
- DANCE RECORDS**
- 19121 I Love Me—Fox-trot, International Novelty Orch. 10
- No, No, Nora—Fox-trot, Benson Orch. of Chicago 10
- 19122 Somebody's Wrong—Fox-trot, The Benson Orch. of Chicago 10
- Love Tales—Fox-trot, The Great White Way Orchestra 10
- 19115 The Sweetheart of Sigma Chi—Waltz, Whitey Kaufman's Orig. Penn. Serenaders 10
- Indiana Moon—Waltz.....The Troubadours 10
- DOUBLE-FACE RED SEAL RECORDS**
- 10000 Lucia—"Chi Mi Frena" (What Restrains Me) (Donizetti)—Sextet, in Italian...Galli-Curci, Egner, Caruso, de Luca, Journet, Bada Rigoletto—"Bella figlia dell'amore" (Fairest Daughter of the Graces) (Verdi)—Quartet, in Italian, Galli-Curci, Perini, Caruso, de Luca 12
- 6374 Symphonie Pathétique—Allegro con grazia—2nd Movement (Tschaikowsky), Mengelberg and New York Philharmonic Orch. 12
- Symphonie Pathétique—Adagio lamentoso—4th Movement (Tschaikowsky), Mengelberg and New York Philharmonic Orch. 12
- 917 Song of the Traveler (Chant du Voyageur) (Paderewski)—Piano, Ignace Jan Paderewski 10
- Etude in G Sharp Minor (Op. 25, No. 6) (Chopin)—Piano, Ignace Jan Paderewski 10
- LIST FOR SEPTEMBER 28**
- 19126 When Will the Sun Shine for Me? Sterling Trio 10
- Carolina Mammy.....Sterling Trio 10
- 35727 Tannhauser—Overture, Part 1, Victor Symphony Orch. 12
- Tannhauser—Overture, Part 2, Victor Symphony Orch. 12
- 35728 Tannhauser—Overture, Part 3, Victor Symphony Orch. 12
- Tannhauser—Fest March (Act II), Victor Symphony Orch. 12
- DANCE RECORDS**
- 19127 Henpecked Blues—Fox-trot, Whitey Kaufman's Orig. Penn. Serenaders 10
- Louisville—Fox-trot, S. S. Leviathan Orch. 10
- 19128 The Gold Digger—Fox-trot, Charles Dornberger and His Orch. 10
- Chick-a-Dee—Fox-trot, International Novelty Orch. 10
- 19129 Tell Me a Story—Fox-trot, S. S. Leviathan Orch. 10
- Love Is Just a Flower—Fox-trot, Benson Orch. of Chicago 10
- DOUBLE-FACE RED SEAL RECORDS**
- 918 Remember the Rose (Mitchell-Simons), John McCormack 10
- Sometime You'll Remember (Wallace-Head), John McCormack 10
- 6103 The Emperor Quartet—Theme and Variations, Elman String Quartet 12
- Andante Cantabile—From String Quartet, Op. 11, Elman String Quartet 12
- 10002 Martha—Siam giunti, o giovinette (This Is Your Future Dwelling) (Act II) (Flotow)—Quartet, in Italian...Alda, Jacoby, Caruso, Journet 12
- Martha—Che vuol dir Cio (Surprised and Astounded!) (Flotow)—Quartet, in Italian, Alda, Jacoby, Caruso, Journet 12
- 19109 Waitin' for the Evenin' Mail—Fox-trot, Tennessee Ten 10
- Tain't Nobody's Biz-ness If I Do—Medley Fox-trot, Tennessee Ten 10

- 19110 Dirty Hands! Dirty Face! (Featured in "Bomho")—Fox-trot...Joe Raymond and His Orch. 10
- My Sweetie Went Away—Fox-trot, Joe Raymond and His Orch. 10
- LIST FOR OCTOBER 5**
- 45369 Will Rogers Nominates Henry Ford for President—Humorous Monologue...Will Rogers 10
- Will Rogers Tells Traffic Chiefs How to Direct Traffic—Humorous Monologue...Will Rogers 10
- 19112 Silver Threads Among the Gold, Henry Burr—Peerless Quartet 10
- When You and I Were Young, Maggie, Henry Burr—Peerless Quartet 10
- 19131 My Pal.....John Steel 10
- Just a Girl That Men Forget.....Henry Burr 10
- 19132 Three Thousand Years Ago.....Billy Murray 10
- It's a Lotta Bologny.....Billy Murray 10
- DANCE RECORDS**
- 19125 Oh Susanna—Medley Fox-trot, The Great White Way Orch. 10
- 19130 Southern Melodies—Waltz...The Troubadours 10
- That Big Blond Mamma—Fox-trot, Tennessee Ten 10
- Sobbin' Blues—Fox-trot, The Benson Orch. of Chicago 10
- DOUBLE-FACE RED SEAL RECORDS**
- 6375 Gioconda—Suicidio (Suicide Remains) (Ponchielli)—In Italian...Maria Jeritza 12
- Alceste—Divinités du Styx (Divinities of the Nether World) (Gluck)—In French, Maria Jeritza 12
- 6376 Slavonic Dance No. 2 (Dvorák-Kreisler)—Violin, Jascha Heifetz 12
- Slavonic Dance No. 3 (Dvorák-Kreisler)—Violin, Jascha Heifetz 12

AEOLIAN CO.

- VOCALION RECORDS**
- OPERATIC**
- 30177 Brindisi (Drinking Song) (From "Martha") (Friedrich von Flotow)—Baritone, in Italian; Aeolian Orch. Accomp....Giacomo Rimini 10
- Conducted by Gennaro Papi, Metropolitan Opera House Conductor
- 30176 Il Sogno (The Dream) (From "Manon") (Massenet)—Tenor, in Italian; Aeolian Orch. Accomp.Giulio Crimi 10
- STANDARD**
- 52051 La Paloma (The Dove) (Yradier)—Serenade; Soprano, in Italian; Aeolian Orch. Accomp., Rosa Raisa 12
- 30178 A Song of India (Chanson Indoue) (From "Sadko") (Rimsky-Korsakow)—Tenor, in Russian; Aeolian Orch. Accomp....Vladimir Rosing 10
- 60008 Kiss Me Again (Blossom-Herbert)—Soprano, Aeolian Orch. Accomp....May Peterson 10
- Toyland (From "Babes in Toyland") (MacDonough-Herbert)—Soprano, Aeolian Orch. Accomp.May Peterson 10
- 24047 Take a Look at Molly (Lockwood-Lockwood)—Tenor, Orch. Accomp....Colin O'More 10
- The Fairy Tales of Ireland (Lockton-Coates)—Tenor, Orch. Accomp....Colin O'More 10
- SACRED**
- 30179 Where Is My Boy To-night? (Robert Lowry)—Baritone, Aeolian Orch. Accomp., John Charles Thomas 10
- 14627 Into the Woods My Master Went (Lanier-Herbert)—Baritone, Orch. Accomp., Homer Rodeheaver 10
- A Rainbow on the Cloud (Hewitt-Gabriel)—Baritone, Orch. Accomp....Homer Rodeheaver 10
- INSTRUMENTAL**
- 60010 La Gitana (Arabo-Spanish Gipsy Song of the 18th Century) (Kreisler)—Violin Solo, Piano Accomp. by Frank Tresselt...Paul Kochanski 10
- Hungarian Dance, No. 1 (Brahms-Joachim)—Violin Solo, Piano Accomp. by Frank Tresselt...Paul Kochanski 10
- 70005 Le Carnaval Russe (Russian Carnival) (Wieniawski)—Violin Solo, Piano Accomp. by Frank Tresselt...Paul Kochanski 12
- Malaguena (From "Spanish Dances," Op. 21, No. 1) (Sarasate)—Violin Solo, Piano Accomp. by Frank Tresselt...Paul Kochanski 12
- 14638 Rakes of Clonmel (Intro.: "Sarsfield's Jig")—Irish Jig; Accordion, Banjo, Harp, Guitar, Flanagan Brothers 10
- Cavan Reel (Intro.: "Gardener's Daughter")—Irish Reel; Accordion, Banjo, Harp, Guitar, Flanagan Brothers 10
- 14626 Ambassador March (Bagley), Lt. F. W. Sutherland and His 7th Reg. Band 10
- Garde du Corps (Hall)—March, Lt. F. W. Sutherland and His 7th Reg. Band 10
- (Continued on page 186)

EASY MELODY

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Eas - y Me! - o - dy, it haunts me, Al - ways on my mind;

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"OH! HAROLD"

By Lee S. Roberts

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 CHICAGO

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 186)

<p>Lyman)—Fox-trot.....Markel's Orch. 10 Rosetime and You (From the musical comedy "Go-Go") (C. Luckeyth Roberts)—Fox-trot, Markel's Orch. 10 4885 Tin Roof Blues (New Orleans Rhythm Kings)—Fox-trot.....Harry Raderman's Jazz Orch. 10 Wolverine Blues (John Spikes-Benjamin Spikes-Fred Morton)—Fox-trot, Harry Raderman's Jazz Orch. 10 4886 Sundown Blues (W. C. Handy)—Fox-trot, Handy's Orch. 10 Florida Blues (W. K. Phillips)—Fox-trot, Handy's Orch. 10 4888 In a Tent (T. Koehler-F. Magin-J. Lyons)—Fox-trot; B. H. Warner, Director, Warner's Seven Aces 10 Eddie, Steady (E. Cantor)—Fox-trot; B. H. Warner, Director.....Warner's Seven Aces 10 4889 Black Cat Blues (C. C. Fulcher)—Fox-trot, Fulcher's Novelty Orch. 10 Eskimo Song (C. C. Fulcher)—Fox-trot, Fulcher's Novelty Orch. 10 4892 Just a Breath of Hawaii (Mary Earl)—Waltz, Ferera Waikiki Sextet 10 One Little Smile (Before We Say Farewell) (E. Herbert)—Waltz...Ferera Waikiki Sextet 10 4893 Mixing the Blues (W. Page)—Piano Solo, Clarence Williams 10 The Weary Blues (A. Matthews)—Piano Solo, Clarence Williams 10 4896 Memphis Blues (W. C. Handy)—Fox-trot, Handy's Orch. 10 St. Louis Blues (W. C. Handy)—Fox-trot, Handy's Orch. 10</p> <p style="text-align: center;">OKEH VOCAL RECORDS</p> <p>4876 Yes! We Have No Bananas (F. Silver-I. Cohn) Tenor, with Orch. Accomp.....Billy Jones 10 Maggie! (Yes! Ma'am) (Come Right Upstairs) (L. Moore-J. Tucker)—Soprano-Tenor Duet, with Orch. Accomp., Billy Jones-Virginia Burt 10 4879 Daddy's Wonderful Pal (M. C. Freedman-B. Nelson-H. Link)—Tenor, Solo, Piano Accomp. by Justin Ring.....Lewis James 10 Some Day You'll Cry Over Someone as I Have Cried Over You (J. Osterman-D. Crilly-M. Charles)—Tenor, with Orch. Accomp., Lewis James 10 4882 Born and Bred in Brooklyn (Over the Bridge) (From the musical comedy "The Rise of Rosie O'Reilly") (G. M. Cohan)—Tenor, with Orch. Accomp.....Sam Ash 10 When June Comes Along With a Song (From the musical comedy "The Rise of Rosie O'Reilly") (G. M. Cohan)—Contralto-Baritone Duet, with Orch. Accomp., Chester Strong-Marcia A. Freer 10 4887 Swing Low, Sweet Chariot—Colored Male Quartet.....Morehouse College Quartet 10 Down by the Riverside—Colored Male Quartet, Morehouse College Quartet 10 4891 Pale Moon (Indian Love Song) (J. G. M. Glick-F. K. Logan)—Tenor, Accomp. by Piano, Flute and Bells.....Lewis James 10 My Gal Sal (P. Dresser)—Tenor, With Orch. Accomp.....Gerald Griffin 10</p>	<p>4894 Pua Sadinia (Flower)—Tenor Solo, Prince Lei Lani 10 Lei Poni Moi (Wreath of Carnations)—Tenor Solo.....Prince Lei Lani 10 4895 Eileen Alanna—Tenor Solo, Accomp. by Piano and Harp.....Emmet O'Mara 10 The Bard of Armagh (From Herbert Hughes' Collections)—Tenor Solo, Piano Accomp., Gerald Griffin 10 OKEH NOVELTY RECORD</p> <p>4890 The Little Old Log Cabin in the Lane—Fiddling Solo, Vocal Chorus.....Fiddlin' John Carson 10 The Old Hen Cackled and the Rooster's Going to Crow—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 10 8077 Deceitful Blues (P. Bradford)—Contralto Solo, Piano Accomp.....Kitty Brown 10 I Don't Let No One Man Worry Me (P. Bradford)—Contralto Solo, Piano Accomp., Kitty Brown 10 8078 Nobody in Town Can Bake Sweet Jelly Roll Like Mine (S. Williams-C. Williams)—Contralto Solo, Piano Accomp. by C. Williams, Sara Martin 10 If You Don't Like It, Leave (C. Todd)—Contralto Solo, Piano Accomp. by C. Williams, Sara Martin 10 8080 Satisfied Blues (A Barrel House Blues) (L. Fowler)—Contralto Solo, Piano Accomp., Helen Baxter 10 Daddy, Ease It to Me (L. Fowler)—Contralto Solo, Piano Accomp.....Helen Baxter 10 8082 Hesitation Blues (B. Smythe)—Contralto Duet, Piano Accomp. by C. Williams, Cornet Obligato by T. Morris...Sara Martin-Eva Taylor 10 That Free and Easy Papa o' Mine (C. Williams)—Contralto Duet, Piano Accomp. by C. Williams, Cornet Obligato by T. Morris, Sara Martin-Eva Taylor 10 8083 Ye Shall Reap Just What You Sow (A. Robinson)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10 You Just Can't Have No One Man by Yourself (Johnson-Gilbert)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10 8084 Tired o' Waitin' Blues (P. Grainger-B. Ricketts)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10 Just Thinkin' Blues (P. Grainger-B. Ricketts)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10 8085 Uncle Sam Blues (S. Martin-C. Williams)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10 New Orleans Hop Scop Blues (G. W. Thomas)—Contralto Solo, Piano Accomp. by C. Williams.....Sara Martin 10</p> <p style="text-align: center;">ODEON RECORDS</p> <p style="text-align: center;">(Recorded in Europe)</p> <p>3059 Miss Nightingale—Orchestra, Marek Weber and His Orch. 12 Big Ben (When Big Ben's Chimes Ring Out)—Orchestra.....Marek Weber and His Orch. 12</p>	<p>3060 Pola Negri—Orchestra, Marek Weber and His Orch. 12 Out on the Prairies—Orchestra, Marek Weber and His Orch. 12 3061 Colombine—Orchestra, Marek Weber and His Orch. 12 Ambrosia—Orchestra, Marek Weber and His Orch. 12 3062 Badinage—Pipe Organ Solo.....Paul Mania 12 Song Without Words—Andante E Major (Mendelssohn)—Violin, Piano and Organ, Stabernack Trio 12 5020 Invitation to the Dance (Weber)—Part I—Symphony Orch.... Dr. Weissmann and The Orch. of the State Opera House, Berlin 12 Invitation to the Dance (Weber)—Part II—Symphony Orch.... Dr. Weissmann and The Orch. of the State Opera House, Berlin 12 5021 Frühling Zog Ein (Spring Has Come)—Tenor, with Piano Accomp.—Sung in German, Richard Tauber 12 Liebesfeier (Love's Festival)—Tenor, with Piano Accomp.—Sung in German.... Richard Tauber 12</p> <p style="text-align: center;">FONOTIPIA RECORD</p> <p style="text-align: center;">(Recorded in Europe)</p> <p>63005 I Puritani—A te o cara (Often, Dearest)—Tenor, with Orch. Accomp.—Sung in Italian, Giacomo Lauri-Volpi 10</p> <p style="text-align: center;">GENNETT LATERAL RECORDS</p> <p style="text-align: center;">GREEN LABEL GENNETTS</p> <p>10078 Serenade (Moszkowsky)—Violin; Piano Accomp., Thos. Griselle.....Scipione Guidi 10 Spanish Dance (Granados-Kreisler)—Violin; Piano Accomp., Thos. Griselle.....Scipione Guidi 10 10079 A Perfect Day (Carrie Jacobs-Bond)—Tenor; Violin Obligato, Scipione Guidi; Piano Accomp., Thos. Griselle.....Henry Moeller 10 Calm as the Night (Bohm)—Tenor; Violin Obligato, Scipione Guidi; Piano Accomp., Thos. Griselle.....Henry Moeller 10</p> <p style="text-align: center;">GENNETT PHYSICAL CULTURE RECORDS</p> <p style="text-align: center;">Gennett Physical Culture Exercises (On Gennett Records 5031, 5032, 5033)</p> <p style="text-align: center;">By Clarence Nichols, Director</p> <p style="text-align: center;">NUMBERS OF VARIED APPEAL</p> <p>5185 March Barrancas (Brownfield)—Accordion, Harvey Brownfield 10 Medley of "Poet and Peasant" and "When You and I Were Young, Maggie"—Accordion, Harvey Brownfield 10 5199 Beautiful Spring—Accordion.... Harvey Brownfield 10 Prize of Victory—Accordion.... Harvey Brownfield 10 5190 Broken-hearted Melody (Kahn-Jones)—Waltz, Palakiko Pala's Hawaiian Serenaders 10 Hula-Hula Rose (Reed-Awan)—Waltz, Palakiko Pala's Hawaiian Serenaders 10 5191 Melodies of Home (Zimmermann), Fritz Zimmermann-Marcelle Grandville, Yodlers 10 The Country Lovers (Zimmermann), Fritz Zimmermann-Marcelle Grandville, Yodlers 10</p> <p style="text-align: right;">(Continued on page 188)</p>
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- 5204 Uncle Josh in the Cafeteria (Stewart)—Monologue.....Byron Harlan
- Uncle Josh at a Circus (Stewart)—Monologue, Byron Harlan
- 5205 Gaelic Barn Dance.....Flanagan Brothers
- Holly and Ivy—Irish Reels.....Flanagan Brothers
- POPULAR SONG HITS
- 5195 Sad 'N' Lonely Blues (Grainger-Wilson)—Piano Accomp., Porter Grainger.....Edna Hicks
- Bleeding Hearted Blues (Austin)—Piano Accomp., Porter Grainger.....Edna Hicks
- 5196 Sweet Woman (How I'd Love to Sweet Papa You) (Rose-Dixon-Henderson)—Tenor, Al Bernard
- Stavin' Change (The Meanest Man in New Orleans) (Bernard)—Tenor.....Al Bernard
- 5193 Squawkin' the Blues (Fowler)—Piano Accomp., Lemuel Fowler.....Helen McDonald
- You Got Ev'rything a Sweet Mamma Needs (But Me) (Fowler)—Piano Accomp., Lemuel Fowler.....Helen McDonald
- 5208 My Sweetie Went Away (She Didn't Say Where, When or Why) (Turk-Handman)—Baritone.....Ernest Hare
- Hi Lee, Hi Lo (Chop Suey a la Fox ee Trot ee) (Schuster-West)—Tenor and Baritone, Billy Jones-Ernest Hare
- LATEST DANCE MELODIES
- 5186 Oh! Gee, Oh! Gosh, Oh! Golly I'm in Love (Olson-Breuer)—Fox-trot, Billy Jones sings the Chorus.....Bailey's Lucky Seven
- Dirty Hands, Dirty Face (Leslie-Clarke-Jolson-Monaco)—Fox-trot, Billy Jones sings the Chorus.....Bailey's Lucky Seven
- 5187 Bad News Blues (Akst-Davis)—Fox-trot, Ladd's Black Aces
- Broken-hearted Blues (Ringle-Flickmann)—Fox-trot.....Ladd's Black Aces
- 5188 Indiana Moon (Davis-Jones)—Waltz, Chas. Hart sings the Chorus.....Specialty Orch.
- Born and Bred in Brooklyn (From Musical Comedy "The Rise of Rosie O'Reilly")—Waltz, Specialty Orch.
- 5189 I've Been a Fool (Frederick-Holmer-Landry-Hagen), Art Landry and His Call of the North Orch.
- Some of These Days (Brooks-Klickman), Art Landry and His Call of the North Orch.
- 5192 Pharaoh (Malool)—Egyptian Fox-trot, Malool and His Oriental Orch.
- Egyptian Glide (Malool)—Tango Orientale, Malool and His Oriental Orch.
- 5197 Pickles (Gowan-Rosoff)—Fox-trot, Bailey's Lucky Seven
- Do You, Don't You, Will You, Won't You? (Little-Schaeplein-Howard Bros.)—Fox-trot, Lanin's Famous Players
- 5198 My Old Love (Alfonso Espareza Oteo)—Mexican Love Song, Moguel Brothers' Marimba Band
- The Flatterer—Fox-trot, Moguel Brothers' Marimba Band
- 5202 Love Tales (Ryan)—Fox-trot, Howard Lanin's Arcadia Orch.
- Midnight Rose (Mitchell-Pollack)—Fox-trot, Howard Lanin's Arcadia Orch.
- 5203 El Opio—Fox-trot, Moguel Brothers' Marimba Band
- Wounded Bird.....Moguel Brothers' Marimba Band
- 5207 Four Little Black Berries (O'Connor)—Waltz, Green Brothers' Nylophone Orch.
- Southern Roses (Strauss)—Waltz, Green Brothers' Nylophone Orch.
- FOREIGN SELECTIONS
- S5181 Social Club (Paso-doble flamenco) (M. Martinez P.).....Gonzalez y su Orquesta
- Yucatan Club (Paso-doble flamenco) (M. Martinez P.).....Gonzalez y su Orquesta
- S5182 "Te He Perdido y No Puedo Olvidarte" (Larry Conley)—Fox-trot.....Gonzalez y su Orquesta
- "Las Lagrimas de la Olivera" (Danzon) (Ricardo Garcia Arellano).....Gonzalez y su Orquesta
- S5194 La Cegadora—Fox-trot, Marimba Hermanos Moguel
- Mi Viejo Amor (Cancion Mexicana) (A. Esparza Oteo).....Marimba Hermanos Moguel

EMERSON RECORDS

LATEST DANCE HITS

- 10665 Just a Girl That Men Forget—Waltz, Emerson Dance Orch.
- The Life of a Rose—Fox-trot, Emerson Dance Orch.
- 10660 No, No, Nora—Fox-trot.....Emerson Dance Orch.
- Stingo, Stungo—Fox-trot, Pennsylvania Syncopators
- 10659 Gold Diggers—Fox-trot.....Emerson Dance Orch.
- Indiana Moon—Waltz.....Glantz and His Orch.
- 10664 Big Blond Mamma—Fox-trot, Pennsylvania Syncopators
- I'll Hop, Skip and Jump Into My Mammy's Arms—Fox-trot.....Emerson Dance Orch.
- 10658 Nobody But You—Fox-trot.....Hotel Astor Orch.
- Love—Fox-trot.....Hotel Astor Orch.
- LATEST SONG HITS
- 10657 Just a Girl That Men Forget—Tenor Solo, Orch. Accomp., Irving Kaufman
- That Old Gang of Mine—Tenor and Baritone Duet, Orch. Accomp., Irving and Jack Kaufman
- 10661 I've Got the Yes! We Have No Banana Blues—

- Tenor and Baritone Duet, Orch. Accomp., Irving and Jack Kaufman
- Three Thousand Years Ago—Tenor Solo, Orch. Accomp., Irving Kaufman
- 10662 Sweet Henry—Tenor Solo, Orch. Accomp., Benny Davis
- No, No, Nora—Tenor Solo, Orch. Accomp., Benny Davis
- 10663 Wonderful One—Tenor Solo, Orch. Accomp., Hugh Donovan
- Ten Thousand Years From Now—Tenor Solo, Orch. Accomp., Vernon Dalhart

REGAL RECORDS

DANCE RECORDS

- 9523 I'll Hop, Skip and Jump Into My Mammy's Arms—Fox-trot.....Hollywood Dance Orch.
- Struttin' Jim—Fox-trot.....Hollywood Dance Orch.
- 9524 Hot Roasted Peanuts—Fox-trot, Vocal Chorus by Arthur Hall.....Jos. Franklin's Dance Orch.
- 'Way Out in Kentucky—Fox-trot, Jos. Franklin's Dance Orch.
- 9525 That Big Blonde Mamma—Fox-trot, Vocal Chorus by Bob White.....Missouri Jazz Band
- Slow Poke—Fox-trot.....Missouri Jazz Band
- 9526 Love Tales—Fox-trot.....Majestic Dance Orch.
- Indiana Moon—Waltz.....Majestic Dance Orch.
- 9527 Underneath the Sip, Sip, Sippy Moon—Fox-trot, Six Black Diamonds
- Rubetown Frolics—Fox-trot.....Six Black Diamonds
- 9528 Midnight Rose—Fox-trot.....Roy Collins' Orch.
- Somebody's Wrong—Fox-trot.....Roy Collins' Orch.
- 9529 Love (My Heart Is Calling You)—Fox-trot, Hollywood Dance Orch.
- Chick-a-Dee—Fox-trot.....Hollywood Dance Orch.
- 9530 March of the Siamese—Fox-trot, Regal Dance Orch.
- 'Neath the Egyptian Skies—Fox-trot, Regal Dance Orch.
- POPULAR VOCAL RECORDS
- 9531 I've Got the Yes! We Have No Banana Blues—Comedy Solo, Orch. Accomp., Billy Jones
- Papa, Better Watch Your Step—Comedy Solo, Orch. Accomp., Billy Jones
- 9532 If I Knew You Then as I Know You Now—Tenor Solo, Orch. Accomp., Arthur Hall
- I'm Drifting Back to Dreamland—Tenor Solo, Orch. Accomp., Vernon Dalhart
- 9533 Cut Yourself a Piece of Cake—Comedy Solo, Orch. Accomp., Billy West
- No, No, Nora—Comedy Solo, Orch. Accomp., Bob White
- 9534 Marcheta—Tenor Solo, Orch. Accomp., Hugh Donovan
- Wonderful One—Tenor Solo, Orch. Accomp., Hugh Donovan
- 9535 Ten Thousand Years From Now—Tenor Solo, Orch. Accomp., Vernon Dalhart
- In the Heart of Kentucky—Tenor Solo, Orch. Accomp., Lou Hayes

PATHE PHONOGRAPH & RADIO CORP.

BANDS

- 021036 Anvil Polka—Descriptive, American Republic Band
- The Whistler and His Dog—Descriptive, American Republic Band
- 021037 Boston Commandery March, Empire State Mil. Band
- Canadian Patrol—March, Empire State Mil. Band
- INSTRUMENTAL
- 021038 Coo Coo's Nest (Intro.: "Mason's Apron")—Accordion Solo.....J. Kimmel
- Haste to the Irish Wedding (Intro.: "Larry O'Gaff")—Accordion Solo.....J. Kimmel
- DANCE
- 021041 Every Step Brings Me Closer to My Honey Lamb—Fox-trot.....Knickerbocker Orch.
- Sing, Mammy, Sing—Fox-trot, Don Parker's Western Melody Boys
- 021043 When I Come Back to You—Fox-trot, Casino Dance Orch.
- I'd Rather Fox-trot Than Waltz—Fox-trot, Casino Dance Orch.
- 021044 Stealing to Virginia—Fox-trot, Joe Gibson and His Moulin Rouge Orch.
- Tell Me a Story—Fox-trot, Les Stevens' Clover Gardens Orch.
- 021045 Page Mr. Paderewski—Fox-trot, Jos. Samuels' Orch.
- Dusting the Keys—Fox-trot, Jos. Samuels' Orch.
- 021046 Stingo, Stungo (From "Geo. White's Scandals")—Fox-trot; H. Natzy, Director, Westchester Biltmore Orch.
- Salt Your Sugar—Fox-trot, H. Natzy, Director, Westchester Biltmore Orch.
- 021047 Where the Ganges Flows (From "Adrienne")—Fox-trot, Casino Dance Orch.
- Nobody But You (From "Follies")—Fox-trot; H. Natzy, Director, Westchester Biltmore Orch.
- 021048 Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly")—Waltz, Fry's Million Dollar Pier Orch.
- Home—Fox-trot.....Hollywood Dance Orch.
- 021049 'Neath Egyptian Skies—Fox-trot, Fry's Million Dollar Pier Orch.

- Underneath the Sip, Sip, Sippy Moon—Fox-trot.....Max Terr and His Orch.
- 021050 That Big Blonde Mamma—Fox-trot, Casino Dance Orch.
- Oh! Min—Fox-trot; Vocal Chorus by Geo. Perry.....Max Terr and His Orch.
- 021051 No, No, Nora—Fox-trot; Vocal Chorus by Geo. Perry.....Max Terr and His Orch.
- Bonnie—Fox-trot.....Max Terr and His Orch.
- POPULAR VOCAL
- 021052 I Wish I Had Someone to Cry Over Me, Charles Cinway
- Kiss Me With Your Eyes.....Frank Sterling
- 021053 Swingin' Down the Lane.....Apollo Male Trio
- Just to Hide Away With You.....Arthur Wilson
- 021054 I've Got the Yes! We Have No Banana Blues, Harry Blake-Robert Judson
- Oh! Sister, Ain't That Hot!.....Warren Mitchell

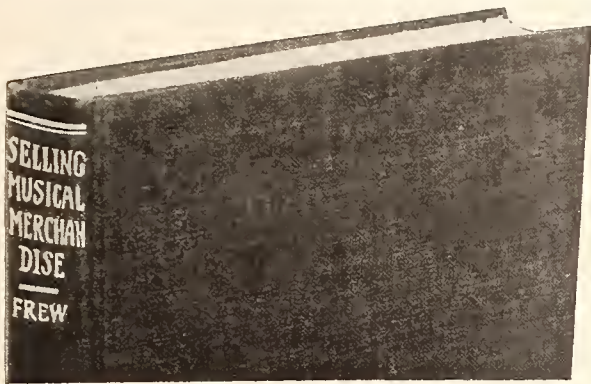
BANNER RECORDS

DANCE RECORDS

- 1236 Hot Roasted Peanuts—Fox-trot; Vocal Chorus, Arthur Hall.....Six Black Diamonds
- Struttin' Jim—Fox-trot.....Six Black Diamonds
- 1237 Midnight Rose—Fox-trot.....Hollywood Dance Orch.
- Chick-a-Dee—Fox-trot.....Hollywood Dance Orch.
- 1238 I'll Hop, Skip and Jump Into My Mammy's Arms—Fox-trot.....Missouri Jazz Band
- Rubetown Frolics—Fox-trot.....Missouri Jazz Band
- 1239 Love (My Heart Is Calling You)—Fox-trot, Roy Collins' Orch.
- 'Neath Egyptian Skies—Fox-trot, Roy Collins' Orch.
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	List of Principal Musical Merchandise Products

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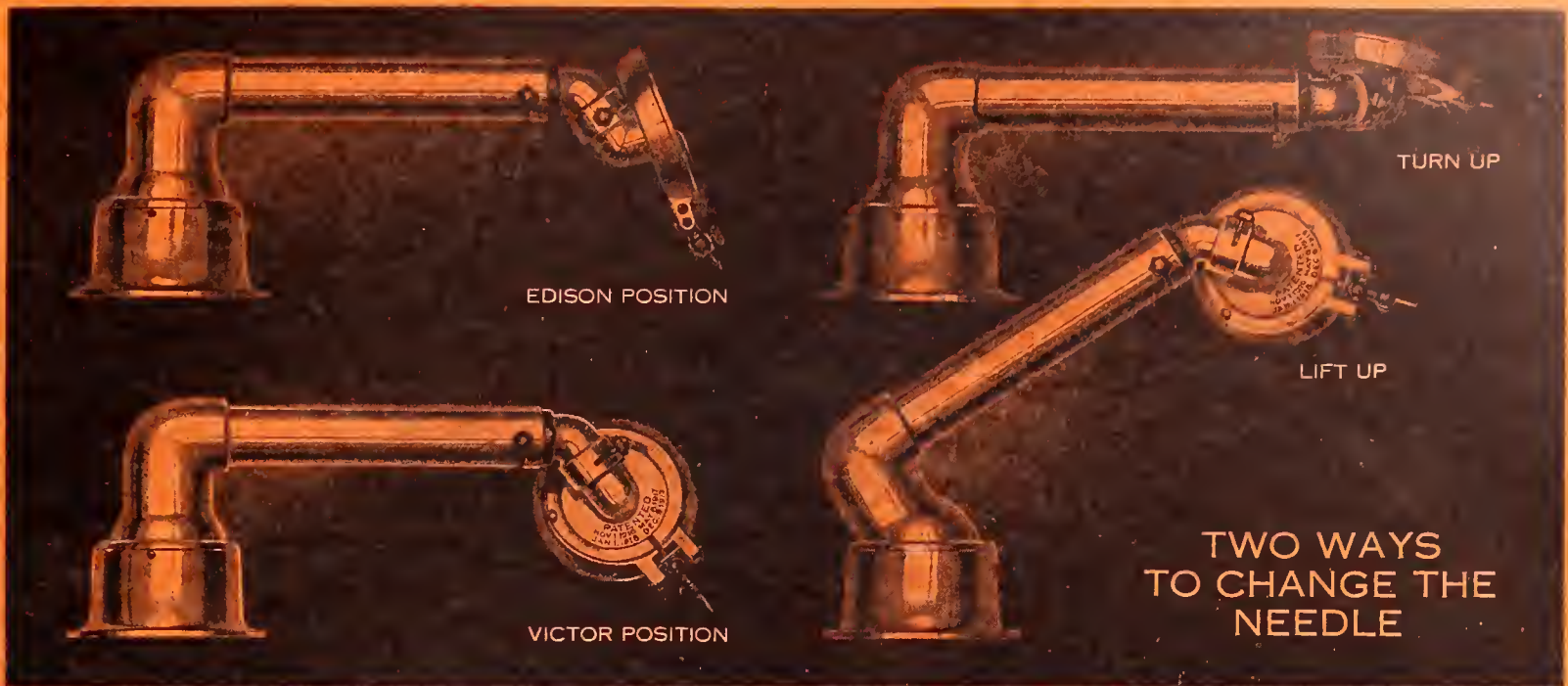
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- 1—Its good looks. A neat, trim, tailor-made appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber gasket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

THE NEW EDISON is the only phonograph that dares the supreme test—comparison with living artists.

Repeated tests before critical audiences have incontrovertibly proven that the devices perfected by Mr. Edison have bridged the gap between ordinary reproduction and actual Re-Creation.



*See Pages 26, 27,
28 and 29 inside*

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver 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.
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—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co.
(Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
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).

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, October 15, 1923



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



Barcarolle
\$150

*The choice of
those who've
heard them all*

DISCRIMINATING PEOPLE CHOOSE SONORA

The inherent high quality found in Sonoras priced no higher than other well-known makes, appeals strongly to the substantial, well-established person of culture and refinement who demands the best that money can buy in all his purchases.

This desirable type of buyer is irresistibly attracted to the Sonora store. And Sonora advertising, window displays, advertising literature—all play a vital part in bringing him to the Sonora dealer's place of business. Once attracted, it requires little effort to convince him that Sonora is the better instrument.

Sonora dealers find that the business built up among this class of phonograph purchaser always results in a large proportion of cash sales, the benefits from which are many fold.



Marlborough
\$185



SONORA PHONOGRAPH CO., Inc.
279 BROADWAY NEW YORK

Canadian Distributors
SONORA PHONOGRAPH, Ltd. Toronto



The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 10

New York, October 15, 1923

Price Twenty-five Cents

Beckwith Buys Dyer Victor Jobbing Business

Victor Wholesaler in Minneapolis Purchases Wholesale Victor Business of W. J. Dyer & Bro.—Will Distribute From Minneapolis Only—W. J. Dyer & Bro. to Continue as Victor Retailers

MINNEAPOLIS, MINN., October 8.—The George C. Beckwith Co., of this city, well-known Victor wholesaler, has purchased the wholesale Victor business of W. J. Dyer & Bro., of St. Paul, Minn. This important deal becomes effective to-day and hereafter all Victor wholesale business in the Twin Cities will be transacted from the offices of the Geo. C. Beckwith Co., here. W. J. Dyer & Bro. will continue as Victor retailers. The news of this purchase by the George C.

Beckwith Co. will undoubtedly prove of interest to dealers throughout the West and the company's plans for the coming year include many important phases of co-operation that will enable it to give its clientele increased service along practical lines. Mr. Beckwith and Chas. K. Bennett, who recently joined the company, are receiving the congratulations of their many friends in the trade upon the consummation of this important deal.

TO INSTALL BROADCASTING STATION

Saul Birns, Gotham Talking Machine Dealer, Planning Radio Station at Second Avenue Store—Foreign Language Programs and Educational Work to Be Featured

Plans are under way by Saul Birns, proprietor of a chain of talking machine stores in New York and Brooklyn, to install a radio broadcasting station in his headquarters at 111 Second avenue, New York City. Permission has already been secured by Mr. Birns from the Department of Commerce, Bureau of Navigation, Radio Service, for radio transmission.

Mr. Birns' plans include the broadcasting of radio programs in various foreign languages, including Yiddish, Italian, Greek, Polish, Russian, etc. The Second avenue store is located in the heart of a section of the city in which reside many foreign-born people of all nationalities. Mr. Birns states that a large percentage of these people are not familiar with the English language, many of them having arrived in this country very recently. Mr. Birns is a member of the board of governors of the downtown branch of the League of Foreign-Born Citizens, and he believes that a broadcasting station, such as he intends to install, will prove a powerful force in educational and Americanization work. Tentative plans have already been made to install a device for transmitting the instruction given in the classes of the League to the foreign-born people who do not attend schools. Mr. Birns has also secured the co-operation of publishers and editors of the leading foreign

newspapers to publish the programs and render such other service as may be possible. Musical programs, rendered by artists in the various foreign languages, will play an important part in these programs, according to Mr. Birns, who also declared that there is an intense interest among foreigners in radio.

REILLY WITH BUSH & LANE

Popular Wholesale Man Joins Holland, Mich., House—Will Cover State of Illinois

CHICAGO, ILL., October 8.—Raymond Reilly, for the past three years wholesale representative for the Chicago branch of the Columbia Graphophone Co., covering the loop district, has joined the sales organization of the Bush & Lane Piano Co., Holland, Mich., and will be in charge of the State of Illinois and the city of Milwaukee for this company. Mr. Reilly will concentrate all of his activities on the development of the phonograph business for the Bush & Lane Piano Co., and the enthusiastic response accorded this company's new line of instruments is reflected in the many inquiries received for dealer agencies.

Mr. Reilly is well known throughout the Western talking machine trade, for prior to his association with the Columbia Co. he was identified for ten years with the retail talking machine field. He is recognized as one of the most successful wholesale men in the Chicago trade and in his new connection will have ample opportunities to utilize his previous experience to advantage.

RETIREMENT OF CALVIN G. CHILD

From Artists and Repertoire Department of the Victor Talking Machine Co. on Account of Ill Health—Succeeded by J. S. Macdonald

Announcement has just been made of the retirement of Calvin G. Child from his administrative duties with the Victor Talking Machine Co. as director of the artists and repertoire department of the company. The results of his twenty-three years of effort in this special field have been of an outstanding character both as regards the Red Seal library and the popular numbers.

Mr. Child's retirement from the more active phase of his efforts in behalf of the Victor Co. is due to the condition of his health. He will, however, continue as a member of the Board of Directors, to which body he was elected some time ago. Mr. Child, by the way, was associated with Eldridge R. Johnson even prior to the formation of the Victor Co.

J. S. Macdonald has been appointed to the important position of manager of the artists and repertoire department of the Victor Co. and will henceforth assume the administrative duties formerly falling on Mr. Child. Mr. Macdonald has also been associated with the Victor enterprise for a long period of years, most of which were spent in the artists and recording division, but part of which was spent as sales manager of the company. Mr. Macdonald is, therefore, especially well qualified to fulfill the responsibility that has been placed upon him.

SONORA LINE IN HARTMAN STORES

Illinois Phono. Corp. Closes Important Deal With Chicago Retail House—Leon Golder Consummates Arrangements

CHICAGO, ILL., October 8.—Leon Golder, sales manager of the Illinois Phonograph Corp., of this city, Sonora jobber in this territory, announced this week that arrangements had been completed whereby the Sonora line would be carried in the four stores of the Hartman Furniture & Carpet Co., Chicago. The main store of this company is located at 258 South Wabash avenue, in the heart of "Piano Row," and the others are situated at 1272 Milwaukee avenue, 2558 West North avenue and 819 West Sixty-third street. A complete line of Sonora instruments, including the latest period models, is now on display at the Hartman stores and Mr. Golder has been congratulated upon closing this deal, as the Hartman Furniture & Carpet Co. is one of Chicago's largest retail furniture establishments.

Frank J. Coupe, vice-president and general sales manager of the Sonora Phonograph Co., New York, accompanied by H. J. O'Connor, E. D. Coots, F. E. Roediger and J. M. Erwin, of his sales organization, are now in Chicago co-operating with the Illinois Phonograph Co. and the Sonora dealers in making plans for a banner season. Mr. Coupe is well known in the Chicago trade and he has been given an enthusiastic welcome throughout the city.

INDEPENDENT'S MUSICAL DIRECTOR

A. J. Baum, general manager of the Independent Recording Laboratories, New York, announced this week the appointment of Adrian Schubert as musical director of the company, succeeding Arthur Bergh, who is now Okeh recording director. Mr. Schubert is well qualified for his new post, as for nearly ten years he has been first 'cellist at the Metropolitan Opera House and has recorded for many of the leading record companies as a member of various musical organizations.

Columbia to Start Big Ad Drive This Month

Leading Magazines and Newspapers to Carry Full-Page Color Advertisements of Columbia Machines and New Process Records—Ads Will Appear Nearly a Billion and a Half Times

Columbia dealers throughout the country were gratified to learn this month of the preparation of a mammoth Columbia advertising campaign that will be inaugurated on October 21. This campaign has been planned in such a way that it will reach the reading public of the entire nation and, according to the official schedule, the new Columbia phonographs and Columbia New Process records will be featured during the months of October, November and December in rotogravure color and black and white full pages of forty-three great Sunday newspapers, whose circulation totals 14,000,000 each week.

A similar presentation will appear in four full-page advertisements in the Saturday Evening Post, whose weekly circulation is 2,177,000. Each week 750 daily papers will carry advertisements announcing the popular hits to 22,000,000 readers. The Columbia advertising department sums up this campaign as follows: "When you consider these circulation figures in relation to the number of times each advertisement is scheduled in this group of publica-

tions alone there is the amazing total of 1,353,708,000. Think of it—nearly a billion and a half Columbia impressions upon the public mind! But this is not all. Hundreds of thousands more readers are similarly and persistently appealed to by appropriate advertisements which are inserted regularly in the leading Negro weekly newspapers and foreign language publications, which include twenty-four different nationalities."

The rotogravure advertising will be particularly artistic, one advertisement, for example, featuring the new Columbia Model 550, listing at \$200, and presenting this handsome instrument in a suitable background. In the same copy there are also listed the new Columbia Model 460, listing at \$225; the Model 530 console, listing at \$150, and the Model 520 console, listing at \$125. Another page in the campaign will be devoted almost entirely to a description of the new reproducer that is part of the equipment of the new Columbia line; this copy emphasizing in detail the distinctive merits of this reproducer.

See second last page for Index of Articles of Interest in this issue of The World

Is the Mail Order House Your Competitor?

Mail Order Firms Draw Trade From Entire Country—Some of the Business Methods Which Are Resulting in Losses to Retailers

On more or less frequent occasions established retailers in various cities and towns of the country have called to their attention more or less forcibly the activities of the various mail-order houses in going after and landing prospective customers in their territories. Even though the dealers themselves are not conscious of mail-order competition they have sympathy to offer to neighboring dealers perhaps in other lines who have seen sales go glimmering as a result of mail-order solicitation.

The average merchant, especially in the larger cities, appears to be of the opinion that the bulk of the mail-order business is done in rural communities more or less distant from large towns, where well-conducted talking machine establishments are located. Yet it is a peculiar fact that close to 50 per cent of mail-order business is actually done in large cities and with a class of people who would make most desirable customers for the local retailer.

Invading Dealers' Territories

As an instance in point it is significant that even in New York City and particularly its populous home borough, Brooklyn, to say nothing of Chicago and its environs, the mail-order houses have sold machines at substantial prices to people only a few blocks distant from the local dealer with an established store and a stock that can be inspected at first hand.

It is apparent that the argument to the effect that the local dealer is a permanent fixture in the community and is doing his share to develop the city and pay the expenses of its maintenance has little effect, nor do the mail-order buyers seem impressed by the fact that, when they have added freight, cartage and other lib-

eral expenses to the original cost of their machines, plus the uncertainty of doing business with a distant concern, they have paid a sum that would have bought them good machines in their own towns.

Certain Cities Best Mail Order Centers

It is particularly significant that certain cities appear to make fine prospect centers for mail-order houses, while others do not respond. Cincinnati, O., for instance, is a poor mail-order town, while considerable business comes out of Columbus, less than 100 miles distant. Buffalo, N. Y., is likewise a poor business center for the mail-order houses, but is balanced by Rochester, which produces a generous number of buyers. Hartford, Conn., is a good mail-order city, but New Haven on one side and Springfield, Mass., on the other prove disappointing as a source for orders.

Local Dealers Responsible

It would seem that the situation rests largely upon the ability and aggressiveness of local dealers in covering their territories thoroughly. Perhaps even the dealers in good mail-order towns are working hard and conscientiously, but do not cover enough territory, for it would seem logical that the efforts of an outside sales staff, coupled with a fair volume of local display advertising, should offset any mail-order competition that is not distinctly of a cut-throat character.

It might be well for those dealers who feel satisfied that they are putting sufficient energy into their businesses and going after the maximum number of prospects with a maximum amount of energy to analyze their cities from the standpoint of the mail-order man. He keeps

his figures before him and knows just how productive any given territory has proved or is likely to prove and perhaps the result of the talking machine man's investigation will give him a shock, or at least it will wake him up.

The Mail Order Follow-up

It is interesting to know, too, that, having once become established, the mail-order house depends upon its old customers in chief measure for new prospects through a system of follow-up letters that keeps the customer satisfied and a booster. The mail-order customer is not sold and then forgotten, but is constantly being asked by mail whether the purchase has proved satisfactory or not and whether he has any friends who might be prospects for purchases of machines.

Those dealers who make the sale and then consider the incident closed might well take a leaf from the book of the mail-order man in this connection. If a concern several hundred miles away from the customer can keep in touch and use that customer as a prospect getter and business builder how much greater opportunity has the dealer himself to maintain such a contact through his salesmen, if possible, and by mail, if necessary.

HARRY PUTERBAUGH IS MANAGER

DAYTON, O., October 5.—Harry Puterbaugh has just been made manager of the talking machine department of Niehaus & Dohse, 35 East Fifth street, this city, and is making plans for an aggressive Winter campaign. This concern handles the Edison phonograph exclusively and has built up quite a business.

How About RECORD Albums?

Have you prepared for your Holiday Business?

THE TALKING MACHINE'S HELPMATE



The popularity of the NYACCO QUALITY ALBUM is unquestioned. Our line covers all grades. Our two factories, New York and Chicago, save freight and insure prompt delivery. Order from point nearest to you.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Sample sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Kraft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums. Present stock available at low prices. Write now.

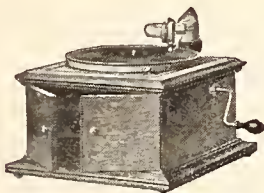
New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

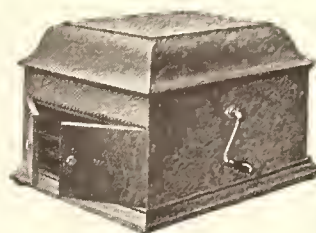
CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation, 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

The success of the Victrola is the greatest ever achieved by any musical instrument. It extends over a period of a quarter-century and is shared in by every dealer in Victor products.



Victrola No. 80
\$100
Mahogany or walnut



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



Victrola No. 230
\$375
Electric, \$415
Mahogany



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 405
\$250
Electric, \$290
Walnut



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Talking Machines Aid in Piano Teaching

The Kinscella Method, Utilizing the Talking Machine Through Special Victor Records, a Great Aid to Pupils in Studying the Piano

In addition to furnishing the means for the more resultful study of musical appreciation in the public schools of the country through the reproduction of music of orchestral instruments of operas, classics, folk songs, etc., as well as providing suitable music for folk dances and the other features of school work, the talking machine has found for itself a new field in educational work—that of facilitating the study of piano playing in the schools.

The Victor Talking Machine Co. announced recently four new records for use in conjunction with the Kinscella method of teaching children the piano in classes, and the development is of particular interest not only to talking machine dealers, but to those who are interested in the development of piano instruction in the schools of the country.

The method for which the new records have been made was originated by Miss Hazel G. Kinscella, major instructor in piano at the University School of Music, Lincoln, Neb., about five years ago, and since its inception it has met with great favor. During the school year 1922-23 over 1,500 children were taught piano in Miss Kinscella's classes in Lincoln, and over 30,000 children were taking the course under teachers who had been trained by Miss Kinscella at her teachers' institutes and in her Summer session classes conducted every year at widely separated points. During the past Summer Miss Kinscella has held classes for teachers of the Kinscella Method at the State Normal School, Kearney, Neb.; the State Teachers' College, Emporia, Kan.; the University of North Carolina, Chapel Hill; the

University of Michigan, Ann Arbor; and in special classes in Long Beach, Cal.

Much of the success of the Kinscella Method since its introduction has doubtless been due to the fact that it offers a practical way of teaching

qualities which develop logically and in a well-balanced manner the child's capacity and ability to read music as readily as he would read a story written in a language with which he is familiar; to lay solid foundations in pianistic



Group of Kinscella Method Piano Class Children in Ensemble, Children at Seats Preparing for Their Turn at the Piano. To Right—Two Kinscella Students Playing a Duet, Accompanied by Victrola



the piano to large groups of children, thus conserving the time of the teacher and permitting piano instruction to be given in public school classrooms, much the same as singing is taught. In addition to having made group teaching possible this method has won enthusiastic supporters in that teachers and pupils find in it the

habits, and in matters of tone-shading, phrasing and pedaling; to develop equal facility in the use of both clefs and of all keys; and to inspire him to desire in his playing not only accuracy, but also an artistic interpretation.

Much of the work of the Kinscella Method consists of four-hand studies, in which the teacher or another student plays the second part. Children have been handicapped in having no one to practice with them at home. But with the four records of the Kinscella studies the student may turn on the Victrola and find a partner for his piano duet. First, the child may listen to the "primo," or first part, and thus is helped to learn the tempo and phrasing by hearing, before playing the "secondo" accompanied by the Victrola's "primo"; then he turns the record to the "secondo" side and plays his primo on the piano, while the Victrola plays secondo, or the process may be reversed.

The pitch of most pianos has now become standardized. These recordings have been made at the standard pitch of 440 and, therefore, may be synchronized easily with a piano of the same pitch. Besides adding a new element of interest to the child's home practicing the use of these records will do much to encourage an exact observance of rhythm and tempo.

Miss Kinscella has made these records herself and every child who uses them will be playing with the founder of the method. The Kinscella records are Nos. 19097, 19098, 19099, 19100.

NEW DEPARTMENT IN MARION, O.

The Baker Music Co., new Marion, O., retail music house, announces that it has taken on the agency there for the Pooley and Outing phonographs. This store has been opened for business and is one of the most modern to be found in central Ohio.

To Do or Not to Do

A Good Holiday Business Depends Upon Today's Decision

It is an undisputable fact that the months of October, November and December mean the biggest business for the Sonora dealer. Those who have ordered enough merchandise for the Holiday Season will find themselves in the right position. The dealer who wants to profit by past experience will understand this message—and act at once!



Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

234 West 39th Street

New York

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.



Victrola No. 100
\$150
Mahogany or walnut



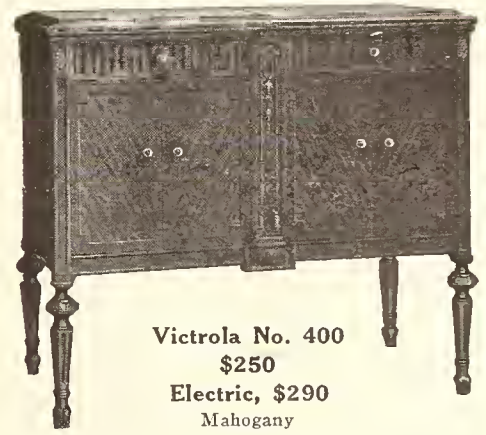
Victrola No. 105
\$180
Mahogany or walnut



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



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Now Is the Time to Plan Holiday Drives

Importance of Holiday Season at Close of Year Makes Imperative the Early Consideration of All Phases of Special Sales Campaigns

The time is now ripe for members of the talking machine trade to think seriously of their holiday sales campaigns. By the time this issue of *The World* reaches the trade the first month of the last quarter of the year will be half over, with Thanksgiving and the remaining holidays so close at hand that foresighted merchants will begin to consider plans for their sales drives, with the object in view of winding up the year with such a boost to the total business volume that 1923 will stand as a mark to shoot at next year. All in all, this has not been a bad year for dealers who have actively and determinedly made every effort to get business. However, it is the last three months of the year which determine to a large extent whether the annual sales volume is satisfactory.

The Best Sales Season

The holiday period during the two months at the end of each year is probably the best sales season which the talking machine trade enjoys, and what each individual dealer makes of the opportunity depends entirely upon the efforts put forth. It is perfectly natural that the retailer who simply sits back and waits for the plums to fall into his lap will get a certain amount of transient business. When practically every man, woman and child is looking for suitable gifts for loved ones a few are bound to enter the first store which offers possibilities. However, it is to that portion of the trade which has made a diligent effort to attract the attention of the gift-hunting public to which the bulk of the business will go and, therefore, the live dealers who inaugurate vigorous sales campaigns and utilize every possible medium of bringing prospective customers into their stores and who constantly strive to impress the public generally with the appropriateness of talking machines and records as gifts which will bring lasting enjoyment and satisfaction will have no cause to regret their energy and the expenditure of time and money in promoting carefully planned drives for business.

Planning the Well-rounded Campaign

There are so many things to consider in inaugurating a drive of the character necessary to make the most of the holiday business possibilities that dealers will find the time permitting this work short enough. There are advertising, direct mail, window displays, interior decora-

tions, special delivery service, insurance of ample stock to meet all requirements, canvassing of prospects for machine business and old customers for record business. Last-minute attention to these details will only result in confusion and hit-or-miss methods, which will be certain to result in curtailing the effectiveness of the drive. Advertisements should all be planned as soon as possible. The entire series of ads should be mapped out as well as space in the various mediums determined upon, so that when the time for action comes the stage is set for this end of the drive. If form letters are to be used for sending to machine and record prospects spare time can best be utilized in preparing the first drafts of these letters, so that possibilities of failure are reduced to a minimum. A hastily written letter does not accomplish its object and represents money and time wasted. Well-written letters bring home the bacon and pay large dividends on the investment of time and money.

Planning the Window Displays

Talking machine dealers should spare no expense or effort to make their holiday window displays distinctive. It must be remembered that every other retail establishment will be competing to attract the attention of gift-hunters through the medium of specially arranged window displays, and the talking machine dealer must arrange a display that stands out from the rest if he expects to make this element of his holiday campaign do its work. It is impossible to simply place a few instruments and records in the window, together with the holiday colors, and expect that the passing public will pay much attention to it. Too many dealers give no thought to the window until they are taking out a previous display. Window space is even more valuable than the space in the interior of the store devoted to the display of machines for the reason that the window offers one of the best mediums for attracting the attention of the public and bringing interested prospects into the store which the merchant has at his command.

Importance of Record End of Business

Records are becoming more popular each year as gifts. People enter a talking machine establishment and select several records and many times the salesman are so rushed during the

holiday season that they have no time to devote as much attention on each individual as is necessary for the best sales results. During the last year sales of records in groups have become recognized as a simple expedient to boost record sales to individuals. Here is a valuable hint for dealers who desire to make the most of their record business during this season: Carefully selected records in half dozen or dozen lots in special containers or albums, along the lines of the "Treasure Chest," placed on a special table or record stand should prove a real profit maker this year.

The foregoing illustrates briefly a few of the many considerations involved in any drive for business in the talking machine field and the necessity for starting early, so that when the time for launching the campaign arrives there will be a minimum of last-minute settling of vexatious problems. The important thing to remember is that the time of the dealer, salesman and other members of the store organization must be left free to attend to the increased volume of business which is bound to ensue, as well as the increase in the general routine incidental to handling this business. Otherwise there is bound to be confusion and impairment of service, things which the talking machine dealer cannot afford at any time, much less at this season, when speed is so essential.

JOHN E. SAUM TAKES CHARGE

Of the Talking Machine Department of the Department Store of Rike-Kumler Co.

DAYTON, O., October 4.—John E. Saum has just been appointed manager of the talking machine department of the Rike-Kumler Co., 107 North Main street, in this city. Mr. Saum is well known in talking machine circles here, as he was formerly with the Soward-Anderson Co. and also with the Aeolian Co. Business has been on the increase this month and Mr. Saum expects a very healthy Winter trade. The talking machine department of this concern is on the sixth floor and is a large and up-to-date one; it has twelve booths and several racks and counters and is furnished in a very attractive color scheme of gray. The Edison and Victor lines are carried.

FEATURING THE MODERNOLETTE
FOR THE HOLIDAYS
HAS INCREASED SALES FOR OTHER DEALERS

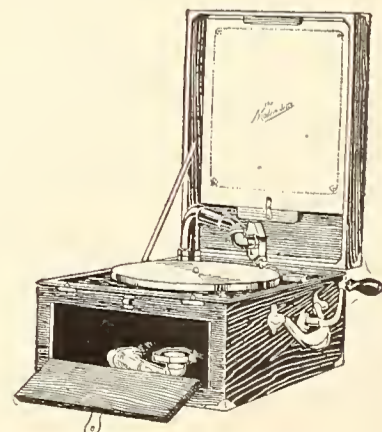
The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY

Factory and Office

JOHNSTOWN, PA.



Another **PEERLESS** Suggestion!

THE ALL-SEASON GIFT

It Does Make a Difference What Album You Sell

Quality is outstanding in a product just as good-breeding is always evident in a gentleman. You may not know in what particular one man differs from another, but you instantly recognize that difference and admire it.

So it is with Peerless products. Take up a Peerless album and compare it with any other. The difference is there and you cannot fail to see it.

Because of this outstanding quality of the Peerless album, leading dealers endorse it, stock it and push it, and their judgment is sustained a hundred-fold by the buying public,—and remember that the profit on the Peerless album is just as large.

Phil Ravis

Have you ever stopped to realize what a vast number of people daily pass your store with but one thought in mind, namely, to purchase an appropriate gift for somebody's birthday, a wedding anniversary, or just a sweetheart favor?

And what could better express a genuine sentiment than records—just a few—in

PEERLESS
—the album

The idea certainly embodies a sales suggestion which will direct to your cash register many dollars that ordinarily go to the candy store, the novelty store and the jeweler.

Place a sign in your window—

THE ALL-SEASON—ALL-PURPOSE GIFT

Three Records in a Peerless Album

A Sentiment Nicely Expressed Is Long Remembered

Somebody Has a Birthday Every Day in the Year



PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for
All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Write us for Quotations on Special Grade No. 6 Album



A postal will bring this sign to you in the next mail—write

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

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

636-638 BROADWAY
NEW YORK

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

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., New York; Vice-President, J. B. Spillane, 383 Madison Ave., New York; Second Vice-President, Raymond Bill, 383 Madison Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

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RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

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Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, Mgr.

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

NEW YORK, OCTOBER 15, 1923

BUSINESS OUTLOOK IS MOST SATISFACTORY

A SHORT two months from the time this issue of The World reaches its readers holiday business will be under full headway or, at least, should be, unless every present indication of good business is without foundation. Time certainly does fly and the members of the trade who have not passed the formulative stage and perfected plans for the Fall and Winter season, and put those plans into execution, are bound to lose business.

It is to be presumed that the average dealer has placed orders for an adequate supply of both machines and records in anticipation of the demand for the balance of the year, and it is to be hoped that the majority will have those orders filled in sufficient proportion to prevent loss of business. For those who have hesitated about committing themselves and have insisted upon waiting till the last minute to see "which way the cat would jump" the outlook is not particularly encouraging.

At the present time there is hardly a cloud on the business horizon. Labor disturbances are at a minimum and even the annual coal strike has been settled, so it will not offer an excuse for those who hesitate about buying. Unemployment is at low ebb and there exists an unexampled opportunity for merchants generally to build up a volume of sales that will compare most favorably with that of the peak years.

The talking machine trade itself is particularly well situated with its readjustment of record prices, its frequent release dates and its extensive lines of strikingly artistic machine models with which to appeal to the public. If the holiday business does not break records it will rest largely with those who have the selling to do.

ANTICIPATING THE QUESTION OF SHORTAGE

IT is an accepted fact that in several of the standard lines of talking machines there is bound to be a serious shortage of stock, particularly of the most popular models before the holiday season is at an end and, in fact, indications of that shortage are already apparent in some quarters. In spite of this condition which exists, or promises to develop, there are those dealers who insist on trav-

eling the easiest way and featuring in their window and wareroom displays and in their local advertising the most popular machine models, leaving the less popular and generally higher-priced styles resting peacefully in showroom or warehouse.

The dealer naturally feels that being already in demand the popular medium-priced styles can be sold with little or no effort and, therefore, are content to let them sell themselves or, better still, speed up their distribution through publicity. As a matter of fact, the logical thing would be to hold these more popular models in reserve as it were. Display them but not feature them and center sales and advertising activities on the styles that are higher in price but promise to be more plentiful as time goes on.

It is but reasonable that when existing and obtainable stocks of the most popular models are exhausted the dealers must of necessity turn their attention to the higher priced lines and, perhaps, lose sales simply because of the fact that the customer cannot pay the higher price. If the selling of the less popular numbers is now concentrated upon, popular styles can be held more or less in reserve for the customer who cannot raise his limit or for the man who insists upon that style or nothing else and cannot be sold another model.

Wholesalers are strongly advocating the policy as outlined for the reason that it means larger individual sales and more profit for the dealer if carried on consistently and intelligently while, at the same time, affording him protection by conserving his limited stock of the most popular models to meet competition or the demands of the insistent ones.

The policy of letting the popular models sell themselves and then concentrating sales effort on higher priced and more plentiful types is going to save the day for many dealers who have been wondering just how they are going to fill the gaps in their stock that are surely coming.

WHERE THE FINANCING SHOULD BEGIN

DU E to a number of conditions, general and local, through the introduction of console and period models in talking machines to be sold at substantial prices and generally on instalments, and the increased turnover enjoyed by many retailers, there has developed the necessity for certain retailers seeking ways and means of realizing some cash for their paper.

The financing of a business by one means or another, so as to keep the capital as liquid as possible, is the natural course, for there are comparatively few retailers who can handle their own instalment paper, particularly long-time paper, on a sound economic basis. Putting it in the safe and keeping it there to maturity is all right provided there is enough cash left to purchase a sufficient amount of new stock and to cover the running expenses of the business. Otherwise the bank must be asked to discount the paper and, when that channel has been closed, the dealer must resort to other methods.

In view of this general situation the necessity of selling on credit only to those of recognized standing and ability to pay, and then on terms within reason, is strongly emphasized. If the average talking machine dealer keeps his terms well within eighteen months on sales running above \$125 and within twelve months on sales amounting to less than that amount, the financing problem is not going to worry him a great deal, provided he charges interest on time payments and sees that those payments are made on schedule.

Unlike the piano dealer, who must depend upon new sales of pianos to bring in cash to his business while waiting for the instalment payments to be met and the paper to mature, the talking machine dealer has the advantage of handling record sales in a volume largely dependent upon his energy and ability as a business man. Record sales or at least the greater percentage of them are and should be for cash and, in a properly conducted store, the record turnover should bring in a sufficient supply of cash to operate the business while the instalment paper on machines is maturing and make unnecessary any heavy financing beyond, perhaps, some limited loan from the bank to discount bills.

Conditions sometimes develop, of course, which put individual dealers in a position where they must have cash and, therefore, they have to use their paper to the limit. But, under ordinary circumstances, record sales should carry the business, leaving the income from machine sales free for the replenishment of machine stock and for additions to the profit account.

Sound financing, through the medium of instalment leases, is often a good business move, provided the income is put into the business for sound expansion or betterment. When, however, the dealer has to finance himself on the strength of his machine paper to cover his operation expenses, then there is something wrong in the record sales department.

WHAT THE NEWSPAPER STRIKE HAS TAUGHT

THOSE who have any doubt regarding the absolute necessity of advertising in handling modern business might do well to get in touch with merchants in New York with a view to learning of their experiences during the strike of the newspaper pressmen which, although short, tied up practically every daily newspaper of importance in the city. Even when the newspapers managed to get out abbreviated morning and afternoon editions through combining their resources, they did not attempt to handle the advertising of department stores and others, and the resultant falling off in business was apparent even to the most casual observer.

Particularly in the department stores was the lack of the advertising appeal emphasized. Where ordinarily hordes of women and many men crowd into the stores to patronize special sales and remain to make extensive purchases in every department at regular prices, only comparatively few shoppers were in evidence. Other lines of business, depending on the advertising appeal to attract patronage, suffered in proportion.

IMPORTANCE OF EDUCATING THE PUBLIC

DURING the past month or so some thousands of talking machine dealers throughout the country had an opportunity for centering public interest on records of the higher class through the readjustment of list prices on single-faced Red Seal records due to the move of the Victor Co. in issuing those records in double-faced form. A great mass of excellent sales promotion material for window and showroom display, together with much newspaper advertising, was available to dealers so as to enable them to get the greatest volume of sales as a result of this change in policy.

Considering the situation as a whole, it is quite apparent that

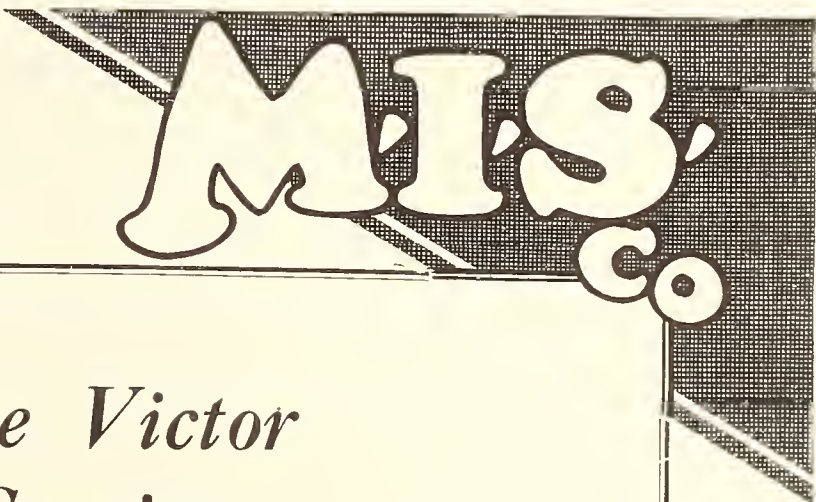
too many dealers, while enthusiastic over the change in the record situation, did not show proper appreciation of the opportunity for crystallizing public interest. Everywhere there appeared in store windows and for that matter in newspaper advertisements announcements that there had been substantial reductions in the prices of Red Seal records, but rarely indeed was any attempt made to sell what those records really represented or to list boldly, and in type readable at a distance, some of the selections available or the names of artists whose voices could find a welcome place in any home.


It will be a long time before such an opportunity to clean up on records within a limited time will be offered to talking machine dealers and it is unfortunate that so many took it for granted that the public as a body knew all about Red Seal records and failed to offer explanations of their importance and value for the benefit of those who have no knowledge of just what Red Seal records mean.

The idea is that too much cannot be taken for granted. The more enlightening details that can be offered in presenting good things to the public the greater the result will be. The next time do not just tell the public that something has occurred—take pains to give details that will appeal to those who do not know.

NATIONAL MUSIC WEEK DEFINITELY ANNOUNCED

THE decision of the National Music Week Committee to hold the country-wide celebration of this event during the week of May 4 to May 10 gives those who intend to participate in it, and music merchants have long been among the most enthusiastic supporters of the movement, sufficient time to mature their plans so as to take an active part in its promotion. The fact that more than 150 cities have already held annual music weeks, that representative men and women in every walk of life have lent their cooperation by accepting membership on the general committee, that the Governors of thirty-four States have officially indorsed the movement, all tend to show the widespread popular interest and go far towards insuring its permanency. Congratulations are due C. M. Tremaine, who conceived and carried out the first music week in New York and whose efforts have been tireless to spread the idea throughout the country.





*A Complete Victor
Jobbing Service*

*Merchandise = Selling
Advertising = Finance*



Musical Instrument Sales Co.
Victor Wholesalers
 673 Eighth Avenue
 TELEPHONE 9400 LONGACRE
 New York

Quality Advertising as a Business Builder

The Patronage of Discriminating Persons Can Best Be Secured by Consistent Advertising in Which the Quality Appeal Predominates

A problem of the most vital importance to every merchant is how he can spend his advertising appropriation to the best advantage, i. e., develop the potential interest of readers of the advertisements to such a pitch that inquiries or personal visits to the store result. Of course, the final results of the advertising are measured by the degree of co-operation between the component parts of the entire organization. However, every talking machine dealer has established his business reputation along certain lines and this should have an important bearing on his advertising. In other words, for example, when a merchant has built up a substantial reputation by catering particularly to the wage earners and other middle-class people, persons to whom the price consideration in any purchase has an important bearing on the decision to buy and to whom style, performance and art are to some degree subordinated, he must plan his advertising appeal along lines making the greatest impression on this class.

To Whom the Quality Appeal Is Directed

On the other hand, there is a certain class of people whose enthusiasm cannot be aroused through the appeal based on the price factor. These are the people in comfortable circumstances, the upper middle classes and the wealthy. These people possess the means to gratify their desires to a larger extent than the class of people mentioned in the preceding paragraph and, therefore, their greater discrimination forces the advertiser who desires to bring his product favorably to the attention of these people to base his appeal mainly on quality, both in tonal value and design and finish. The price appeal need not be eliminated entirely, but it must be subordinated to obtain results.

Excellent Examples of Quality Ads

The illustrations of several samples of the advertisements recently used by the Griffith Piano Co., operating stores in Newark and other cities in the States of New Jersey and Pennsylvania, reproduced herewith, were selected because they are about the finest type of quality advertising that has come to our attention in a long time. The advertising principles incorporated in these ads may be utilized with equal effectiveness by other dealers, although the talking machine dealer who has established his reputation on the price basis cannot expect to secure any very great results by inserting an advertisement of this character in the local newspaper once or twice a month and maintaining his regular program of price advertising at the same time. He must first establish his reputation among the class of people he is trying to reach and this

cannot be done overnight. A consistent advertising program will do the trick, however, and in the end the results will undoubtedly justify the expense.

Harmony in Layout Important

In the illustration of the Griffith Piano Co. advertising it will be noted that the several ads reproduced are so well balanced that their very

harmony with illustration and border. For example, in the advertisement of the Adam period Sonora the daintiness of the instrument itself is emphasized by the type as well as the text; a bolder type face blends beautifully with the illustration and border in the ad showing the heavier Italian Renaissance model, etc. These examples are sufficient to show how type may



Excellent Examples of Advertising With a Quality Appeal

attractiveness almost compels a reading of the text. There is absolute harmony between illustration, text and border, and right here it may be emphasized that too often in retail talking machine advertising there is a tendency to crowd as much as possible in the space available, thus curtailing materially its effectiveness. In the Griffith ads the keynote is beauty and dignity, two things most likely to attract the attention of discriminating potential customers.

The selection of type for the text of the advertising has an important bearing on the success or failure of an ad. In the Griffith ad it will be noticed that the selection of type is in

be utilized to emphasize the message and add to the effectiveness of advertising.

Reasons for Ad Failures

There are many members of the trade who have become disgusted with advertising, simply because they discovered that their copy did not seem to stimulate business. If analysis of the copy were resorted to in practically all instances of advertising failure it would be found that either the wrong medium had been used or the copy had been faulty and, therefore, the appeal lost its force or did not exist at all. Eliminate these evils and the gambling element is to a large extent removed from advertising.

The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.



Get this coupon to the Mail Box. Uncle Sam will do the rest.

CATALOGUE COUPON

Please mail your 1924 catalogue.
If your Merchandise and Service will help us, we'll give you a chance.

NAME _____

ADDRESS _____

(Please attach to your Stationery)

T. M. W.

Leadership a Reward Not a Goal!

When an organization offers to improve your Service Department, and by doing so help build up your business, it is only natural for you to ask, what sort of results have they secured for others?

We would cheerfully furnish you with the name and address of an account in your vicinity that will be of significance to you. It will prove that our Service and Merchandise has helped others, for we have achieved not only success, but leadership, in doing this very thing.

It is our business to give you real prompt Service on your requirements of repair parts, Honest Quaker Main Springs and other phonograph accessories of importance.

(If you are interested in this Service (remember we do not sell phonographs or records) investigate our ability. And fill in the attached coupon for our new catalogue.)

Everybody's
TALKING MACHINE CO. INC.

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

PHILADELPHIA, U.S.A.

Increasing Profits by Reducing Overhead

Fixed Prices of Talking Machine Products Preclude Mark-up to Increase Profits—Reduction in Overhead Expense the Solution

The question of determining accurately selling costs and the overhead generally of the retail business is one that is being emphasized constantly and is receiving increasing attention from not only trade associations and other groups of businessmen, but from Government bureaus. The difficulty appears to be that, while many dealers appreciate the importance of keeping their expenses within the limits that will permit of a fair margin of net profit, there are few who are able to determine just what that margin should be.

Why the Dealer Is in Favored Position

The talking machine dealer, as a rule, is in a favored position in this matter for the reason that he has a definite purchase price and a definite selling price, with an exact percentage of mark-up between the two. His problem, therefore, is not to mark his goods to cover his overhead and net profit, but rather to keep his overhead and sales expense so far within the mark-up limits as to allow for a suitable net profit in the final analysis.

The question for the dealer to worry about is not so much whether the discount from the list price allowed by the manufacturer is 40, 40 and 10, or 50 per cent, as to how he can keep his distributing expense, including all overhead charges, within a figure that will allow him to retain at least 10 per cent of the selling price, and perhaps more, as his own.

Operative Cost of Talking Machine Department

A careful survey of the overhead figures compiled by prominent concerns in the music trade brings forth some interesting figures regarding the operations of the talking machine department, the majority of the reports agreeing that the gross overhead in a well-conducted establishment should average between 25 and 29 per cent, leaving from 11 to 15 per cent net profit for the dealer. This overhead, for instance, includes selling expense—salaries and commissions—which vary from 11 to 16 per cent and average 13 per cent; delivery charges ranging from 1½ to 3 per cent; repair service averaging about 1 per cent; advertising ranging from 1 to 5 per cent, with an average of 4 per cent; rent ranging from 1 to 7 per cent, according to space and location of department; depreciation of fixtures averaging 1 per cent, and in addition the

cost of financing instalment paper and the cost of carrying used instruments taken in trade.

An Exact Definition of Profits

The great difficulty with the average dealer appears to be that he is thrown off the track by the talk of gross profits—in other words, the amount representing the difference between the cost of the goods and the resale price, and bases all his calculations on those gross profits. Goods carrying a 50 per cent discount from list would, theoretically, bring a 50 per cent gross profit, figuring on the selling price; but, as a matter of fact, the only profit that can be properly classified is the net profit—the amount left after all overhead has been deducted. If retailers will refer to the difference between the cost and selling price of the goods as the mark-up, and lose sight of the term profits until the final analysis, the figuring will become easier.

Holding Business Costs Within Limits

Although the talking machine dealer has the advantage of fixed costs and fixed selling prices in the figuring of his business accounts he is handicapped in a considerable measure by that very fact, for he must keep his business costs within prescribed limits and must do his adjusting by shaving here and there, rather than, as in the case of other products, increasing his mark-up to allow for the net profit margin. In other words, if analysis shows that it is costing the dealer 35 per cent of his selling price to sell the goods, leaving him only 5 per cent net profit, he cannot increase that selling price to create the necessary margin, for the list price is generally recognized as the maximum price. His only recourse lies in effecting economies in his business along lines that are least calculated to have a deterrent effect.

The importance of providing sufficient net profits through the medium of economies, in businesses where an upward revision of resale prices is not possible, has been realized by the United States Government itself, which, through the Department of Commerce, has called conferences of business men to consider the question of eliminating waste in the distribution of various products. The president of the National Association of Music Merchants, with which a large number of talking machine dealers are affiliated, has likewise taken cognizance of the

importance of this work by appointing a committee of representative trade members to consider and report on the same problem.

Economies Through Better Selling Plans

By putting economies into effect it is not meant that savings should be made on equipment, on stock or by hiring salespeople of low caliber. The way out is more likely to be found in rearranging the sales plan and the advertising plan, including the covering of the mailing lists on a basis that will make for greater efficiency and, consequently, greater results. In short, the problem is not so much that of doing the same volume of business at less expense, but rather of determining ways and means for handling a larger volume of business at the same expense.

CASHES IN ON FACTORY WORKERS

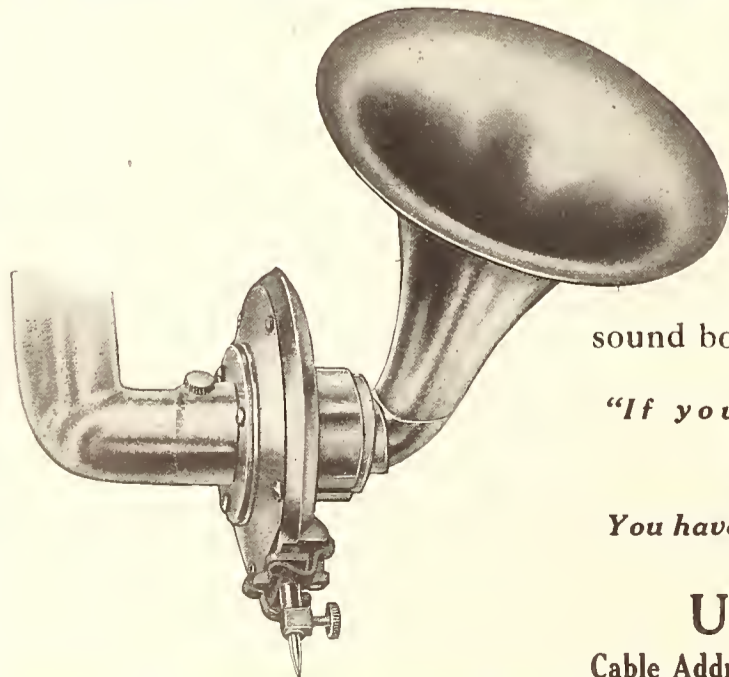
Noon-hour Demonstrations of Talking Machines, Pianos, Etc., in Factory District Result in Sales for Utica, N. Y., Firm

UTICA, N. Y., October 3.—Vitulo & Ulisse, music dealers of this city, have been making many sales of talking machines, player-pianos, records and music rolls through a series of noon-hour demonstrations to workers in the local factories. Several instruments and a quantity of records and music rolls are loaded on a truck, which, accompanied by a girl demonstrator, is driven to the factories and a musical "show" is staged as the employes pour out of the buildings. During the demonstration a salesman from the store delivers a brief talk on the merits of the various instruments and distributes circulars and other advertising literature. How profitable this idea is is indicated by the fact that in a twenty-minute period as many as 105 talking machine records have been sold, as well as music rolls. In addition these demonstrations bring the dealer and the line he handles to the attention of a large number of people with all that this means in the ultimate increase in patronage.

The Edison line of phonographs and records has been added by Krug's Piano House, well-known music dealer of Yonkers, N. Y.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



Adaptable to all machines. Incomparable for dancing. Doubles the volume, yet improves the quality and detail. Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

THE DUO-ART SHOP
321 West Main St.,
Havana, Illinois.

August 31, 1923.

Unique Reproduction Co.,
New York, N. Y.

Dear Sirs:—Wish to acknowledge receipt of Vocalion fitting together with Vocalion sound box. However, this Add-A-Tone fitting was badly smashed in shipment upon arrival. Kindly advise if you had it covered by insurance as we believe it will be impossible to sell it in its present damaged condition. We have, however, tried it out as it was not damaged to the extent that it could not be used and we are certainly more than pleased with it. You can hear things in recording which it would be impossible to hear without the attachment. Kindly advise if you have ever experimented with an attachment for the Brunswick sound box. Should you have an attachment suitable for this machine, we would be pleased to receive same. Very truly yours,

THE DUO-ART SHOP,
By S. B. McFadden.

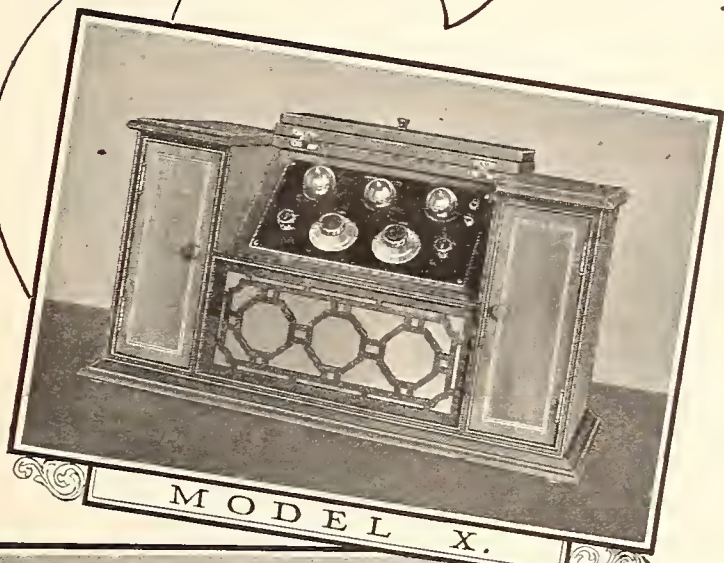
SBM:EB

UNIQUE REPRODUCTION CO., Inc.

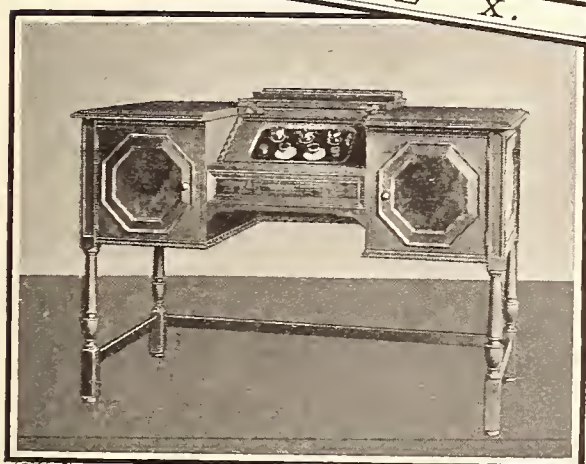
Cable Address, "Addatone" N. Y.

32 Union Square, New York

Kennedy Radio Sets In Furniture Models



MODEL X.



JACOBEAN CONSOLE MODEL



SPANISH DESK MODEL

An unusual opportunity for leading music dealers in each community

MUSIC stores throughout the country are rapidly adopting radio as an essential department in their business and are finding it a profitable, dependable source of revenue. The Kennedy Furniture Types, beautiful, self-contained units, are particularly suited to the music trade.

These radio sets are artistically modeled in classic period designs that will harmonize with the most refined environments and, in the better homes, will be accorded the same welcome as the piano and phonograph. The long-distance reception and high selectivity that have made Kennedy sets famous are now combined with a simplicity of operation that appeals to the average buyer. To you, as a dealer, this means less sales effort, easy demonstration, and thoroughly satisfied customers.

It is the Kennedy policy to establish an exclusive dealer in each community—this assures the Kennedy dealer of continuous protection plus a profit and prestige that are highly desirable.

Model X—Beautiful hand-rubbed Mahogany cabinet with inlay of Satin Wood and Ebony. Retail price, complete\$285.00

Jacobean Console Model—Built of American Walnut with artistically matched paneling. Exemplifies late Jacobean design. Retail price, complete.....\$775.00

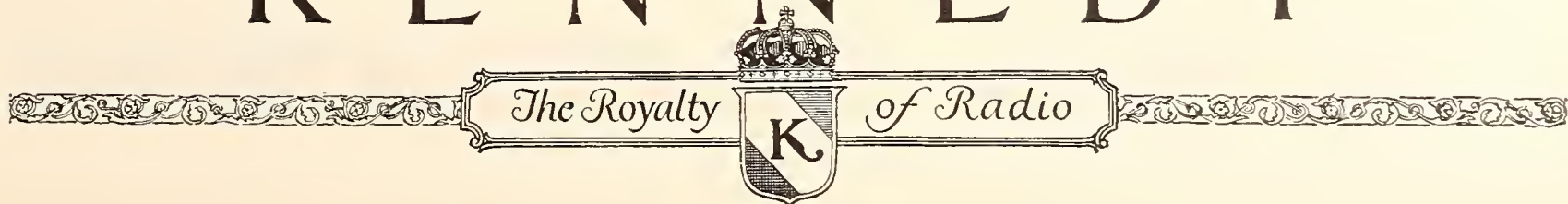
Spanish Desk Model—Cabinet finished either in Mahogany or American Walnut. Interior lined completely with Golden Bird's-eye Maple. Retail price, complete\$825.00

Descriptive literature and dealers' discounts sent on request. Write or wire for details of the Kennedy exclusive dealer proposition.

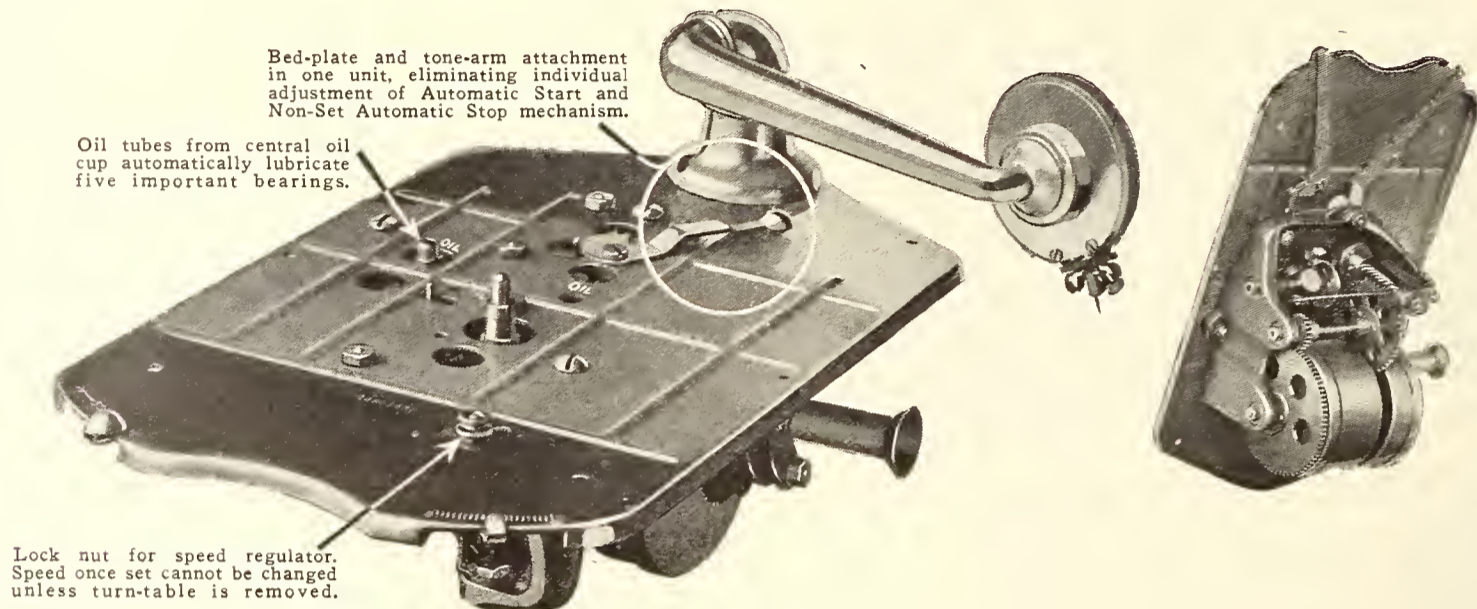
All Kennedy receiving sets are regenerative—licensed under Armstrong U. S. Patent No. 1,113,149.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS SAN FRANCISCO

K E N N E D Y



The NEW Columbia



A marvel of mechanical perfection

THE New Columbia Motor, shown above, is a marvel of mechanical perfection.

It runs with absolute regularity and accuracy. It is made of finest steel. Its bearings are entirely of bronze and brass. Its gears are beveled and machined so that gear meets gear without a whisper. Its action is regular as the swinging of a pendulum and quiet as the ticking of a finely jeweled watch.

Lubrication, the life of every motor, is provided regularly and efficiently by a clever system of tubed wicks leading from a readily accessible, central oil-well to the five main points of wear.

Other valuable, exclusive features are the brand new Automatic Start and Non-Set Automatic Stop.

The motor leaps into action the moment the tone-arm is moved over to place the needle on the record. The record stops revolving when the music stops, no matter what the make or length of the record. There is absolutely nothing to adjust. *In ten thousand times, by actual test, it has never failed to operate.*

In practical convenience, sturdy durability and sales-compelling efficiency, the New Columbia Motor is without a parallel in the history of the phonograph. It marks the arrival of another new epoch.



COLUMBIA GRAPHOPHONE

stands supreme in fidelity of tone and performance

EVERY phonograph sold is finally selected because of its purity of tone, its beauty of appearance, or its refinement of performance.

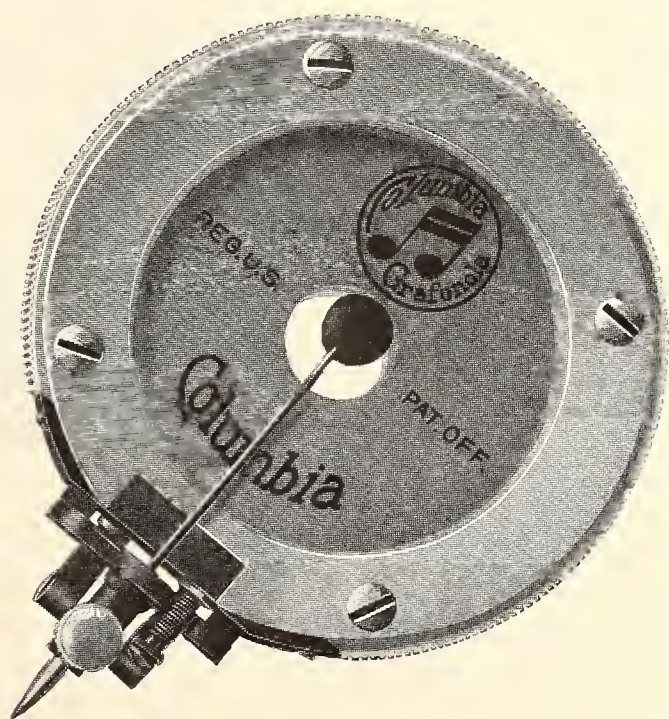
And the New Columbia Phonograph stands *supreme* in *all* these sales-making essentials.

To see the New Columbia is to appreciate at once its rare beauty as a piece of fine furniture. To hear it is to experience a revelation in fidelity of tone reproduction. To operate the New Columbia is to marvel at the completeness of its mechanical perfection.

Study carefully the detailed descriptions of the New Columbia Motor and the New Columbia Reproducer, which you will find illustrated on these pages!

Beginning this month, we will present the New Columbia to the public in one of the most dominating and compelling series of full-page newspaper advertisements ever conceived.

Music lovers will be eager to hear and eager to buy this New Columbia—the most perfect phonograph ever built. You will want to be the dealer to cash in on this tremendous drive!



The New Columbia Reproducer has eliminated those things that the critical ear didn't like in a phonograph.

It faithfully reproduces *all* ranges of both vocal and instrumental tones.

It is absolutely true to international pitch.

It gives a more refined, mellow and resonant quality of tone.

Its patented, exclusively Columbia, spring "shock absorbers" take up excessive vibration and banish blast.

COMPANY

New York

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

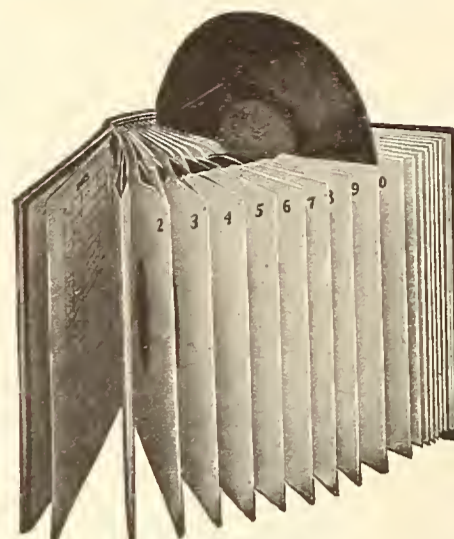
To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

PAUL BAERWALD WITH KIMBERLEY

Popular Sales Executive Now Sales Manager of Kimberley Phonograph Co.—Associated With Industry for Eight Years—Ideally Qualified for This Important New Post

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., New York, for the past eight years, has been appointed sales manager of the Kimberley Phonograph Co., of Perth Amboy, N. J., and New York, N. Y., manufacturer of the Kimberley phonograph. Mr. Baerwald, who is well known throughout the talking machine trade from coast to coast, assumed his new duties on October 1 and is making his headquarters at the Kimberley New York offices, 206 Broadway.

During his eight years' association with the General Phonograph Corp., Mr. Baerwald acquired an intimate knowledge of talking machine merchandising that will be placed at the disposal of Kimberley representatives. In the development of Heineman and Meisselbach motor business he studied the technical details of phonograph manufacture and therefore possesses a wide familiarity with all phases of phonograph marketing and production. He has a host of friends in the trade who will be glad to learn that he has joined the Kimberley forces.

In his new post, Mr. Baerwald, in addition to acting as sales manager for the Kimberley prod-

ucts, will assist David Isenberg, president of the Kimberley Phonograph Co., in handling executive details. During the past few years the Kimberley phonograph has won considerable popularity throughout the East and with the start of the new year the company inaugurated



Paul L. Baerwald

an intensive sales campaign that has resulted in nation-wide distribution for its products. The company maintains an up-to-date plant at Perth Amboy, N. J., where these instruments are manufactured in their entirety, and factory facilities have been steadily increased in order to take care of the demands of the trade. Mr. Baerwald is planning to spend the greater part of

his time in visiting the dealers and jobbers in the leading trade centers, so that he may cooperate with the Kimberley clientele along practical lines.

PAUL ASH SIGNS WITH BRUNSWICK

Popular Pacific Coast Orchestra Leader Signs Exclusive Brunswick Contract—Director of Grenada Theatre Orchestra—Has Attained Wide Popularity on Coast

The Brunswick-Balke-Collender Co. announced recently that Paul Ash and His Famous Grenada Theatre Orchestra of San Francisco had been signed as exclusive Brunswick artists and the first records are ready to be released to the public. The Paul Ash Orchestra has been one of the features of the Grenada Theatre for the past two years and has attained wide popularity. The individual shading of tone and the harmonious effect obtained by this orchestra have created a popular light classical style on the Coast known as "Paul Ash Music."

The Brunswick-Balke-Collender Co., in announcing the Paul Ash records to its dealers,



Paul Ash

states that, while these recordings are played in dance tempo, they will not be featured as merely dance records, but, instead, a combination of dance and concert music. It is pointed out that there are thousands of phonograph owners who enjoy popular music, but are not particularly anxious for this music to be played in dance tempo, and the company feels that Paul Ash music is filling this want. These records were recorded during the special expedition to California of Sinkler Darby, chief recorder of the company, and his assistants. The musical direction was under the personal supervision of Walter Henchen, Brunswick director of popular music.

Frank Corley, of the Corley Co., Victor wholesaler of Richmond, Va., was a recent visitor to New York City.



THE EDISON PROPOSITION

is *not* a loading proposition.

INSTEAD,

it is a quick turn-over proposition.

EXAMPLE

after example can be cited to show that, with ordinary effort, a merchant can turn-over his initial investment several times a year. We will gladly tell you how. Just drop us a line.

*Popular Priced Models—From \$100.00 up
Smooth Surface White Label Records*

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

What One Talking Machine Dealer Is Doing With De Forest Radiophones

LIKE the rest of you, he was months ahead of dealers in other industries in seeing the vast possibilities of radio. He knew that the Radiophone at its best should be classed with musical instruments.

He saw how the Radiophone made use of the phonograph as a loud speaker.

He knew it must be easy to operate, easy to install, requiring no technical skill, economical. He knew most of all it must pass on the music of the broadcast as a fine violin translates into sound the unborn music of the master's mind.

He experimented with many makes to find the one which should meet these exacting requirements.

And then he said "De Forest—and De Forest only."

It was not until he had selected the De Forest Radiophone as his exclusive radio line that he learned its epoch-making method of sale.

He thought he would have to invest his capital in De Forest Radiophones. But the De Forest Company said no. "Requisition what you can sell" they said. "As you make your sales, send in the money to us, deducting your compensation. Our agents do business on De Forest capital."

Is it any wonder that Talking Machine dealers all over the United States are clamoring for De Forest agencies?

Over twelve hundred agents have already been appointed, and the territories are going fast. They are exclusive territories. We cannot have our agents overlapping and competing with one another.

If you want the De Forest agency, write us at once. We will send you by return mail the new book entitled, "Building Your Radio Business With Our Capital." It tells the whole story of the great De Forest consignment plan.

Join the twelve hundred who say "no such instrument has ever been offered to the American public—and no such plan has ever been evolved for the full protection of the agent."

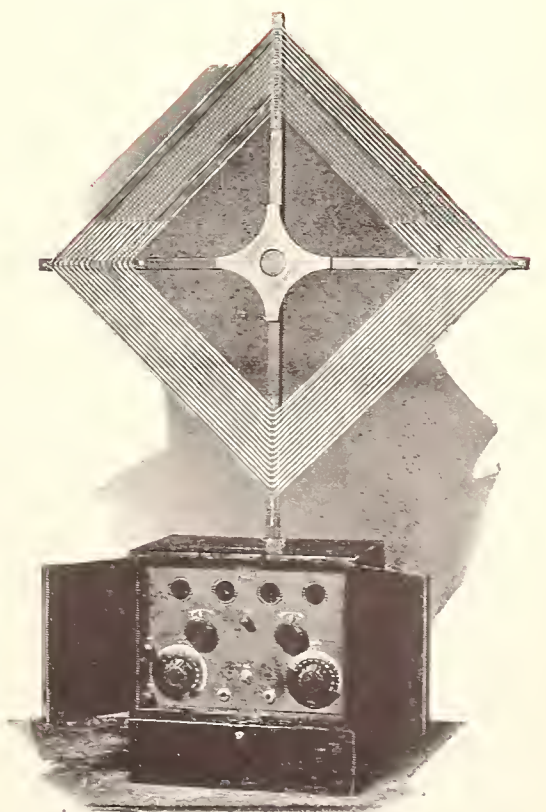
Remember—territories will be exhausted in a few weeks. Don't put it off, write or wire us today.

De Forest Radio Tel. & Tel. Co.
JERSEY CITY, N. J.

If located West of Pennsylvania address

De Forest Radio Tel. & Tel. Co.
Western Sales Division
5680—12th STREET, DETROIT

De Forest is the greatest name in Radio. The De Forest Reflex Radiophone is the instrument which belongs with your line of high-class musical instruments, with its reception range on indoor loop of from 1,500 to 3,000 miles. It is nationally advertised—nationally preferred. It is beautiful to look at—and more beautiful to hear. Prove it to yourself.



Red Seal Shifting!



Why have so many dealers specified "Pearsall" on their Red Seal Exchange?

(All Pearsall orders were delivered by Sept. 21)

Pearsall Service, of course.
Ask any Pearsall dealer,
he'll tell you.

"Desire to serve, plus ability."

THOS. F. GREEN
President

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Value of Window Displays to the Dealer

Many Stores Competing for Trade Through Window Supremacy
Compel Originality in Exhibits of Dealers—An Effective Window

The value of window displays has been emphasized in the columns of *The World* many times, but too much cannot be said of this important means of publicity. It has been demonstrated time and time again that dealers with uninteresting and sometimes even repellent window displays are not the ones who are doing the biggest business. However, it is really surprising how few merchants take advantage of their window space. It is safe to assume that where this condition prevails merchants do not realize that they are taking the most effective steps possible to curtail business.

Competition in Window Displays

It has been truly said that the window is the eye of the store, and it is just as true that this is the only means by which the passer-by can judge the establishment. It is easy enough to create an unfavorable impression, but it is much harder to arrange a window that will stand out so that the goods displayed will have their merits impressed upon potential customers. It must be remembered that in every business section there are many stores and each one is trying to attract the attention of the public through window displays. Now the point is that with all this competition the talking machine dealer, in order to stand a chance, must create a window which will not only attract the attention of the public, but which will be talked about and, even more important, will be remembered.

A Window That Boosted Sales

Occasionally we run across a display which is so good that we cannot let the opportunity pass of reproducing it for the benefit of the entire trade. One of the best displays which has come to our attention in a long while was that in the window of the Rudolph Wurlitzer Co., Forty-second street, New York City, last week. The entire window display consisted of Victor consoles, with the exception of one upright talking machine and several portable models and a few records cleverly arranged as an automobile. A large placard in the center of the window bore the following text:

"The Victors on Parade. Introducing Victor Console, Sr., and Family. This happy family

have every reason to be proud. They are wonderfully constructed and high-toned. Their business is hiring out as domestic pleasure makers. You will find one of them in most every home.

"We are headquarters for this fine family. Let us show a pleasure maker. Convenient terms.—Wurlitzer."

It will be noticed in the illustration that each model was equipped with a cut-out of a head and

resulted in five sales and several live prospects. Throughout the period of the display many people stopped to look it over and the probabilities are that more sales will eventually be realized from the prospects secured. Another feature of this particular display is that the central idea can be used in a series of displays. In fact, it is the intention of Mr. Edlund, soon, to arrange another display in which the Victor family will



The Unusually Clever Window Display Arranged by the Rudolph Wurlitzer Co.

arms. Also on each model was a placard announcing the "family" name of that particular instrument, consisting of Victor Console, Sr., Mrs. Victor Console, Miss Victoria Console, Vic Console and Little Victor, Jr., and the upright machine as a traffic cop.

According to Norman K. Edlund, manager of the talking machine department of the Rudolph Wurlitzer Co., this display during the first week

be shown at home. The scene of this exhibit will be a living room of a home with the Victor family enjoying the music of a Victrola.

This window display proved in a concrete manner that it possessed the power to attract the attention of passers-by, arouse interest in the goods exhibited and induce action, the three things upon which hinges the success of any window. In the case of the Wurlitzer Co., fortunately, the window is large and there is ample room for an extensive display without danger of crowding, which is one of the most common faults of the average window.

The Evil of Crowding

Reiteration of the fact that crowding nullifies any possible favorable effect of a window display will do no harm. Although this has been stated and restated in various ways many dealers still seem to think that a window is a kind of stockroom and they put as much of their merchandise in the window as it will hold. Windows in which are exhibited several machines, a number of records, sheet music and a conglomerate mass of musical merchandise are not uncommon. There apparently is no attempt to deliver a message through the display which will bring interested prospects into the store. A display of this character is confusing to the onlooker and, although passers-by may stop to look at it, there is nothing to hold attention or set forth the merits of the products handled.

Merchants pay rent in proportion to the value of their location and this is measured, to a large extent, by the number of people who daily pass the store and, one might truthfully add, to the number of people who have an opportunity of seeing the window displays. That is why, all other things being equal, a dealer who carefully arranges his window displays on a street which is not quite so crowded with shoppers will often succeed when a competitor in a more popular thoroughfare who is careless about the "eye of the store" will lose out.

We Serve New York!

ALL along the line, preparations for a busy season are being made. Fall business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the demand for

OKeh Records

The Records of Quality

As always, we are ready to serve you quickly and efficiently no matter what your demands for these fast-selling records may be. We are able to do this because we carry at all times a thoroughly complete stock of OKeh Records that is never allowed to deplete.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



Distributors
for
OUTING
and
ODEONETTE
Portable
Machines

Here is the FAMOUS X-T AUDAK UNIT

Which Has Become So Popular Not Only With Dealers, But—
What Is Even More Important—With Record Purchasers

Read what retailers say about this modern system for demonstrating records without the use of booths

We find that the use of AUDAKS in record sales increases receipts 30% to 50%.

Our record sales have increased considerably since the installation of AUDAKS.

The AUDAK is certainly a great aid and stimulant to record sales and we wish you the continued success your product truly deserves.

Eliminating as it does the excessive cost of retailing records, the AUDAK is bound to have the serious attention of every progressive dealer.

I have seen the AUDAK record demonstrator in successful use in the New Brunswick Hall, Toronto, and am now more than interested.

We have received the outfits recently shipped us and are very much pleased with them.

The AUDAKS have been in work here for some time, very much to the gratification of all concerned.

We are now using one of your machines and are interested in buying five or six more.

- STYLE X-T AUDAK
As shown in illustration - - - - \$69.00
- STYLE X AUDAK
Equipment for Counter Installation - - \$39.00
- STYLE VI AUDAK
Equipment for Victrola VI - - - - \$39.00



THIS UNIT SUPPLIED COMPLETE AS SHOWN, READY FOR USE ON REMOVAL FROM CRATE

HERE ARE A FEW AUDAK USERS

- | | |
|--|---|
| Wanamaker's, New York and Philadelphia | Frederick Loeser & Co., Brooklyn, N. Y. |
| Saul Birns, New York | Bloomington Bros., New York City |
| J. L. Brandeis & Sons, Omaha | Lit Brothers, Philadelphia. |
| Gimbel Brothers, New York and Philadelphia | The Fair, Chicago, Ill. |
| Jordon Marsh & Co., Boston, Mass. | Rothschild & Co., Chicago |
| Bamberger's, Newark, N. J. | The Boston Store, Milwaukee, Wis. |
| Kaufman's, Pittsburgh, Penna. | R. H. Macy & Co., New York City. |
| May & Co., Cleveland, Ohio. | Levin's Victrola Shop, New York City |
| Forbes & Wallace, Springfield, Mass. | Abraham & Straus, Brooklyn, N. Y. |

and many others

AUDAK IS recognized as the greatest modern step forward toward the reduction of the cost of selling records and bringing the increased profit to the Dealer which, today, he must have.

Distributors in All Principal Cities—

Edison Jobbers—Audaks also made for Edison Records. Write for details.



A CORNER IN STORE SHOWING SEVERAL X-T AUDAK UNITS

AUDAK CO., 565 Fifth Avenue, N. Y. City

Originality Pays in Foreign Record Sales

How a New York Retailer Does a Big Business in Foreign Records by Concentrating on One Language — Linguist Salesmen Help

Sales opportunities in the foreign record field are practically unlimited; in fact, the surface in this branch of the talking machine record business has scarcely been scratched. This is indicated from time to time by the exploits of live dealers who are resorting to original methods of building up foreign record trade with gratifying success.

A very large proportion of the population of this country consists of people of foreign birth. Each month, year after year, many thousands of people come from foreign shores to make their permanent homes in cities, towns and farms throughout the entire country, and it is safe to say that only an infinitesimal number of these people are acquainted with the talking machine or the fact that the songs and music of their homelands in the original language can be obtained on records. Therefore, the talking machine dealer has at his disposal a most profitable asset to stimulate sales, for a large percentage of these people are always anxious to keep in touch with the music and songs of their homelands.

Foreign Record Orders Through Mails

One of the most successful stunts in building up a demand for foreign records which have come to our attention is the building up of a mail-order business in French records which was instituted some time ago by Edmund V. Bragdon, treasurer of the Ideal Music Co., Victor dealer, New York City. Mr. Bragdon inserted an eye-attracting advertisement in a French newspaper of national circulation, announcing that an extensive line of records in the French language could be secured through the Ideal Music Co. This announcement, read by French people from coast to coast, aroused their interest afresh and this was evident from the number of inquiries received. In response to these inquiries the Ideal Music Co. sent out the following form letter, written in French, which explained the system used:

"It is with pleasure that we are sending you herewith the new catalog of French records that the Victor Co. has just published. All French records released up until the first of January are included therein.

"We have all these records in stock and we will take pleasure in sending you parcel post, C. O. D., those which you may choose. We pay the postage on all orders in excess of \$5.

"Awaiting the pleasure of hearing from you, we are

"Very truly yours."

An important feature of this campaign is the fact that all correspondence is carried on in the French language, thus insuring the message being properly interpreted at the other end. The campaign has already resulted in the sale of thousands of records, with a fair sprinkling of orders for as many as twenty and thirty records. Great care is exercised in packing records for shipment and prompt attention is given the demands of customers. This service has resulted in mutual satisfaction, demonstrated in a concrete manner through continuous repeat orders. As has been stated, these French records are shipped to customers all over the country, from Maine to California, and even to the West Indies, proving that the man or house that goes after business can get it.

Linguist Salesmen Get Results

Another stunt that has been instrumental in stimulating sales of foreign records consists of having salesmen who speak foreign languages serve customers of foreign birth, especially those who speak English poorly. Widener's, Inc., which operates a branch store in Newark, N. J., has found this method popular and profitable for the store. One of the salesmen of this

store speaks several Latin languages and the credit manager also speaks the languages of northern European countries. As an illustration of how the thing works out Widener's recently had a prospect come into the store, whom L. A. Dexter discovered was a Spaniard. The salesman-linguist also happens to be Spanish by birth and Mr. Dexter immediately turned this prospect over to this salesman. As soon as the Spanish prospect realized that he was speaking with a countryman his face lighted up and his satisfaction was apparent. To make a long story short an expensive instrument and a number of records were sold on the spot and the customer was so enthusiastic over this service that he voluntarily declared that he would tell all his friends about the store where they could be served by one of their own countrymen. The result cannot be doubted!

Opportunities Awaiting Development

The foregoing examples are only a few of the

real profit-making opportunities existing in the foreign record field, which now covers every language; but they are sufficient to prove that the live dealer can make this an important branch of his business if he cares to do so, and thus also aid his sales of talking machines and supplies. The foreign element of our population is for the most part thrifty and it must be remembered that the salaries paid all classes of skilled and unskilled workers are higher than at any time in the history of industry, hence this class of people can well afford to invest in a talking machine and records. Another thing which should not be lost sight of is the great number of educated, cultured people who come to this country from abroad. Then, too, every American-born person who possesses a knowledge of a foreign tongue and a love for music is a legitimate prospect for foreign records. Yes, the opportunity is there and foresighted dealers should seriously plan to cash in on it.

J. K. LOVETT JAILS SWINDLER

Man Operating in Ohio and Regarding Whom the Trade Was Warned Captured in Ambridge, Pa., by Observant Dealer

John K. Lovett, talking machine dealer of Ambridge, Pa., and an old-time subscriber of *The World*, writes us as follows:

"Gentlemen: I have the crook you mentioned in enclosed article in Beaver County Jail, Beaver, Pa., charged with fraudulent conversion. When I discovered his trick I immediately phoned neighboring dealers and, as a result, had him in jail in twenty-four hours after I employed him."

The article Mr. Lovett referred to was that published on page 54 of the September *World*, in which Secretary Hyre, of the Music Merchants' Association of Northern Ohio, warned the music merchants against a man who was swindling dealers by entering their employ, selling machines on commission and turning in checks at closing time, on which he secured

cash and then disappearing. Needless to say, the checks were no good. Mr. Hyre described this man in detail in *The World* story and we are pleased, thanks to the efforts of Messrs. Hyre and Lovett and the publicity in *The World*, that the rascal has been captured and will receive his just deserts.

S. L. SCHOTT, INC., STORE CHANGES

MT. VERNON, N. Y., October 2.—S. L. Schott, Inc., well-known Victor dealer of this city, with an attractive store at 64½ South Fourth street, has made a number of important changes to the interior of the store which add greatly to its appearance and to efficiency in handling customers. The record racks, which were formerly located in the rear, have been moved forward and a musical instrument department has been installed in the front of the store. Additional booths for record demonstrations have been added. The work was done by the Zimmerman-Bitter Construction Co., which specializes in interior store and fixture installation.



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 1923-1924

Sample program and particulars upon request

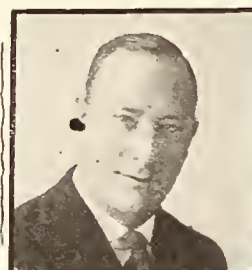
PHILIP W. SIMON, Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

The CAMP=FONE

at \$ **25**⁰⁰
List
Price

Sells All Year Round

FOR THE HOME



Camp-Fone weighs only 15 pounds. Measures 14x11½x6, closed. Retails at \$25; Middle West, \$27.50; Far West, \$30.00. Quick sales and liberal profits for live dealers.

The Camp-Fone has superseded the old-fashioned "table model" phonograph as a machine for the home.

* * *

Your prospective customer reasons "Why should I buy a table model, when I can get a **Camp-Fone** that looks just as well; plays just as well—in fact has all the features of a table model, and in addition can be carried as a portable if I ever want to do so?"

* * *

CAMP-FONE is the choice of thousands of students who want a small high-class machine for the dormitory room or fraternity house.

* * *

CAMP-FONE is an ideal holiday gift.

The **Camp-Fone** is a quick easy sale at \$25 because it looks like a lot more money. Handsome mahogany finish, hardwood case, trimmed in nickel, comfortable leather handle, 10 inch turn table, heavy-duty noiseless motor, triple weight governor, speed adjuster, needle cup with safety cover, sturdy 10 inch piano hinge with strong top holder catch. Equipped with album holding 6 records. The first high-class small portable ever produced.

HEALTH BUILDERS, Inc.

DEPARTMENT W 10

334 FIFTH AVENUE

NEW YORK, N. Y.

I Love You

That Irresistible Melody from
The Musical Comedy
"Little Jessie James"

"You can't go wrong
With any FEIST songs"



© LEO. FEIST Inc. N. Y. C.

"I love you, I love you," is all that I can say.—

UNIT OPERATIONS NOT INTERRUPTED

Kern Dodge Appointed Receiver for Unit Construction Co.—No Insolvency, as Assets Greatly Exceed Liabilities—Business, Now Active, Continues Under Receiver's Direction

PHILADELPHIA, PA., October 2.—Receivership proceedings were instituted by and for the Unit Construction Co., of this city, on September 13, in the United States District Court. The company's assets are stated to be very greatly in excess of liabilities and there is no insolvency.

Operation of the company will continue under the receiver's direction, with the management unchanged, and service to the talking machine trade will be maintained on the same efficient basis as heretofore.

Kern Dodge, of Philadelphia, who has been appointed receiver, is an engineer of national reputation and has a very successful record in the handling of receiverships such as the above.

There has been no interruption in the Unit Co.'s operations and the demand for Unico equipment is reported as very active at this

time. In addition to the usual number of talking machine and phonograph departments in process of installation in various sections of the country Unico equipment is now being widely adopted for radio merchandising. The Unit Co. also has in hand some large orders for radio cabinets, in which field the company has been specializing for the past year. Among the prominent radio manufacturers using the Unico cabinets for their products are included the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., DeForrest Co., Cardwell Co., A. C. Gilbert Co., Timmons Talker Co., National Radio Corp., Atwater-Kent and many others.

RECORD BROADCASTING INTERESTS

J. N. Pitts, of Connecticut Agricultural College, Pays Tribute to the Aid of a Brunswick Phonograph in Its Broadcasting Plans

J. N. Pitts, dean of the mechanical engineering department of the Connecticut Agricultural College at Storrs, writes the Brunswick-Balke-Collender Co., of New York, that a powerful radio broadcasting station, ranking with the best in that locality, has recently been installed and remarks:

"As part of our equipment we have purchased a Brunswick phonograph to be used for the broadcasting of records. Results of our tests have been very satisfactory in a radius including Maine, Canada, Ohio and Maryland. A number of those replying are complimenting us on the talent of our 'artists' and 'quartets,' when, in reality, it has all been taken from records and delivered by the Brunswick phonograph. We believe that the Brunswick is the machine for radio broadcasting."

STEINERS OCCUPY NEW QUARTERS

DAYTON, O., October 7.—Charles E. Steiner, formerly with Niehaus & Dohse, has joined his brother, Frank N. Steiner, as partner in a new, up-to-date store at 120 East Fifth street, to which they have removed. The latter has been in the talking machine business for the past twenty-six years, his store being formerly known as the People's Music Co. The Steiner brothers, who are carrying a complete stock of Edison and Victor machines, are well and favorably known in this city.

A LETTER THAT BROUGHT CUSTOMERS

Excellent Returns From Personal Letter Sent Out by Burgess-Nash Co., Omaha, Neb., Show Value of Reaching Public Through the Mail

OMAHA, NEB., October 4.—Ten new customers a day were brought to the Burgess-Nash Dry Goods Co. store's phonograph department recently by a letter written by H. L. Obert, manager. The letter was sent to a large list of prospects and it had immediate results.

Talking machine dealers are to-day up against the fact that owners tire quickly of the jazz records which are sold. This fact has resulted, unfortunately often, in a decrease of interest in the greatest developer of musical taste and appreciation in America.

In the opinion of Mr. Obert, the way out is the sale of records of better music, classical and opera selections, and so his letter was drafted with the idea of bringing this about. He sought to interest owners of talking machines in higher type music.

The letter which produced such surprising results follows:

"This is a personal letter from the writer to you. Its purpose is to convey a message and extend a personal invitation.

"Each month, as you know, a list of records is issued, which comprises the really beautiful music, sung and played by the world's greatest artists.

"Statistics, however, show that less than 10 per cent of those who purchase phonograph records ever hear more than six records, of which five are dance numbers or popular songs.

"This means that approximately 90 per cent of the people never hear the world's most wonderful music. And this leads to the purpose of this letter, mentioned in the first paragraph.

"We who comprise the personnel of this department of the Burgess-Nash store—Miss Ferrin, Mr. Capron and the writer—extend to you a personal invitation to visit us and hear that portion of the list of new records each month which represents really worth-while music.

"Do not come as a customer, but rather as an acquaintance. Ask for any one of us, mention that you received this letter, introduce yourself and feel as you do when visiting at the home of a friend.

"Above all, feel absolutely free from any obligation to buy. We want you to hear this wonderful music every month.

"We have the most beautiful phonograph shop in Omaha. The booths are spacious, cool and equipped for your comfort and enjoyment. You are away from the hustle and bustle of the street—away from the noise, heat and congestion associated with the average phonograph shop.

"May we not anticipate your acceptance of this invitation, and look forward to adding your name to the list of those who now enjoy this treat regularly?"

MAIN SPRINGS FOR ALL MOTORS

Best Quality - Quick Service - Low Prices



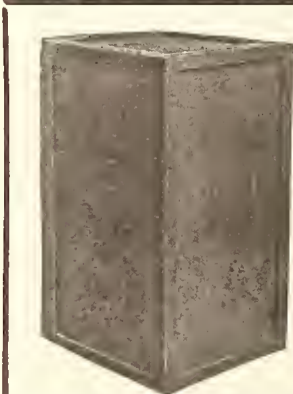
Each spring packed in a separate, numbered box. Each spring made of best crucible steel, tested and carefully inspected before leaving our factory.

Send us your order to-day.

	Price each	Price in lots of 50	Price in lots of 100
For Victor Motor			
No. MSW 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	50c	48c	45c
No. MSW 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	75c	72c	70c
No. MSW19—New Style, 1 inch x .022x13 feet long, crimp end on inside.	50c	47c	45c
No. MSW20—New Style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	75c	72c	70c
For Columbia Motor			
No. MSW21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW22—29/32 inch wide, .023x11 feet long, pear shaped hole.	45c	43c	40c
No. MSW 3—1 inch wide, .028x10 feet long, pear shaped hole.	50c	48c	45c
For Heineman Motor			
No. MSW21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 6—1 inch wide, .025x12 feet long, pear shaped hole.	50c	48c	45c
No. MSW23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	80c	77c	75c
For Brunswick, Krasberg, Saul, Sonora, Stevenson, Silvertone, Aeolian, Cheney, United, Meiselbach or Thomas Motors			
No. MSW 8—1 inch wide, .026x13 feet long, oblong hole.	55c	53c	50c
No. MSW 9—1 inch wide, .026x15 feet long, oblong hole.	65c	63c	60c
No. MSW10—1 inch wide, .026x18 feet long, oblong hole.	75c	73c	70c
No. MSW25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	45c	43c	40c
We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.			
Other Standard Makes			
No. MSW17—3/4 inch wide, .025x10 feet long, pear shaped hole.	40c	38c	35c
No. MSW18—7/8 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c

COLE & DUNAS MUSIC CO.
430 S. Wabash Ave. Chicago, Ill.

Headquarters for Everything in Musical Merchandise. Write for our new bargain bulletin; 1000 different items at special prices.



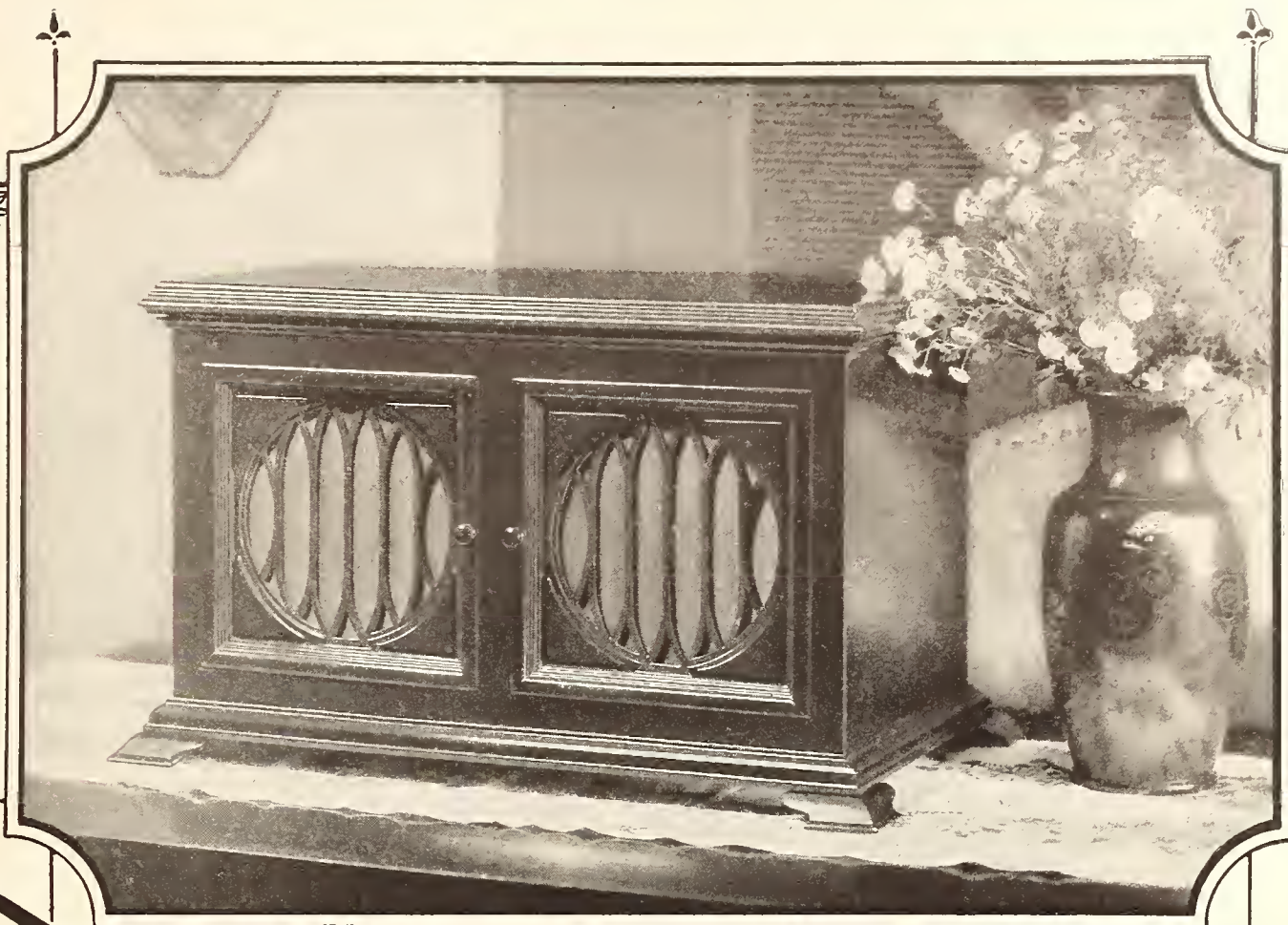
PHONOGRAPH CASES RADIO CASES

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.

**Radiola IV.**

complete with all batteries, four tubes, (one spare), head telephones, and silk-covered wires. \$275.

In the finest music rooms Radiola IV.

REMEMBER the days—not so long ago—when the fun of “listening in” meant a confusion of coils, tubes, batteries? Of things with long names and intricate uses? A jumble fit only for the attic!

But now! A most attractive and dignified cabinet of rich mahogany finish stands on a console in the music room. Joy for all the family! Its mechanism infinitely better in performance—worked out in the great RCA laboratories. Operated by the turn of a knob. Keenly sensitive. All its batteries hidden away. And its loudspeaker built in—notable for acoustical correctness and purity of tone. Famed, too, for long-distance receiving, with the headphones plugged in.

Radiola IV. means radio for the most exacting. For the music lover who wants real music. For the fan who wants big distance. And the home lover who wants both in a piece of furniture that will strike a pleasing note in the finest room.

Radio Corporation of America

Sales Dept. Suite 3007: 233 Broadway, New York

District Sales Offices:

10 So. LaSalle Street, Chicago, Ill.

433 California Street, San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.

Dealers

Write to-day for the RCA catalog, full description of the Radiola IV., and the RCA selling plan for dealers.



This symbol of quality is your protection.

Interesting Analysis of Status of Radio

Evolution of Radio Compared With Early Talking Machine Days
by Walter L. Eckhardt, President of the General Radio Corporation

Shoes, hats, etc., are merchandised and sold through many exclusive shops specializing on one item or the other, although a survey will conclusively prove that a greater volume of business in any such items is being done through apparel shops wherein such merchandise is a part of the necessary personal equipment. Shoes and hats are a totally different line of merchandise. Shoe shops do not necessarily handle hats any more than hat shops handle shoes, but they are relative and are sold through the same firms to a large extent, although it required years before such procedure was established by enterprising merchants.

Radio as a Musical Product

While exclusive shops of one kind or another are much in evidence to-day, as a rule, they are rapidly adding lines that are relative or akin to the general plan—so will it be in the radio business. Although radio broadcasting has been an established fact for the past twenty-odd years it was only after the great World War that the public became acquainted with its great possibilities as a means of entertainment and instruction. While the general broadcasting of weather reports, market reports, important subjects, topics of the day and musical programs awakened the public interest, it was not until the past several years that the improvement in broadcasting apparatus and receiving apparatus influenced the public at large to appreciate radio as a household necessity and, in reality, as a musical instrument of unusual charm and entertainment. Therefore, with this an established fact, it is only proper that radio receiving sets should be classed as musical merchandise and sold through establishments fully organized and experienced in merchandising musical instruments.

Several years ago, when a very limited number understood the merits of radio, it was more of a fancy to be tolerated, just as we looked upon the motion picture when it was usually served at the end of a vaudeville show, accompanied by the prompt departure of the audience, because it had not yet been fully developed. But to-day people are known to remain through

two or more shows of the same picture, and those who judge radio reception by what they heard several years ago will to-day form a totally different impression and be compelled to promptly realize that a good radio receiving set "in the home" is sure to play a very important part in our future lives.

Trade Should Be Proud of New Member.

The piano, phonograph, violin, harp, music box, etc., can justly be proud of its new member, "radio," which, in reality, is all in one, plus so many additional advantages that are needless to relate, while it does not directly compete with any. I mean by this that it will not take the place of some other musical instrument, but, rather, that it occupies a unique position entirely its own, properly located in the musical instrument field, and fortunately so, because, in the writer's opinion, no other line of trade is quite so well qualified to undertake the job.

It was a long time before the piano and music trade realized the important part to be played in their businesses that was to come through the medium of the phonograph. And in the early days of the phonograph many of the principal music houses of the country hesitated to handle this instrument, feeling that it would detract from their piano sales.

Back in the late 90's and the early days from 1900 to 1905 many of to-day's largest phonograph merchandisers were only lukewarm to the possibilities of the phonograph. These same houses have followed somewhat their early impressions in this respect with reference to the radio receiving set, but on all sides we are learning, from day to day, of new additions to the radio business in the talking machine and music trades. These firms are adequately equipped, firstly, with suitable showrooms, demonstration booths, sales organizations and service departments to properly install and service the merchandise after installation. They are trained and make it their business to follow up each and every individual sale for a definite period, to insure the perfection of satisfaction on the part of the purchaser. This is rather better business than it is an absolute necessity

and greatly increased sales are justly attributed to this service.

Radio in the Phonograph Field

Prior to 1900 it was quite the exception when a talking machine was sold on instalments, paid for on time payments, just as it is to-day in the radio business, but by 1904 it was generally accepted by all leading merchants that the sale of phonographs would be substantially increased by offering the same on time payments, or club plan, and this is bound to follow at a very early date in the radio business, although it is being done at the present time to a modest extent by a number of enterprising merchants. The musical instrument trades are well equipped and trained to handle this class of business, although it is needless to state that, inasmuch as the phonograph business was not exclusively confined to the phonograph and the music trade, but was merchandised frequently through the sporting goods shop, the hardware shop, gas and electrical companies, jewelers and the like, radio will also be handled by a miscellaneous line of trades, but in the course of a very short time I am of the opinion that we will see the bulk of the radio trade—that is, with reference especially to the completed sets—handled through the phonograph and the music trades.

ISSUES FOLLOW-UP PROSPECT CARDS

Musical Instrument Sales Co.'s New Dealer Help Enables Merchants to Keep Accurate Record of Prospects and Customers

The advertising department of the Musical Instrument Sales Co., New York, Victor wholesaler, has just issued six card forms which can be used to advantage by Victor retailers in following up prospects. This plan comprehensively covers the dealers' Victrola and record prospects and regular customers and, if closely followed, enables the retailer to have at his disposal a careful analysis of sales possibilities at all times.

The cards in this valuable series are designated as follows: "Victrola Prospect Follow-up," "Record Customer Follow-up," "General Data Card," "Mailing List Revision Slip," "Supplement Request Post Card," "Now in Stock Notification Card." The company has prepared printing plates for these card forms and the dealer is offered a choice of either the printed forms or the plates.

SPEED UP TO MEET ALBUM DEMAND

Max Willinger, president of the New York Album & Card Co., New York and Chicago, reports that Fall orders are coming through in substantial quantities. He fears that there may be a stock shortage before the season is over, although both factories of the company are working to full capacity. The delivery envelope produced by the company is also selling well.

See what
\$2.85
will buy
Page 47

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and
Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

Emerson Records

Fifty Cents Retail

The Emerson record is the only popular-priced record which—

is sold on a policy which protects the dealer from UNDESIRABLE COMPETITION.

is being sold universally at FIFTY CENTS retail.

is recorded in most part by EXCLUSIVE Emerson artists.

is the first out with all the REAL HITS.

has a large Italian, Jewish, Polish, Russian and German catalog.

is sold in full accord with the best ethics and standards of the phonograph industry.



BENNY DAVIS, EXCLUSIVE EMERSON ARTIST

America's Foremost Vaudeville Comedian and Song Writer
Writer of "DEAREST," "STELLA," "MARGIE," "LOST, A WONDERFUL GIRL" and numerous other hits.

BENNY DAVIS' LATEST RECORDS

10662—NO, NO, NORA
SWEET HENRY

10650—MY SWEETIE WENT AWAY
STELLA

Clip the attached coupon, fill out and mail to us. We will send you a dealer's application and very interesting information as to the policy under which the Emerson Record is now sold, together with a catalog of our latest American and Foreign records.

Emerson Phonograph Company, Inc.

105-111 West 20th Street
New York City

Please mail me at once full information as to your Agency proposition on the Emerson Records at Fifty Cents Retail, together with the details of the policy under which this record is sold.

FIRM STREET
CITY STATE



The New Columbia is Superior!

True in tone!

The New Columbia Reproducer is uniquely satisfying in its trueness to every musical tone.

It gives the soprano as a true soprano, and not as a contralto. It gives the tenor as a true tenor, not as a baritone. It presents the violin as a violin, not as a 'cello. Through it every instrument in the orchestra is heard—and every note of every instrument.

COLUMBIA GRAPHOPHONE CO.
New York

National Music Week to Be Held May 4 to 10

Postponed From April 27 to May 3 in Order to Avoid Conflict With Boys' Week—Three-fourths of Local National Music Week Committees Approve of Choice of Date

The National Music Week Committee, of which Otto H. Kahn, financier and patron of music, is chairman and C. M. Tremaine, director of the National Bureau for the Advancement of Music, is secretary, has announced the selection of the first Sunday in May as the opening date of the annual observance of National Music Week. In 1924 this fixes the celebration of the event during the week of May 4 to 10.

The original date set for next year's observance was the week of April 27 to May 3, but, as this was the period already chosen for Boys' Week, the music interests decided to postpone their celebration in order to give the youngsters full sway. At the same time it was decided that the opening day of National Music Week should be fixed and popularized, so that a close connection between the date and the event would be established in the mind of the public. Inquiry to this end was made of local Music Week committees in all parts of the country and three-fourths of those heard from approved the selection of the first Sunday in May.

Members of Committee

In addition to the chairman and secretary the heads of thirty-one prominent organizations in all walks of life are members of the National Music Week Committee, including Joseph N. Weber, president, American Federation of Musicians; Kenyon L. Butterfield, president, American Country Life Association; O. E. Bradfute, president, American Farm Bureau Federation; Samuel Gompers, president, American Federation of Labor; Frank L. Sealy, warden, American Guild of Organists; George Maxwell, president, American Society of Composers, Authors and Publishers; Colin A. Livingstone, president, Boy Scouts of America; Julius H. Barnes, president, Chamber of Commerce of the United States; Joseph Lee, president, Community Service, Inc.; Mrs. Herbert Hoover, president, Girl Scouts, Inc.; Richard W. Lawrence, president, Music Industries Chamber of Commerce; Charles N. Boyd, president, Music Teachers' National Association; J. E. Edgerton, president, National Association of Manufacturers; Robert N. Watkin, president, Na-

tional Association of Music Merchants; T. Tertius Noble, president, National Association of Organists, and others.

Thirty-four State Governors

Governors of thirty-four States and Hawaii already have accepted membership on the Honorary Committee of State Governors. These are: William W. Brandon, Alabama; Thomas C. McRae, Arkansas; W. A. Sweet, Colorado; W. D. Denney, Delaware; Clifford Walker, Georgia; Wallace R. Farrington, Hawaii; C. C. Moore, Idaho; Len Small, Illinois; Warren T. McCray, Indiana; Jonathan M. Davis, Kansas; Edwin P. Morrow, Kentucky; J. M. Parker, Louisiana; Albert C. Ritchie, Maryland; Channing H. Cox, Massachusetts; Alexander J. Groesbeck, Michigan; J. A. O. Preus, Minnesota; Lee M. Russell, Mississippi; Arthur M. Hyde, Missouri; Joseph M. Dixon, Montana; Charles W. Bryan, Nebraska; J. G. Scrugham, Nevada; Fred H. Brown, New Hampshire; George S. Silzer, New Jersey; Alfred E. Smith, New York; R. A. Nestos, North Dakota; J. C. Walton, Oklahoma; Walter M. Pierce, Oregon; William S. Flynn, Rhode Island; Thomas G. McLeod, South Carolina; W. H. McMaster, South Dakota; Charles R. Mabey, Utah; E. Lee Trinkle, Virginia; Ephraim F. Morgan, West Virginia; John J. Blaine, Wisconsin; William B. Ross, Wyoming.

The first Music Week on a city-wide scope was held in New York City in February, 1920. Since then the movement has spread rapidly, until, according to the records of the National Bureau for the Advancement of Music, celebrations have been held in 150 cities to date. It is expected that all of these and many more as well will participate in the first National Music Week next May. The offices of the National Music Week Committee are located at 105 West Fortieth street, New York City.

L. L. Murphy, assisted by Mrs. S. M. Rouse, recently opened an attractive talking machine department in the store of Taft & Pennoyer, Oakland, Cal. The Cheney line is handled and a sales drive is under way.

L. L. THOMAS IN NEW QUARTERS

Popular Marshfield, Ore., Music Merchant Opens Handsome and Spacious Establishment

MARSHFIELD, ORE., October 1.—The L. L. Thomas Music Co., of this city, is now located in attractive new quarters at 162 South Second street. The illustration shows the large and attractively arranged talking machine department of the



Interior of New Thomas Store

new establishment, where a complete line of Victor and Brunswick machines and records is handled. Mr. Thomas has been in the music business in this city for eleven years and he is one of the most successful as well as one of the best-known music merchants here.

GERALD GRIFFIN SCORES ABROAD

His Play and His Songs, Widely Known Through Okeh Records, Win Favor in England

Gerald Griffin, Irish tenor and exclusive Okeh artist, is scoring a great measure of success in his own play, "His Heart's Desire," in which he is now appearing in various parts of England. The English press has spoken very highly of this singer, as well as of his play, in which he is starring. Mr. Griffin introduced into the action of the story eight songs which he has composed, and most of which were recorded for Okeh records before he sailed for England in the early Summer.

ORION CORP. OPENS IN SCRANTON

SCRANTON, PA., October 3.—The Orion Corp. has engaged a factory at Poplar street and Wyoming avenue for the manufacture of portable talking machines. The officers of the firm are L. S. Greenman, president; J. H. Brandamore, secretary and treasurer; J. F. O'Brien, factory manager, and F. C. Cawtra, sales manager.

CREATES HEALTH RECORD DEMAND

SIoux CITY, IA., October 2.—The Davidson Bros. Co., Victor dealer of this city, is creating a demand for Victor Health records by having two representatives of the concern demonstrate the exercises at various clubs. The plan also has been productive of much valuable publicity.

SUPERIOR QUALITY COUNTS

"SPECIALTY BRAND" PRODUCTS

ARE IN DEMAND BY EVERYONE

MAIN SPRINGS—REPAIR PARTS—MOTORS

Write for our descriptive catalogue and price list
which will be of great interest and value to you
(Something New)

THE SPECIALTY PHONOGRAPH AND ACCESSORIES COMPANY
210-212 East 113th Street
New York, N. Y.

Collecting Overdue Accounts Efficiently

Mails Inexpensive and Effectual—Expense of Collecting and Retaining the Good Will of Customers Are Important Considerations

In collecting overdue accounts in any business there are several factors to be considered if the money is to be brought in without working to the disadvantage of the business itself. In the first place, it is desirable as far as possible to avoid offending the customer wherever possible, and in the second place it is a matter of wisdom to keep collection costs at a minimum figure.

In keeping the good will of customers, particularly those who allow payments to lapse through carelessness rather than intention, it is necessary that the dealer or his collection manager have a proper understanding of the class of people with which he is doing business, for methods that will work out successfully with one class will have little or no effect on another.

Retaining Customer's Good Will

There are, of course, some collection departments which appear to work under the impression that when a customer allows an account to lapse that customer ceases to be a friend of the house and should be proceeded against accordingly. As a matter of fact, every effort should be made to retain the good will of the buyer, not necessarily because he himself is likely to prove a future asset to the business, but because he may have friends considering the purchase of a talking machine and a good word from him will have a desirable effect.

It has been proved possible for a competent collection man to mix firmness and courtesy in his work to a degree that will permit of his getting the money and still retaining the respect of the customer, for firmness properly exercised is likely to win respect from the majority of individuals.

There is a certain type of wage-earner, for instance, who exists, so to speak, from week to week and, while he is in a position to meet his current financial obligations, is likely to do so only if he has been impressed with the importance of making the weekly or monthly payment on a specific date. In such a case it is necessary for the collection man not only to send a reminder of the date upon which the payment is due, but to adopt energetic measures immediately if the obligation is not met.

There are other types of buyers better fixed financially who, through carelessness, neglect to meet some of their current obligations and require a jacking up that may be less energetic but nevertheless persistent. Customers of this type prove costly to the dealer who hesitates about offending them, for it often happens that unless the collection department operates promptly, though courteously, the account will

be allowed to drag until the amount involved is considerable. In this case it is not so much the question of getting the money before it is lost, but of getting it so that it may be used in the business rather than lie dormant in the customer's bank.

First Consideration Expense

In every collection plan the first consideration is that of expense and this is naturally sound business practice. If the proper collection system is put into effect and carried out wisely it is possible to confine the expense to the cost of stationery and stamps and the actual labor of preparing and sending out the letters, for the right kind of letters are likely to be more effective than the services of a personal collector resorted to at a later date.

There are some concerns which have met with considerable success in using a series of four or five form letters, copies of which are sent to all delinquent customers. But where the character of the trade varies it is often found a matter of wisdom to send different letters to different classes and, with this in mind, several music houses have in their files as many as twenty-five different forms of collection letters from which selections can be made to meet each special case.

It is the experience of many managers of music stores that it is not good business to start the collection series by informing the customer he has neglected to meet his payments and a check is required immediately. If the customer happens to be of the wage-earner type a printed form, rather legal in aspect, will have a good effect. One concern, for instance, sends out a printed notice of an instalment due five days before the date of payment. If the payment is passed another printed form is sent, reading as follows: "Second Notice. We would appreciate your kindness in sending payment, which became due on May 10," or whatever the date happens to be. In the event that there is still no response a third printed notice, with plenty of red ink and reading: "This is to remind you. Your account is slightly in arrears. Possibly this matter has been overlooked. Your prompt remittance will be appreciated." Then comes the series of collection letters which become increasingly severe in tone as the payment is delayed, until repossession is threatened.

Handling the Series

The notices and form letters are handled by a girl clerk, the accounts being entered on a card system and followed up systematically through the medium of "ticklers." Where the record shows that the customer has been prompt in making payments in the past the

clerk is instructed to make a telephone call at least before resorting to a more drastic letter, for it sometimes happens that the customer has met with temporary difficulties of which he hesitates to write, but which are likely to be adjusted so he can continue his payments regularly.

It has been found that a letter that suggests politely to the customer that he has simply overlooked sending a check is likely to prove more productive of results from customers of the better type than a note intimating that the payment is past due and immediate attention to it is demanded.

A well-known talking machine dealer who keeps his overdue payments down to a very low point insists that a form letter does not serve the purpose so well as a special letter written to fit each case. He agrees that the latter method requires more time and attention, but at the same time maintains that the percentage of results is higher.

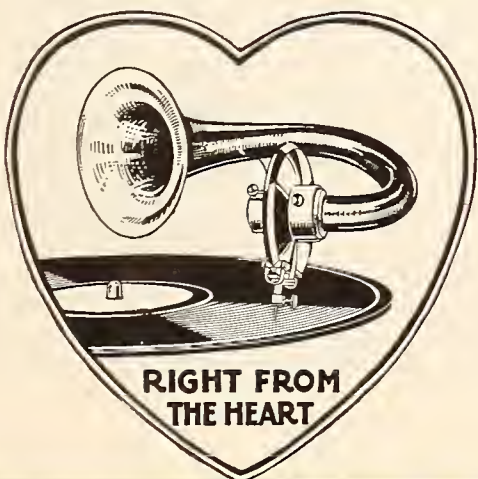
The personal letter, of course, has the advantage of impressing the customer with the fact that his particular account is being watched and that the exact details of it are familiar to the collection manager. This has an advantage over the form letter, for the intelligent customer frequently accepts the latter for what it is and figures out that he is only one of many who have received similar letters. It sometimes happens in the case of form letters that after three or four of the series have been ignored a personal letter referring to the customer's own credit standing and the exact status of his account will jolt him into action and bring the money.

It is the consensus of opinion in practically every line of business that the mails should be used as the first move in any collection system, for Uncle Sam, given the proper tools, has done and can do some mighty fine collection work at a surprisingly low cost. Then, too, the dealer or his collection manager can see every letter that goes out and judge what effect it may have on the customer.

GOTHAM BUSINESS CHANGES HANDS

The talking machine business conducted at 133 Canal street, New York City, by Schmukler-Singer, Inc., has been taken over by the Ben Cohen Phonograph Co., Inc., 83 Bowery, New York, who will continue to operate the store at that address. This concern has been successful in building up a large demand for foreign records. Victor, Sonora and Columbia machines are handled.

NATURELLE



For
Portable
and
Cabinet
Phonographs



The Naturelle Co.
125 East 23rd St.
New York, N. Y.

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.

An Open Letter to the trade

*Important
Advice*

ESTABLISHED 1870
INCORPORATED 1917
W. H. BAGSHAW CO. TEXTILE PINS
NEEDLE POINTED GOODS
USED IN PREPARATION
OF FIBRES
Talking Machine Needles
LOWELL, MASS.

TO THE TRADE:

As the holiday season approaches, we want to be sure every dealer of BAGSHAW NEEDLES is fully supplied.

To avoid disappointment, we have doubled our factory production at least partly to meet the phenomenal demands that are being made upon us.

What's most important is this: All orders received before our present supply of raw materials is exhausted will be filled at present prices in the order in which they are received. Your own judgment should prompt you to order your entire season's needs of BAGSHAW NEEDLES NOW!

To those who inform us of their requirements immediately, we shall do everything possible to fill orders in their entirety--at present prices.

W. H. BAGSHAW COMPANY.

BAGSHAW NEEDLES

MANUFACTURED BY

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

AT 31st STREET

370 SEVENTH AVENUE

NEW YORK

SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Duvas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City



In Envelopes of 100—Dance, Extra Loud, Full, Medium, Petmecky, Light or Halftone.

In Tins of 300, With Your Name on Each Can—All Tones.

Combination Record Cleaner and Container of 500 Needles—Dance, Full, Medium.

As we predicted!

It is getting more and more difficult to Fill Orders

If the rush continues for BRILLIANTONE NEEDLES for the Fall and Holiday Season, we shall be swamped. We are doing our utmost to meet all demands, having made provision for an enormous supply. At present our deliveries are comparatively prompt, but the outlook for late buyers is very uncertain. We cannot guarantee present prices, nor can we guarantee complete deliveries at any prices. Again we caution all dealers to send us their complete Fall and Holiday requirements, and we shall do everything humanly possible to fill these orders complete and at present prices.

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

A Unique Idea in Retailing Spanish Records

Daniel Castellanos, in the Shipping Center of New York, Carries a Stock of 75,000 Recordings in the Spanish Language to Meet the Demand From Spaniards in All Parts of the Country

Down at the southernmost end of Manhattan Island, within sight of the water teeming with incoming and outgoing vessels from and to all parts of the world, is probably the most unique talking machine business in existence. It is the business of Daniel Castellanos, on the second floor of an old and rickety building at 4 South street. From the window of this shop one looks down upon a busy scene of unloading vessels, stevedores rushing about and swarms of foreigners, mostly sailors, and those connected with shipping. Although the store is only twenty-five feet by seventy-five feet, a record stock of 75,000 discs is carried, and the strangest part of all is that these records are all in the Spanish language. There are Spanish records made by the Columbia Co. and many imported ones. There are records in pure Castillian and many other varieties of the various dialects in

use throughout the Latin-American countries.

Mr. Castellanos' trade covers the entire country and is carried on by mail. He gets his business through advertising in Spanish newspapers and his annual trade is very close to \$25,000, which means the sale of over 30,000 records. This is all the more remarkable when one considers that these records go only to Spaniards. According to Mr. Castellanos, a peculiar phase of the handling of Spanish records is that there are so many dialects in use and there is a certain amount of clannishness among people from various countries which precludes the sale of any but the songs in use in their former home territories.

"For example," he declared, "in Spain alone there are approximately forty-eight provinces and in each of these there are certain folk songs and dances peculiar to that particular territory.

IMICO INDIA RUBY
MICA
DIAPHRAGMS
ALL SIZES—IMMEDIATE DELIVERY
Samples and quotations on request
INTERNATIONAL MICA CO.
 Phone Baring 535 PHILADELPHIA Cable Filasse'

The people of one province do not purchase music of folk songs and dances popular in another province and, in view of this, it can be seen that handling Spanish records has some problems not met with in any other branch of the record business." However, dealers in cities and towns where there are Spanish communities can certainly make capital by going out after some of this business. These people are easy of approach and will prove good customers once their confidence is secured.

Although Mr. Castellanos does not make a regular practice of selling talking machines he does sell quite a few of them. Very often sailors come into his shop and purchase instruments, for the most part portables. He extends no credit, all transactions being on a strictly cash basis, greatly simplifying his bookkeeping and eliminating entirely the possibility of loss through dishonest or indigent creditors.

BUY RIGHTS TO ELLIS REPRODUCER

Arthur Brand & Co., Cincinnati, to Manufacture and Distribute That Reproducer in Future—Handle Large Line of Talking Machine Parts

CINCINNATI, O., October 2.—Arthur Brand & Co., the distributors of and dealers in talking machine supplies and repair parts, with headquarters at 1602 Race street, this city, have recently purchased the patent rights to the Ellis reproducer from the Fern-O-Grand Co., of Milwaukee, and in future will act as sole manufacturers and distributors of that product, which has made many friends in the trade.

Arthur Brand is head of the company, which carries a complete line of motors, tone arms, repair parts and needles, etc., and is distributor for the Spencerian portable machine. Associated with him is his son, Arthur, and Paul Maysvom, the latter being in charge of the repair department of the company. He is an expert repairman and was formerly in charge of the repair department of the Cincinnati branch of the Columbia Co.

OLD NEWS IN NEW DRESS

The daily papers, both in text and illustrated departments, have devoted considerable space to the discovery of Harold Bell Wright, the novelist, that the prickly spines of the "bisnaga" cactus possess great musical possibilities as a means of playing records. Mr. Wright claims to have discovered this type of cactus while in the desert country gathering material for a novel.

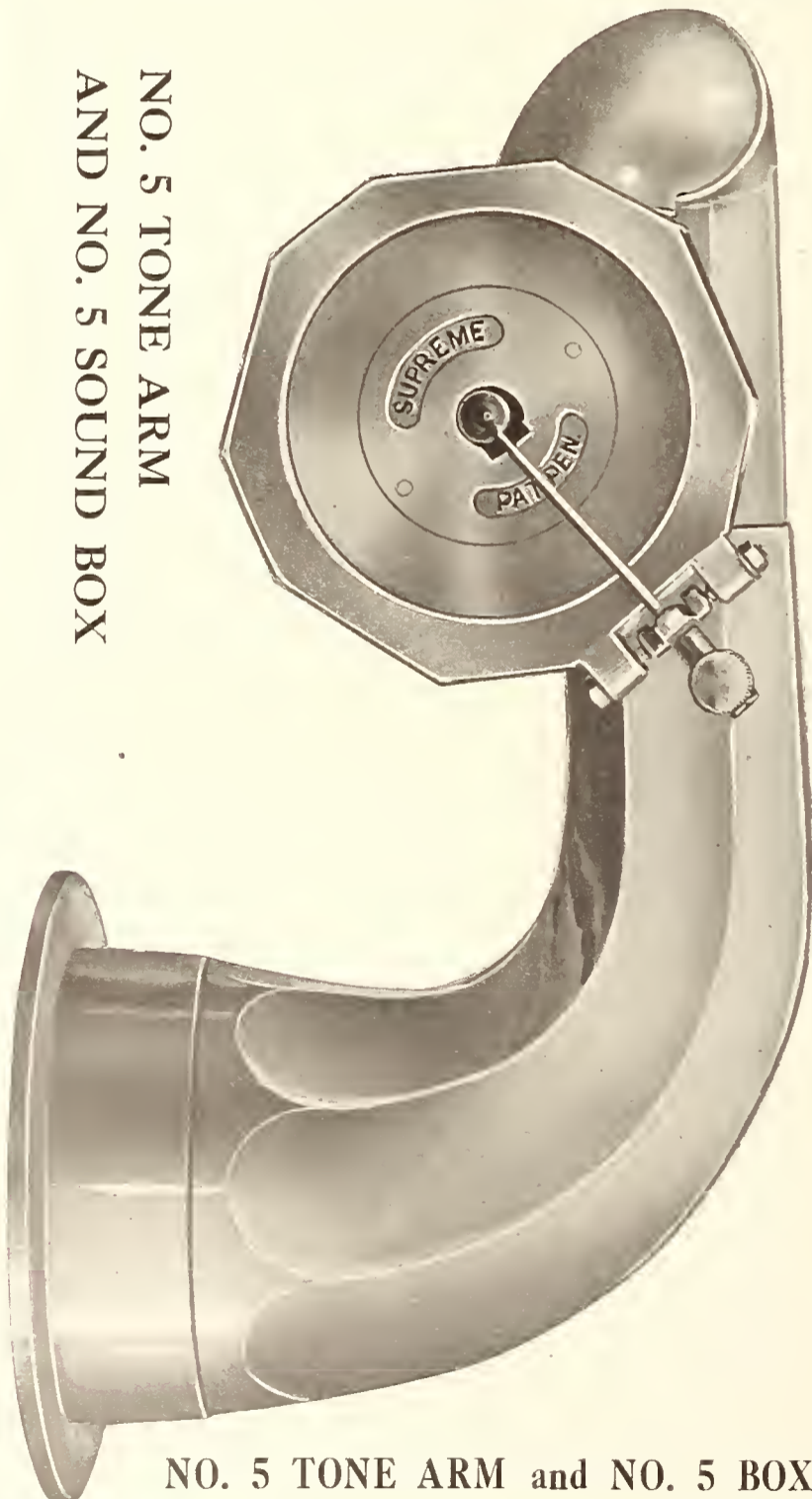
With all due respect to the daily papers and Mr. Wright the cactus needle is not by any means a new discovery. It was introduced and known to the trade many, many years ago and was found very effective in producing a soft tone. Inasmuch as the same effect was possible with fiber and certain types of steel or tungstone needles the demand fell off.

APPRAISERS' REPORT APPROVED

The report of the assets of the Griswold, Richmond & Glock Co., prominent Meriden, Conn., music house, recently filed by R. G. Church and C. N. Flagg, appraisers, has been accepted by the court. The assets of the concern are valued at \$356,596.90, according to the appraisers' statement.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM

NO. 5 TONE ARM
AND NO. 5 SOUND BOX



NO. 5 TONE ARM and NO. 5 BOX

WILL HELP SELL YOUR PHONOGRAPH
Pleasing to the Eye!
Pleasing to the Ear!

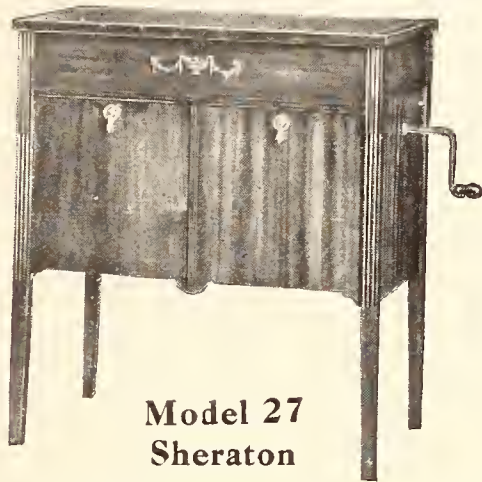
WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS: PHONOPARTS

New York City

Announcing the New Pathé Models



**Model 27
Sheraton**

In strength and simplicity this Sheraton Model is exactly typical of the period in which it is designed. It is furnished in mahogany and walnut; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35 inches high; 32 inches wide; 19 inches deep.

PRICE, with spring motor.....\$ 95.00
 " with electric motor.....\$110.00



**Model 31
Adam**

This handsome model is furnished in mahogany, walnut and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor.....\$110.00
 " with electric motor.....\$125.00



Model 15

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany, walnut and oak; all exposed parts nickel-plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

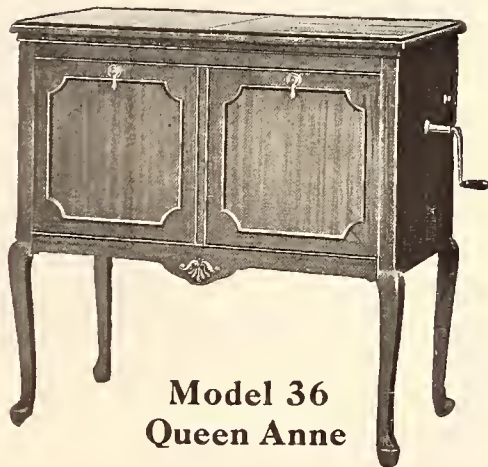
PRICE
 With spring motor.....\$100.00
 With electric motor.....\$115.00

THE NEW

PATHE—A name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and, of course, equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

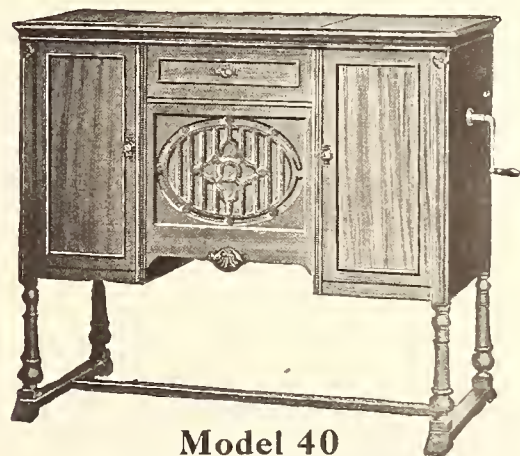
All the new models (except the Portable) have the new oval PATHE horn.



**Model 36
Queen Anne**

The Queen Anne Model illustrated above is furnished in mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor.....\$125.00
 " with electric motor.....\$140.00



**Model 40
Italian Renaissance**

This Italian Renaissance Model is furnished in mahogany, walnut and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36½ inches high; 41 inches wide; 21½ inches deep.

PRICE, with spring motor..\$185.00; 40 A—Gold Equipment...\$195.00
 " with electric motor..\$200.00; 40 A—Gold Equipment...\$210.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.

Widening Sales Opportunities of Portables

Gift-Giving Is a Thoroughly Established Practice and Dealers Can Cash in on Sentiment by Pushing Portables Throughout Year

Reports of talking machine dealers from various parts of the country indicate that a great change has taken place in the trade attitude toward the portable talking machine. The feeling that the portable is exclusively a Summer product, something to be taken to camp, mountains, beach or on outings, has been replaced with the growing conviction that these small, inexpensive instruments can be sold in large volume throughout the year if a vigorous and thorough sales promotion campaign is resorted to. There is a large sales outlet for these small instruments, one which the live retailer will have little difficulty in breaking into if he pursues the proper methods.

The Portable as a Gift

As an all-year-round product peculiarly appropriate as a gift, birthday, Christmas, anniversary, etc., the portable talking machine is in a class by itself, as a certain retailer in a small city a few miles from Gotham has discovered. This dealer has secured information from his prospects which it is safe to say few merchants possess. In short, he has made particular efforts to secure the birthday dates of the various members in the families of his customers and prospects and, in addition, he has a special list of those customers and prospects who have children in preparatory schools and colleges. His plan is simple, but the results in sales have proved the possibilities of the portable as an all-year-round seller. Shortly before the birthday of any member of a family which is listed as a customer or a prospect he sends a letter to some other member of the family, pointing out the appropriateness of a portable talking machine as a gift. His letter describes the satis-

faction and enjoyment which the particular instrument he handles will give to the recipient. The number of sales on the books of this concern from this plan alone has resulted in a handsome profit.

Christmas Gifts to Students

Especially satisfactory have been the sales of portable instruments as Christmas gifts to students in prep schools and colleges. It is not a difficult matter to convince parents whose children are away to school that a small talking machine will add greatly to the happiness of a son or daughter away from home during the entire year and is, therefore, about the most suitable gift obtainable. In this case, also, letters are sent to prospects and, consequently, the pre-Christmas sales of portables have been excellent.

The opportunities for sales of portables as gifts to students may be realized when the fact is taken into consideration that each year thousands of new students enter all of the schools. The places of those who have completed their courses are immediately filled by hordes of young men and women from every city, town and hamlet in the country, and it is safe to say that on the customer list of every live dealer there are many sales opportunities of this nature in the portable field.

Sales Where Price Is Paramount

There is still another all-year-round sales opportunity for portables which the dealer can take advantage of with comparatively little trouble. All over the country there are people who would gladly purchase talking machines if they had the price. The dealer hesitates to make a drive on the more expensive instruments di-

rected toward this class because he feels that, while these people are honest, their financial circumstances are so unfavorable that the risk involved in granting credit is too great. Because of this the average merchant ignores these people as possible prospects, forgetting the golden opportunity which exists for the exploitation of portable instruments. Now, it is a fact that, while these poor people cannot afford to purchase an upright or console talking machine without straining their purses beyond all reason to make the initial payment and those that follow, in many cases they can and will purchase an inexpensive portable instrument. The down payment is less and the weekly or monthly instalments are also less. Where often there would not be money enough to meet the payments if a more expensive instrument were purchased, to say nothing of buying records, if a portable has been purchased the instalments can be met promptly without any great hardship and the dealer also has the advantage of having made another record customer. Also the portable buyer of to-day may be in the market for a larger instrument later.

RECEIVER FOR L. A. SCHWARZ, INC.

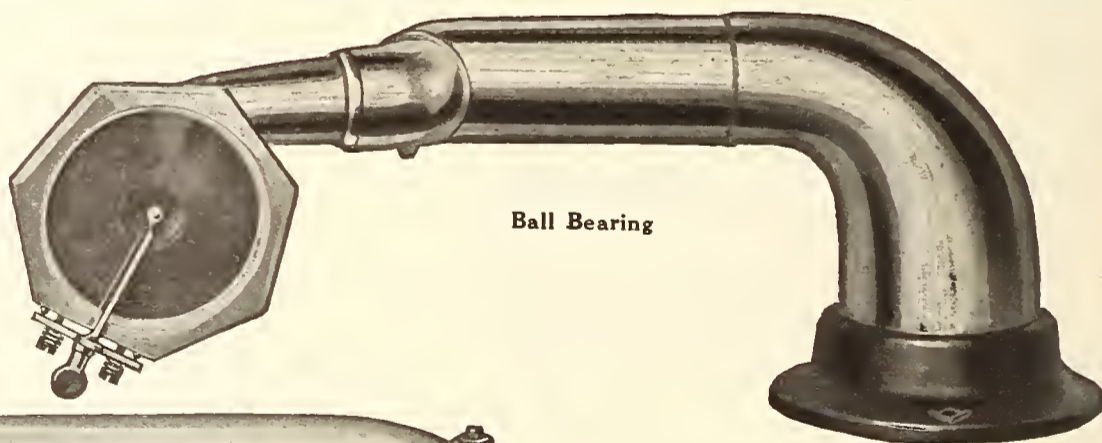
W. L. Bryant has been appointed receiver for Louis A. Schwarz, Inc., talking machine and accessories dealer, at 1350 Broadway, New York. Liabilities of the concern are \$6,000 and assets are estimated at \$1,000.

Organization and concentration are two of the most vital forces in the success of the retailer as well as the manufacturer or jobber.

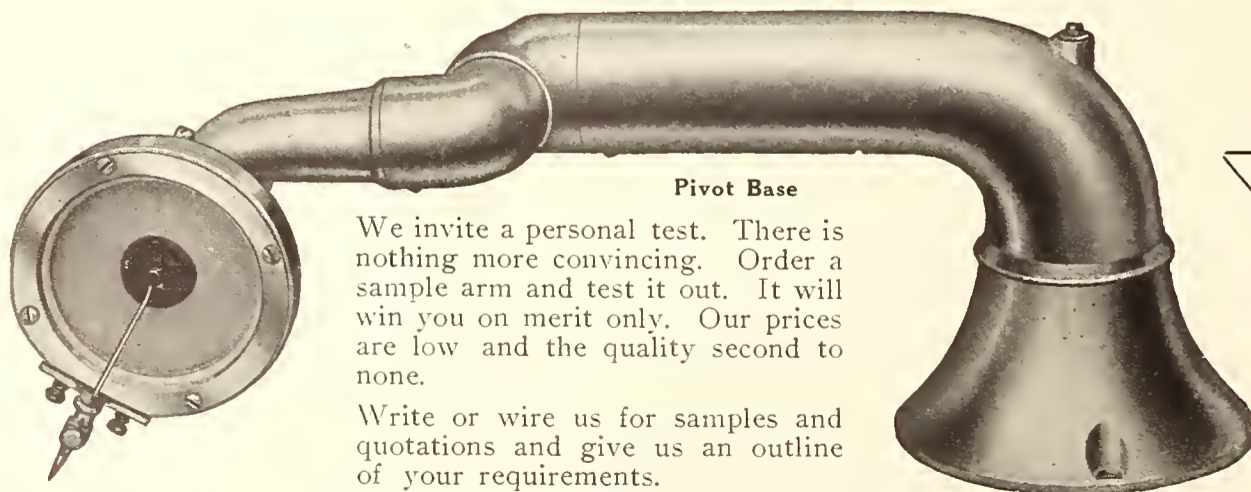
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

VINCENT LOPEZ

Exclusive OKeh Artist

expresses an opinion—

WILLIAM HAMILTON, GEN. MGR.

JAMES F. GILLESPIE, PRESS REP.

VINCENT LOPEZ ORCHESTRAS

HOTEL PENNSYLVANIA NEW YORK

Sept. 13, 1923

Mr. Otto Heineman,
General Phonograph Co.,
25 W. 45th St.,
New York City

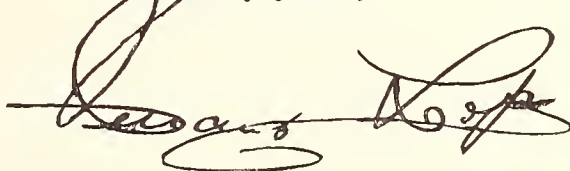
My Dear Mr. Heineman:

May I advise you that within the past several months I have received numerous communications from O-keh dealers throughout the country complimenting me on my various releases and informing me that O-keh records were in great demand?

While I deeply appreciate their interest and courtesy in the matter, I really believe that the manufacture of the records are just as important as the orchestral recordings and in replying to my well wishers I did not hesitate to state that fact. Therefore, a compliment to me is also a compliment to the efficient staff of the O-keh laboratories and I assure you it is a pleasure to share the honors.

With every good wish, I am

Sincerely yours,



—concerning

OKeh Records

The Records of Quality



General
Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th St. New York

EDISON SALE SHOWS NEW OUTLET

Expensive Edison Placed in Reception Room of Physician by R. T. Dennis & Co., Inc., Suggests Undeveloped Field for Sales

WACO, TEX., October 3.—The illustration reproduced herewith shows the reception room of a prominent local physician, J. R. Maxfield, and a Century model Edison phonograph, costing \$500, which was sold by S. B. Wallace, of the phonograph department of R. T. Dennis & Co., Inc., one of the largest concerns in this city. The sale of this instrument for use in a public reception room is especially significant because so few are equipped in this manner, and there



Edison in Dr. Maxfield's Office

is a thought here which other dealers may put to good use in their efforts to find new outlets for the sale of machines. Mr. Wallace is further capitalizing on their sale by bringing prospective customers to Dr. Maxfield's reception room, where they can view this beautiful instrument in its effective setting.

WHITESIDE OPENS IN REDLANDS

REDLANDS, CAL., October 4.—A branch store of the Whiteside Music Co., of San Bernardino, was opened here recently at Orange street and Central avenue. E. H. Whiteside, proprietor of the company, has secured the agency for the Knabe piano and the Victor line. A stock room has been arranged for 35,000 records and six demonstration booths have been built in. Sheet music will also be carried. The Redlands store will be in charge of E. H. Roy, who has been associated with Mr. Whiteside in San Bernardino for the past five years.

TOKYO EDISON AGENT IN QUAKE

Mitsukoshi, Ltd., Edison agents and one of the largest department stores in Tokyo, Japan, was destroyed in the recent earthquake, according to advices received by Walter Stevens, vice-president of Thomas A. Edison, Inc., who is in charge of the Edison export interests. The disaster left the large, modern structure of the firm a mass of ruins.

"TALKING" LIBRARY IN GERMANY

A "talking" library has been established in Germany and efforts are being made to collect the actual sounds of all languages and dialects of the earth and to record and reproduce them with the aid of a special type of talking machine. Specimens of the languages of 217 nationalities already have been recorded for study.

IT PAYS TO KNOW YOUR BUSINESS

Pertinent Queries Prepared by the Chamber of Commerce of the United States Are Well Worth Checking—Leads to Better Business

Pertinent queries about your business are contained in a quiz sheet prepared by the Chamber of Commerce of the United States. Look over the following questions. Check yourself up on these points and see how nearly 100 per cent you measure:

1. Do you keep a "purchase account" that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you make depreciation allowances of fixture and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make up a "Profit and Loss Account"?
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place could you from your books give a complete statement of all accounts?

DEVICE TO PREVENT BROKEN SPRINGS

Dutch Inventor Credited With Device to Prevent Overwinding of Springs

WASHINGTON, D. C., October 5.—The elimination of broken spring troubles in phonographs is promised by an invention just perfected in the Netherlands which prevents overwinding and consequent breaking of springs, details of which have just been reported to Washington by a Government official abroad. The invention is in the nature of a winding key adjustable to various tensions, so that it will "free wheel" when the proper tension is reached. It is claimed that the device entirely prevents overwinding of clock, phonograph and other springs of a similar character.

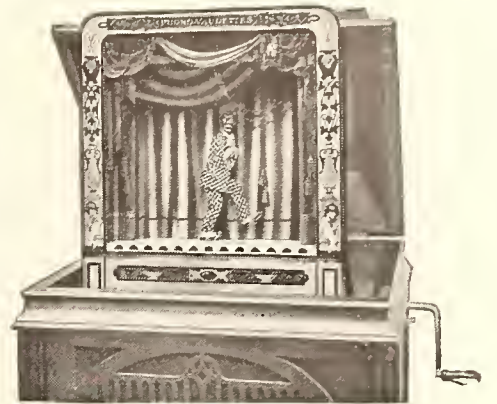
A DENVER INCORPORATION

DENVER, COLO., October 4.—The Glidden Marsh Music Co. was recently chartered with a capital stock of \$25,000 and will have its principal office in Denver. The incorporators are E. M. Glidden, Maude Glidden and W. F. Marsh.

**Entertainment - Fun
Laughter - Merriment**

Mirth-Producing Vaudeville Characters

dance captivatingly to the music of the phonograph, in a stage setting which suggests the realism of the theatre.



(Patents pending)

SHUFFLING SAMBO

is a star minstrel and dances with the skill of a professional. He is happy to the tune of any lively record and is a tireless performer.

Put a lively record on the phonograph, select one of the dancing performers and place it according to the directions given, then stand the stage in front of the turntable, start the phonograph and the show is on.



HAWAIIAN DANCER

puts action into her native music and trips lightly through a performance which holds the eye in rapt attention.



TRAMP COMEDIAN

is comical and dances in a droll way to whatever music is furnished for him to "cut up" by.



SCOTCH LASSIE

is the most nimble girl in kilts and is keenly alive to dance exuberantly at the first note of a rollicking record.

There are no fastenings or attachments of any kind to mar or deface the finest instrument.

Retail price, complete outfit, \$3.50

A supply of original order-getting circulars, imprinted with the Dealer's name, goes with every shipment of one dozen or more of the outfits.

Holiday season almost here.

Write for particulars NOW.

COMMERCIAL ART SHOP

Dept. "W"

Covington, Ky.

Oké Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

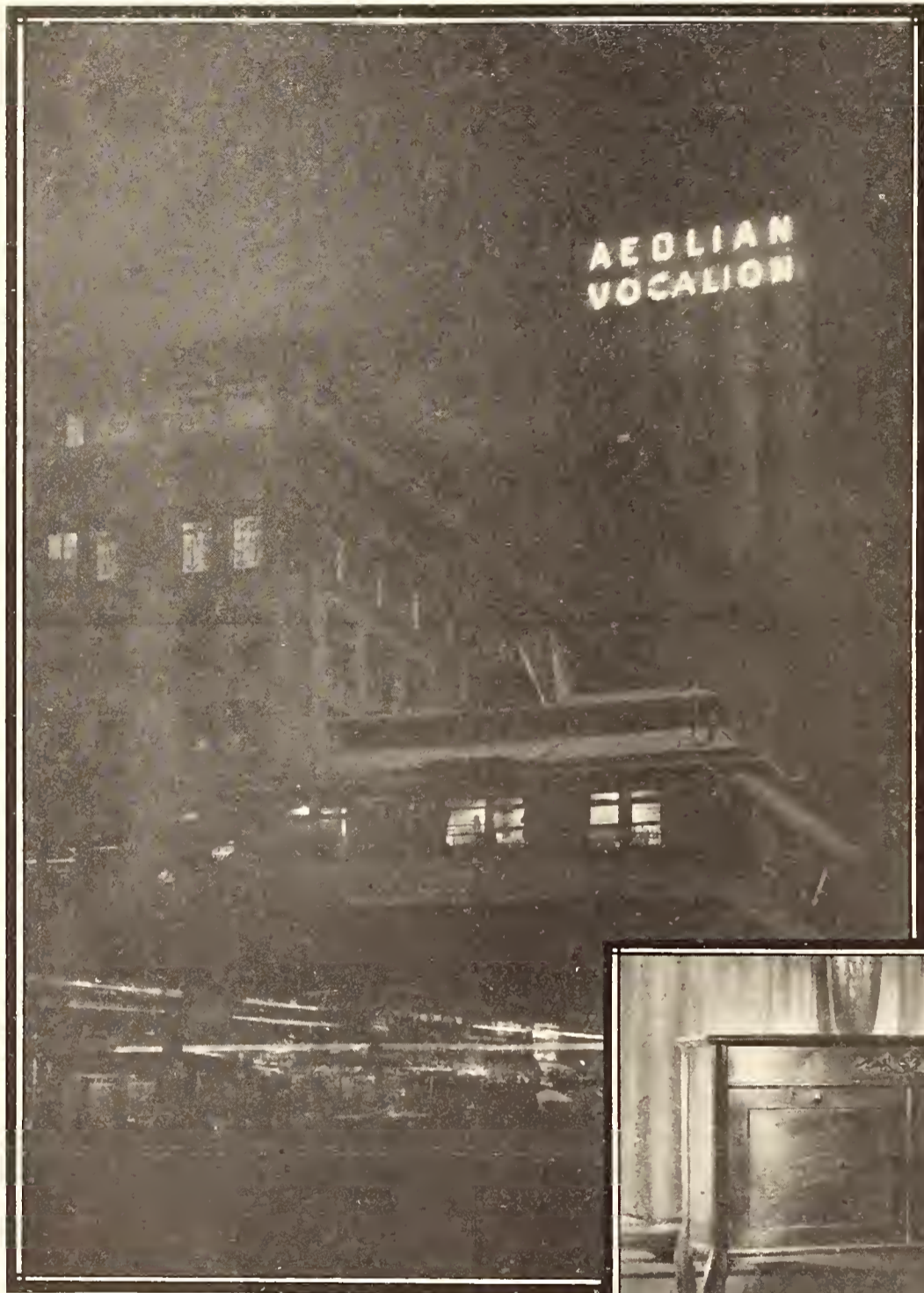
Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

TOPPING THE WORLD

The AEOLIAN-VOCALION MESSAGE

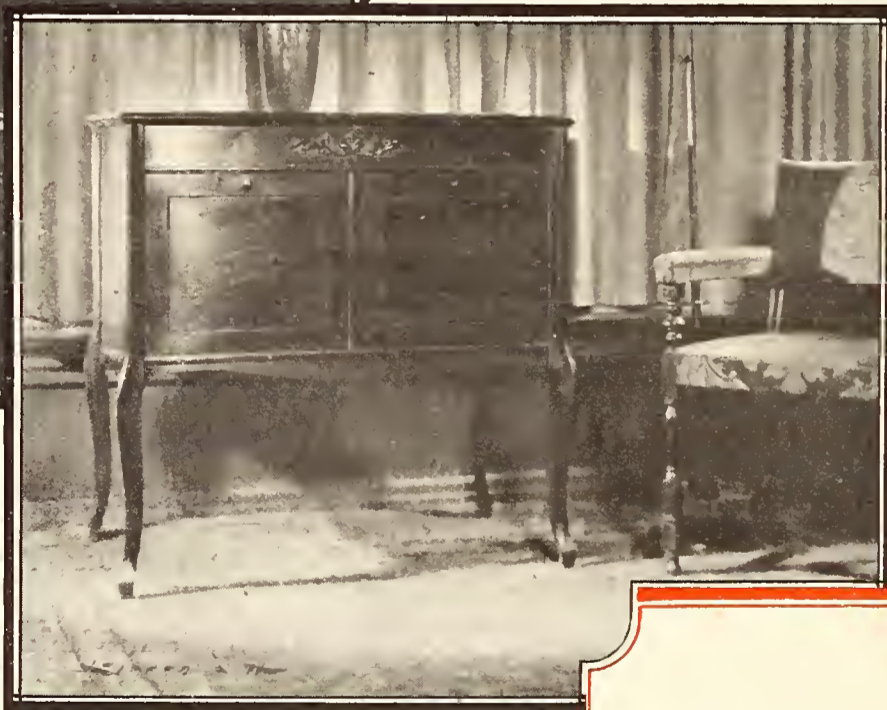


NEW YORK is conceded to be the "Hub of the Commercial World" and Aeolian Hall is the center of this Hub.

From Aeolian Hall spokes in the merchandise wheel reach out to the big centers of transportation, shopping, residences and entertainment.

Atop of Aeolian Hall two big electric signs flash the name AEOLIAN-VOCALION to the wealthy Fifth Avenue motorists and pedestrians. The millions of out-of-town people crossing 42nd Street read this radiant advertisement. The duplicate sign on the west side of Aeolian Hall broadcasts in lighted letters the name "Aeolian-Vocalion" to the pleasure-loving markets of Broadway and Sixth Avenue.

Could Aeolian-Vocalion dealers have a more prominent way of making millions of prospects familiar with the name AEOLIAN-VOCALION, which means the Utmost in Phonograph Perfection.



A Quality Period Phonograph

Queen Anne Console Model
Style 1646

It's an Aeolian-Vocalion, which means it is musically superior and assures you a cabinet high grade and artistic.

At the Low Price of

\$150

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

VOCALION

RED RECORDS



PAUL KOCHANSKI

*A sensational violin artist
who records exclusively for*

VOCALION

RED RECORDS

THE AEOLIAN COMPANY, always seeking for artists who have not only great musical prestige but who have the qualities essential to a perfect phonograph record, has added this young Polish violinist to its impressive list.

Paul Kochanski is more than a violin virtuoso. He is a supreme musician, a dynamic artist. At 18 he was awarded the first prize at the Brussels Conservatory and later succeeded the great Auer at the Petersburg Conservatory.

When Kochanski records for Vocalion Red Records he will use his wonderful Stradivarius violin, the instrument formerly owned by the world's greatest violinist, Ole Bull.

The following numbers have been recorded by Paul Kochanski—

La Gitana (Fritz Kreisler) coupled with Hungarian Dance No. 1 (Brahms-Joachim)	60010	10	\$1.50
La Carnaval Russe (Wieniawski) coupled with Malaguena (Sarasate)	70005	12	\$2.00

Vocalion Red Records Play on All Phonographs

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th 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.
- SONORA 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.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
Distributor of Vocalion and Vo-
calion Red Records
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1751 California St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,
36 Third St., San Francisco, Cal.

EASY MELODY

"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

That Easy to Remember—
Hard to Forget Fox Trot

Eas - y Mel - o - dy, it haunts me, Al - ways on my mind;

© LEO FEIST Inc. N.Y.C.

COMMENTS ON CONDITIONS IN CUBA

Jos. M. Lacalle, of Columbia Graphophone Co., Returns From Recording Expedition to Island Republic and Brings Back Interesting Report Upon Cuban Taste in Music

Joseph M. Lacalle, musical director of the export department of the Columbia Graphophone Co., has just returned from a recording



Joseph M. Lacalle

expedition to Cuba, bringing back with him some interesting facts regarding general conditions in the Island Republic. He declared that despite the progress made in Cuba since the Spanish-American War the population is faced with many political troubles to-day which, in the opinion of some of the leading business men, can best be ironed out by the direct influence of the United States.

In commenting upon the musical development of Cuba, Mr. Lacalle stated that the most typi-

cal of all Cuban music was the Danzon, which he held was the real source of the old American rag-time and our present jazz. Much has been done to improve this type of music, particularly through better orchestration to eliminate the predominating influence of the cornet, which heretofore has proved unpleasant to the ears of non-natives. Mr. Lacalle stated that the Cubans were liberal supporters of the opera, as was evidenced during the season in Havana when orchestra seats bring \$15 with the demand greater than the supply. There has also been organized in Havana a splendid symphony orchestra and several fine schools of music are maintained by the Federal Government and various municipalities. There are also a number of excellent bands.

While in Havana Mr. Lacalle ran across two interesting collectors of talking machine records, one having over 15,700 records in his library and another over 11,000. Few personal libraries in this country reach that figure.

He spent an evening with one of the collectors, who is the owner of many Columbia records, and declared that he had rarely met a man better posted on the music of the world.

WEIMER IN NEW WAREROOMS

CONNELLSVILLE, PA., October 6.—The second floor of the Odd Fellows' Building will be utilized in the future by Peter R. Weimer, piano and phonograph dealer on East Crawford avenue. Mr. Weimer plans to construct a partition, dividing the space into halves. One part is to be used for display purposes and the other for a studio and storage room.

The Victor Talking Machine Co.'s regular quarterly dividends of 2 per cent on the common stock and 1.75 on the preferred stock have been declared payable October 15 on stock of record September 29.

COLLINGS SERVICE PLAN ANNOUNCED

Victor Wholesaler, of Newark, N. J., to Give Preference to Dealer Customers in Deliveries When Expected Shortage Comes

Several years ago Collings & Co., the well-known Victor distributors of Newark, N. J., in time of shortage adopted the constructive policy of making deliveries of Victor product only to those dealers who had received Collings service in months preceding. This plan, so successfully tested by the Collings organization, naturally received more attention from dealers during the second and third years following its adoption than was the case after the first announcement.

Collings & Co. again announce that during the present season the Victor dealers who have been on their books during the earlier months of the year are to receive equitable distribution of Victor goods as they arrive. According to the sales department of the above organization the supply of Victor products, particularly machines, has been less than the demand.

The company confines its activities to dealers situated in northern New Jersey and northeastern Pennsylvania territory. This policy, according to Mr. Collings, enables his sales staff to keep in personal touch at all times with the retailers in the territory and it is thus enabled to understand the individual problems of such merchants and, in many cases, make deliveries of particular and much-needed goods on short notice.

RECEIVER FOR BROOKLYN FIRM

A petition in bankruptcy has been filed against Max Klaidman, operating a talking machine business at 368 Livingston street, Brooklyn, N. Y., under the firm name of the Elite Talking Machine & Piano Co. Amy Wren has been appointed receiver.



To Increase Victor Record Sales

Announce the latest Victor releases with a DA-LITE Electric Display. Used by hundreds of prominent Victor dealers for the past two years.

The DA-LITE Display with its bright rays of light attract the eye to the novel panels announcing the new records.

The Da-Lite Service is what you need. Write for descriptive circular and a sample panel.

The Da-Lite Electric Display Co.
116 No. Erie Street - - Toledo, O.

The DA-LITE Electric Display with new original hand-colored panels each week featuring the outstanding record on the list will increase your Victor Record sales. The dealer who features new records in the most effective way obtains the most sales.

The Circular as a Sales Promotion Factor

How Persistence and Cleverly Conceived Literature Widely Distributed Brought Business to an Aggressive South Bend Dealer

Although there seems to be a tendency among talking machine dealers to steer clear of circularizing, with the exception of sending out the monthly record supplements, it is a form of publicity which can be made a most valuable addition to the advertising campaign. Like everything else pertaining to advertising, however, if a campaign is started it should be conducted in a persistent manner in order that the full effect may be realized. In business it is the continual hammering away at a proposition that brings results. Experience has taught talking machine dealers and salesmen that, while one visit to a prospect may not be productive of a sale, a half-dozen visits may do the trick. It is just so with advertising, and this includes circularizing. One letter, booklet, stuffer, etc., may not bring results which seem worth while, but a series of letters or any of the other forms of circular publicity will often bring returns of a most satisfactory character. The trouble with many dealers seems to be that they send out a batch of circular matter and then wait several months before they follow up with a repetition of the performance. When the returns are not up to expectations they discard circularizing as a useless waste of time and money.

A Circularizing Drive That Paid

A concrete illustration of the proper methods of circularization is afforded by a publicity tie-up with record artists staged by C. J. Lenhard, proprietor of the Brunswick Shop, South Bend, Ind., one of the most progressive dealers in the Middle West. In fact, he is continually attracting the attention of the public through

stunts. A short time ago he arranged for the appearance of Isham Jones and His Orchestra, Brunswick artists, and during this period his activities resulted in the sale of many of these artists' recordings. On October 1 and 2 Mr. Lenhard arranged for the appearance of the Oriole Terrace Orchestra at a dance in the Palais Royale, one of the largest and best-known dance palaces in South Bend. As soon as he had completed negotiations for the appearance of the artists Mr. Lenhard launched a publicity drive, an important feature of which was a circularizing campaign. A steady stream of circular matter was sent at regular intervals to over 10,000 people within a radius of fifty miles of South Bend. Booklets, stuffers and tags were used to keep the event constantly in the minds of the public. There was no chance of forgetting about it and, consequently, when the evening of the dance arrived a steady stream of people poured into the Palais Royale, despite the fact that tickets were held at \$3.50.

Well-planned Publicity

The publicity included a four-page folder, on the cover page of which was an illustration of the orchestra and the following announcement: "An opportunity to hear in person the celebrated Brunswick Oriole Orchestra." The two inside pages were devoted to a brief history of the orchestra, while the outside page contained a list of some of their recordings. A well-balanced piece of publicity! In addition thousands of stuffers announcing the event were distributed and, to cap the climax, the night before the dance small tags, on which appeared a picture

of an oriole, were hung on door knobs throughout the city and the surrounding communities, so that the first thing members of families would see in the morning when they opened the front doors of their residences were these tags. The reverse side of the tags contained a brief reminder of the date of the dance.

This is the kind of publicity work that pays big dividends, and it is an excellent example of how circularizing can be used to good advantage. Of course, much depends upon the character of the copy used. The greatest expense which the dealer encounters in a campaign of this kind is that of distribution, whether it be by mail or by means of boys. The cost of the circulars themselves when printed in quantity will be found to be comparatively low. Summing the whole question up in a few words: Circularizing is a worth-while publicity medium, it is comparatively inexpensive and results are sure if persistence and good copy are used.

TO MAKE AUTOMATIC ATTACHMENT

CHAMBERSBURG, PA., October 3.—Plans are under way by the Automatic Repeating Phonograph Co., Inc., which was recently incorporated, to locate an assembling plant here for the production of an attachment for talking machines which automatically repeats any desired record or plays successively six different records without requiring attention. The directors of the new firm are A. S. Meadoff, president; Abraham Dreyer, secretary and treasurer; T. J. Quinn, G. S. Mason and S. Silverman.

CONFIDENCE

When you deal with Collings & Company you have the assurance that your jobber is distributing in a concentrated area.

Thus, during a shortage, your interests are protected, because allotments are not scattered in the pursuit of new business.

By supporting your logical jobber, you help build a service of efficiency which a prospering retail business demands.

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

REG. U.S. PAT. OFF.



SIX SELECTIONS **LOOSE LEAF** **7" DOUBLE FACED**

SPECIAL ENVELOPE **INDIVIDUAL RECORDS 25¢**
KEEPS RECORDS FROM **IN THE LOOSE LEAF ENVELOPE**

Opinion Is Unanimous!

"The wonderful value offered in LITTLE TOTS' NURSERY TUNES is an absolute revelation in juvenile records!"



Complete Book \$1.00

Six selections on three 7 inch double faced records —with beautifully colored picture and verse cards in a beautiful LOOSE LEAF Album—\$1 retail!

Five Books Ready Now!



Individual Records 25¢ each

Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose-leaf book.

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO. Little Tots' Record Division
 20 West 20th Street, New York

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

And Now!—a Christmas Record Book!

Six wonderfully descriptive
Christmas Selections on three
7 inch double faced records—
with picture and verse cards
\$1 retail!

Here they are!

N i g h t B e f o r e C h r i s t m a s
S a n t a C l a u s H i d e s I n T h e P h o n o g r a p h
T h e C o m i n g o f S a n t a C l a u s
C h r i s t m a s M o r n i n g
T o m o r r o w W i l l B e C h r i s t m a s
S a n t a C l a u s W i l l S o o n B e H e r e

with special and original descriptive arrangements

OTHER LITTLE TOTS' BOOKS

BOOK No. 1

Jack and Jill
Little Bo Peep
Mary Had a Little Lamb
Old King Cole
Rock A-Bye-Baby
Sing a Song of Sixpence

BOOK No. 2

Tom, Tom, the Piper's Son
The Three Little Kittens
Simple Simon
Cock-a-Doodle Doo
Where Are You Going,
My Pretty Maid?
Old Mother Hubbard

BOOK No. 3

Here We Go Round the
Mulberry Bush
London Bridge Is Falling
Down
The Farmer in the Dell
Lazy Mary Will You Get
Up

Ten Little Indians
Oats-Peas-and-Beans

BOOK No. 4

Little Red Riding Hood
The Three Bears
Tom Thumb
The Frog Prince
Cinderella
Jack and the Beanstalk

*The demand will be big! The supply is limited
Order thru your nearest jobber—NOW!*

These Distributors Will Give You Quick Service On "Little Tots"

Belknap Hdwe. & Mfg. Co., 127 N. Washington St., Louisville, Ky.
Cheney Phonograph Co., Omaha, Neb.
Clawson & Wilson Co., Buffalo, N. Y.
Consolidated Talking Machine Co., 227 W. Washington St., Chi-
cago, Ill., also Detroit, Mich.
Diamond Music Co., 341 Barronne St., New Orleans, La.
A. C. Erisman & Co., 175 Tremont St., Boston, Mass.
Hessig Ellis Drug Co., 113 E. Markham St., Little Rock, Ark.
Holton Distr. Co., 266 Larned St., Detroit, Mich.
Shapleigh Hardware Co., St. Louis, Mo.

A. C. McClurg & Co., 330 E. Ohio St., Chicago, Ill., also New York,
Kansas City, and 20 other offices.
Moore Bird & Co., 1720 Wazee St., Denver, Col.
Munson Rayner Co., 643 S. Olive St., Los Angeles, Cal.
Plaza Music Co., 18 West 20th St., New York.
Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah.
Root & McBride Co., Cleveland, Ohio.
Stone Piano Co., Minneapolis, Minn.
M. D. Swisher, 115 S. 10th St., Philadelphia, Pa.
Yahr & Lange, Milwaukee, Wis.
Schmelzer Co., Kansas City, Mo.

REGAL RECORD CO. Little Tots' Record Division
20 West 20th Street, New York



The New Columbia is Superior!

Accuracy!

The New Columbia Motor runs with absolute regularity and accuracy. It is made of finest steel. Its various parts are machined—not stamped; and there is not a deviation of 1-1,000 of an inch from true in even the minor members.

Each motor is run for hours and is given twenty inspections before it leaves the factory.

COLUMBIA GRAPHOPHONE CO.
New York

PROPER SELLING ELIMINATES LOSS

Better to Refuse Sales of Expensive Instruments to Those Who Cannot Afford Them Than to Be Forced to Repossess Later

Many talking machine dealers underestimate the importance of making sales on a proper basis. By "proper basis" is meant making the sale so that the transaction is one which gives the dealer a profit, without the necessity of repossessing the instrument or finding it necessary to continually dun the customer before the payments are met. It is a comparatively easy thing for a glib salesman to foist an instrument on a customer who had never intended purchasing anything expensive, and the consequence is that the danger of repossession and laxity of payments is greatly increased.

The salesman owes a real duty to his employer to see to it that he sells the type of instrument to each customer which is best suited to each individual patron's purse. When harsh measures are necessary before the dealer gets the money due him or he is compelled to repossess an instrument he invariably makes an enemy and he suffers further loss in losing a potential customer. In justice to the average salesman, it can safely be said, however, that in the great majority of cases he does his best to make sales in a manner that will result in a mutually satisfactory transaction between the customer and the house.

L. W. COLLINGS, JR., INJURED

L. W. Collings, Jr., son of the head of Collings & Co., Inc., well-known Victor jobbers, Newark, N. J., was confined to a hospital several days last month following an accident in which he had his forearm broken. The fracture was of such a nature that a well-known surgeon was called in to make the setting. The boy is doing nicely and has returned to school.

KEREKJARTO HONORS PRES. HARDING

Duci de Kerekjarto, world-famous violinist and exclusive Columbia artist, recently donated the wizardry of his bow to aid the Harding Fund Drive in San Francisco. Instead of the



Duci de Kerekjarto

usual concert stage the background was a prize ring at the Association Club show. Fight fans were enthusiastic in their applause when Kerekjarto climbed into the ring and played as he had never played before. The silver horde of coins is to be used to erect a permanent memorial to the late President.

OPENS STORE IN SPRINGFIELD

SPRINGFIELD, MASS., October 5.—Chester E. Griffin has opened a music store in the Smith Building, at 519 Main street. He was formerly connected with the musical merchandise department of Forbes & Wallace and is widely experienced in the trade.

THE PORTABLE GROWS IN FAVOR

General Manager Ohlson, of Modernola Co., Thus Reports as Result of Trip to West

JOHNSTOWN, PA., October 1.—A. A. Ohlson, general manager of the Modernola Co., of this city, returned recently from a business trip throughout the Middle West, where he visited important trade centers, such as Minneapolis, Duluth, Detroit, Chicago and Toledo. Mr. Ohlson found conditions in this territory very promising and reported that he succeeded in opening up a considerable number of new agencies. The plant of the Modernola Co. in this city is very busy with Fall orders. The demand for the Modernola is greater than ever before and the portable machine, the Modernollette, is proving a good all-year-round seller. In commenting on this situation Mr. Ohlson drew particular attention to the increasing popularity of the portable and the change in its accepted use. While the portable was originally designed as a camp and vacation instrument, it is Mr. Ohlson's contention that it is now being used to a great extent in the home in conjunction with a table. Its popularity in this manner and its value as a holiday proposition would tend to show big sales ahead for the trade during the coming holiday and Winter seasons.

NEW TEMPLIN STORE OPENED

GOSHEN, IND., October 3.—A new music store on South Main street has just been opened here by Wilbur Templin, proprietor of the Templin Music Stores in Elkhart and Mishawaka. The Goshen store will be in charge of V. H. Nelson, of this city, who has been in Mr. Templin's employ about seventeen years. The concern will carry a complete line of pianos and players. An exclusive Goshen agency for the Brunswick and Edison phonographs and records has also been obtained.

HEAR THIS

Perfect reproducing phonograph. You'll agree it will be a whirlwind seller at . . .

\$10

Play it, listen to it, compare it. Then consider whether there is a table phonograph on the market to-day that offers so many sales advantages as this splendid, clear-toned instrument.

The full, rich, vigorous tone of the Yale is due to the reproducer and the unique arrangement of the tone chamber. Only very much higher-priced machines use a reproducer of equal quality.

Write for trade prices, details and a sample machine

DAVIS MFG. & SALES CO., 763 State Street - NEW HAVEN, CONN.



YALE Phonographs

Dealers Who Make Canvassing Profitable

How Several Live Retailers Are Placing Many Talking Machines in the Homes of Prospects by Intensive Outside Sales Drives

There are many "Doubting Thomases" throughout the trade who, when the possibilities of profit and increased business through canvassing are mentioned, give one a wearied look and take time and trouble to explain just why the talking machine business is "different" from other business enterprises which have been made successful through outside solicitation. It is the hope of the writer that many of the non-believers in canvassing will read the following unvarnished statements of dealers who oppose the view that canvassing is a waste of time and effort. In several instances dealers did not desire their names used and this wish is respected, although their experiences are outlined:

Home Demonstrations Bring Business

"We get business by going out after it," said the Brunswick Shop (Music for the Home), New Rochelle, N. Y. "We load several instruments on two trucks which we maintain for that purpose and these trucks, in charge of salesmen, cover this city and surrounding territory thoroughly. We have found this a very successful method of interesting people in the several lines of instruments we handle. The middle classes, of course, are our one best bet, insofar as canvassing is concerned. Experience has taught us that it is impossible to reach the wealthy and exclusive people in this manner. The salesmen do not get further than the door and usually the maid or butler returns with the message that his mistress is indisposed. The middle-class people, however, take to this form of selling very kindly. In most cases our men are well received and a fair percentage of sales per number of visits during a week or month are made."

Soliciting Among Foreigners

The Mamaroneck Music House, Mamaroneck, N. Y., started in business little more than a year

ago and a substantial foundation for future business prosperity has already been built through unremitting canvassing, especially among the foreigners residing in that territory. Many concerns fight shy of catering to foreigners because of the feeling that these people are poor and there is a certain risk in allowing them to obtain instruments on the instalment plan. The Mamaroneck Music House has sold many talking machines and pianos to foreigners during the last year and collections have been most satisfactory. Most of these people were sold through the canvassing route. One reason for the lack of credit loss is given as prompt collecting. This concern does not wait for the customers to come into the store to make their weekly or monthly payments. On the contrary, if the contract calls for weekly payments a representative of the firm visits the home of the customer to collect the money due. Prompt collection becomes a habit and thus negligence in meeting obligations is made very difficult. Then, too, the personal contact with patrons proves very valuable as a friendship builder and often the collector gets a tip on other live prospects from satisfied customers. While in the home chatting with the customer there is an excellent chance to diplomatically question concerning likely people to visit regarding the sale of instruments.

Importance of Follow-up

Another successful merchant stated to a representative of The World that in his fifteen years of experience in the talking machine business the thing which he had found most important in selling is following up the customer until the sale is definitely made or lost. "The trouble with many salesmen and canvassers is that they let up too soon," he declared. "Often it seems that the limit has been reached in ag-

gressiveness, when if one more visit had been made to the prospect a sale would have resulted. This was again forcibly brought to my attention only a few weeks ago, when we succeeded in making a sale of a talking machine only after five visits. It was our persistent follow-up that finally made that sale. If we had let go after the fourth visit someone else would have sold this prospect. There comes to mind another prospect who was eventually sold because we were determined to do business with him. We knew he was in the market for an instrument because he first visited our establishment to look over our line. He went out without buying, but not before we had his name and address, and also a promise to come in the next day after talking matters over with his wife. When he failed to come in the next afternoon as he had promised we sent one of our salesmen out to see him and in less than a half hour he returned with the prospect, who picked out an expensive period model. He declared that he had been in a number of stores, but we were the only ones who had thought enough of securing his trade to follow up with a salesman. These are only two instances where consistent follow-up did the trick. I could tell you many more, but these will illustrate the point."

Helping Canvassers by Phone

Another live dealer personally selected the prospects which his three salesmen were detailed to call upon during each day. The day before the men went out this dealer made good use of the telephone by calling up the potential customers and explaining to them that one of their salesmen would call. Of course, this made it easy for the housewife, who did not want to see the salesman, to "be out," but in many instances it made the path of the men much easier, increasing chances of making sales.



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.

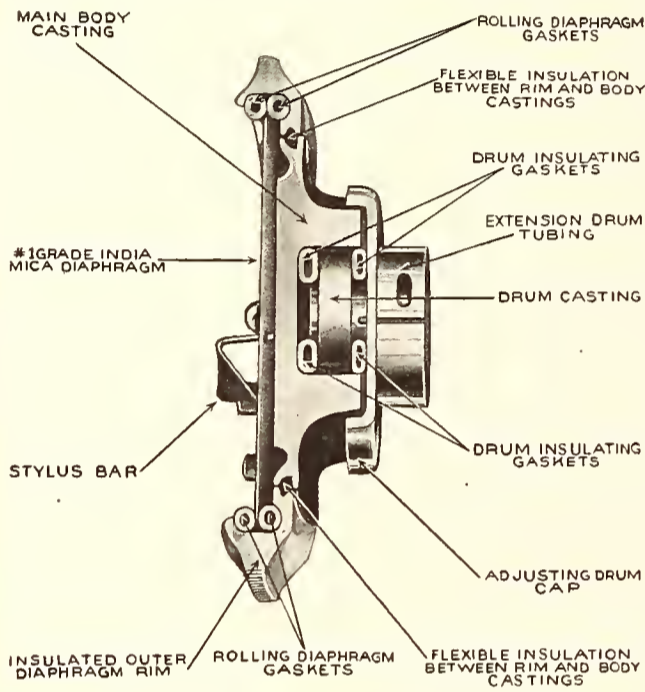
N.W. Corner 13th and Glison Streets,
Portland, Oregon

Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington

330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Look Below the Surface!



**The Sonora Reproducer
Is Thoroughly Insulated**

Increased tone vibration through perfect insulation which permits maximum flexibility!

Here lies the vital element of Sonora Reproducer construction which is largely accountable for Sonora's superior tone.

The Sonora reproducer is more thoroughly insulated than any other. These flexible gaskets greatly increase diaphragm vibration, allow free movements of *all parts*, and contribute to the elimination of disagreeable, metallic tones so noticeable in ordinary phonographs.

Partial reproduction of ad running in newspapers throughout the country

**Sonora Is a Better
Line to Handle**

Sonora dealers do not have to be content with mere general statements regarding Sonora's tone and construction. For this obviously *superior* construction makes the actual showing of the various interior features a powerful asset with which to clinch sale after sale. Graphically illustrating their sales talks by showing their prospects the various parts of Sonora instruments forms convincing proof that Sonora *is* a better buy.

The illustration at the left, showing a cross section of the more thoroughly insulated Sonora Reproducer, is only one of the many sales weapons which are increasing profits for Sonora dealers every day.

You, too, should know the story of Sonora's superior construction. Send for it today.

The choice of those who've heard them all

Sonora Phonograph Co.

INCORPORATED

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto



The Highest Class Talking Machine in the World

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

The New England States

Sonora Phonograph Co. of
New England,
221 Columbus Ave., Boston,
Mass.

**New York City, with the
exception of Brooklyn
and Long Island**

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.

Greater City Phonograph Co.,
Inc.,
234 W. 39th St, New York

**All of Brooklyn and Long
Island**

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn,
N. Y.

State of New Jersey

Sonora Sales Co. of New
Jersey,
605 Broad St., Newark, N. J.

**Eastern Pennsylvania,
Maryland, Delaware, District
of Columbia and
Virginia**

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia,
Pa.

State of New York

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

Gibson-Snow Co.,
Syracuse, N. Y.

**Western Pennsylvania and
West Virginia**

Sonora Dist. Co. of
Pittsburgh,
217 Stanwix St., Pittsburgh,
Pa.

Ohio and Kentucky

Sonora Phonograph — Ohio
Company,
417 Bulkley Bldg., Cleveland,
Ohio.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

Wisconsin and Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Illinois and Eastern Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago,
Ill.

**States of North Dakota,
South Dakota, Minnesota
and Northern Iowa**

Doerr-Andrews-Doerr,
Minneapolis, Minn.

**Missouri, Northern and
Eastern Part of Kansas,
and 5 counties of N.E.
Oklahoma**

C. D. Smith Drug Co.,
St. Joseph, Mo.

**States of Montana, Colorado,
New Mexico, Nebraska and
Wyoming East
of Rock Springs**

Moore-Bird & Co.,
1720 Wazee St., Denver,
Colo.

**Utah, Western Wyoming,
Southern Idaho and Eastern
Nevada**

Strevell-Paterson Hardware
Co.,
Salt Lake City, Utah.

**Washington, California,
Oregon, Arizona, Western
Nevada, Northern Idaho,
Hawaiian Islands**

THE MAGNAVOX CO.,
115 Jessie St., San Francisco,
Cal.



The New Columbia is Superior!

Banishes Screeching!

Reproducers pitched to emphasize instrumental recordings unfailingly misrepresent the human voice—and vice versa. They give the tones a metallic harshness that is unnatural and unpleasant.

The New Columbia Reproducer imparts a more refined, mellow and resonant tone to both vocal and instrumental recordings. It positively banishes strident screeching in any type of record.

COLUMBIA GRAPHOPHONE CO.
New York

Use of Talking Machines in Funeral Chapels

An Interesting Article Suggesting That Dealers Try to Sell the Local Undertaker on the Idea of a Talking Machine for Use in His Chapel, Written for The World by Mary L. Tennery

There has recently been a tendency, augmented by the increasing number of funerals to be conducted from the undertaker's chapel, to use the talking machine to supply the music for the funeral service. Those funeral directors who have used this instrument have found it, perhaps more than any other, adapted to their services and have placed upon it the stamp of approval.

In the first place, it offers the patron a choice of the music of the world. Soft violin selections, rendered throughout the service, and lending dignity and beauty, are possible. Songs, perfectly sung, and without that pitiful break that so often marks the notes of a funeral song, may be had. The richness of Chopin's "Funeral March," in fact any musical number in any medium that is wanted, may be readily supplied. And this at a more nominal cost than could possibly be provided by any other musical instrument. The most simple service may have a musical setting which would be prohibitive to all but the very rich.

And yet I have found it to be the funeral director who appreciates this instrument and who goes to the dealer, rather than the dealer taking cognizance of the undertaker as a prospect. Perhaps he reads in his trade paper of one of his profession who has used the phonograph and for the first time is impressed with its adaptability. He buys, but entirely of his own initiative.

To the wide-awake, progressive talking machine dealer this should suggest that he make a list of the funeral directors in his field and make a try for this business. The salesman, and the best salesman, should handle these prospects, should explain the advantages the phonograph has to offer. He should be able to suggest to the funeral director settings for their services, perhaps using a demonstration with a carefully worked out program. A soft violin number, a few of the best sacred numbers, a quiet, calming piano selection, will serve to give the undertaker an idea of what this instrument has to offer for his services.

As a customer the funeral director is in the

best class. He wants a high-priced instrument, in keeping with the refinement of his chapel. He will want an unusually large selection of records at the outset, and these records will be the higher-priced ones. Then he will add to

EDISON TONE-TEST STIRS MEXICO

First Comparison Recital in Mexico Staged in Olimpia Theatre, Mexico City, During Edison Week, Inaugurated by Live Dealer

Marked success attended the first Edison tone-test recitals ever held in Mexico, when José Mojica, eminent Mexican tenor, who has achieved considerable fame in this country with the Chicago Opera Co., appeared in seven comparison recitals in the Olimpia Theatre, Mexico City, during the "Week of the Edison," inaugurated by Cia. Alba, S. A., live Edison agent in that city.

Capacity houses marked the recitals, as may be seen by a glance at the accompanying illustration, which shows the crowded interior of the Olimpia Theatre, with Mr. Mojica and the Edison on the stage in the foreground. The tone-tests were a success from every viewpoint, and so great was the general interest in the event that the leading newspapers of Mexico City devoted considerable space in enthusiastic comments on the performance of the Edison and the artist. Another feature of the "Week of the Edison" was the publicity campaign conducted by Cia. Alba, S. A. This included, in addi-

tion to newspaper advertising, the publication and broadcasting of a booklet, the first pages of which were devoted to the tone-test, followed by illustrations of the various Edison phonographs, and the printing of special programs of the recitals.

tion to newspaper advertising, the publication and broadcasting of a booklet, the first pages of which were devoted to the tone-test, followed by illustrations of the various Edison phonographs, and the printing of special programs of the recitals.

NEW MUSIC STORE IN DEEP RIVER

DEEP RIVER, CONN., October 6.—A new music store was opened in the Union Block here about October 1 by W. Bentley Stevens, who has taken over the Victor and Brunswick phono-



José Mojica and the Edison in Mexico City Tone-test

graph business formerly carried on by S. R. LaPlace, the furniture dealer. A first-class line of pianos and a sheet music department will be incorporated in the business in the near future.

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

1000-1002 Pine Street

St. Louis, Mo.

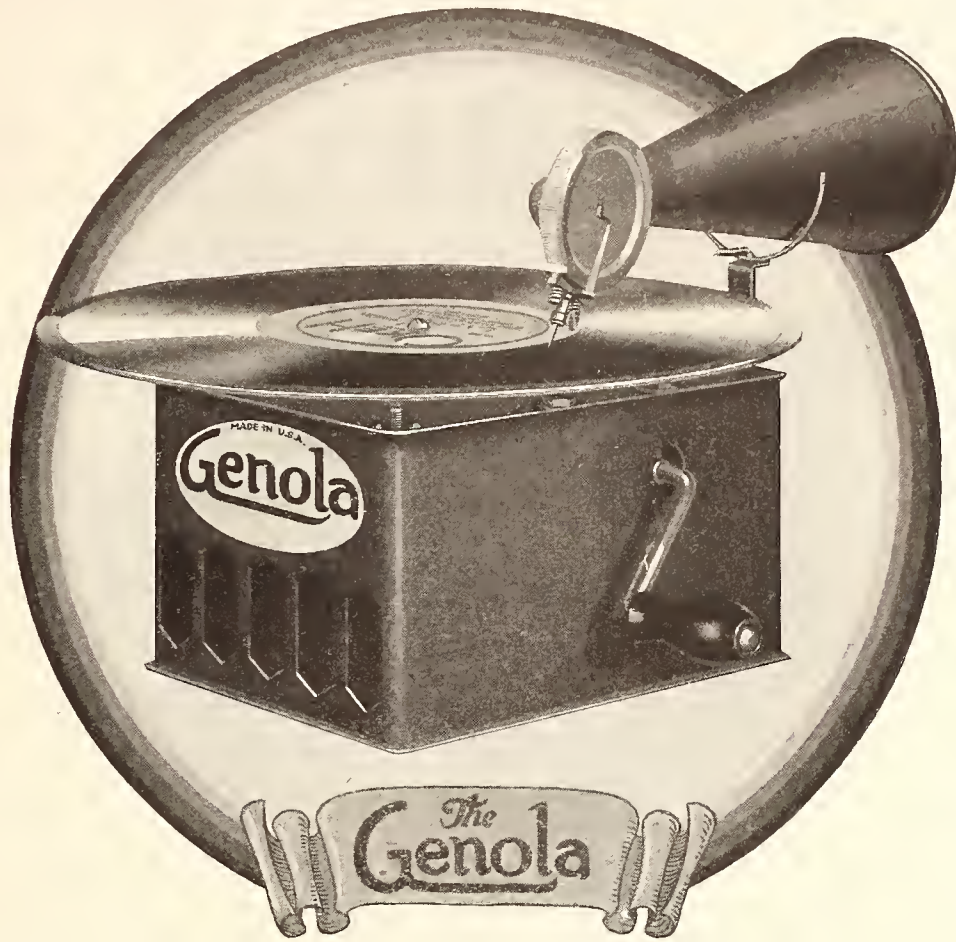
STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.



a **\$5**
 Retail
 Article
 (and 500,000
 can be sold
 in the next
 three months)

**What it is and
 what it's not**

The Genola is a genuine phonograph—not a toy. It is the product of quantity manufacturing methods. Nothing else on the market approaches it in value. It is American made, thoroughly backed by our name.

**How this little
 marvel is made**

We say it's not a toy—and it

isn't. The Genola has a real phonograph motor. You will be even more surprised at its price after you have heard the smooth reproduction and powerful tone. It is small only in size!

**Plays all lateral cut
 10 inch records**

Complete with horn. Handsome black japanned finish. Size 8¼x5½x7½ inches.

**Who will buy it?
 you can answer best**

At \$5.00 retail there is profit enough and a ready sale. You can place the Genola in every home. It opens the way for a sale to everybody. People won't buy it from its picture, but when they hear it—then listen to the praise! Give the Genola a chance to demonstrate itself on your counter.

Sample for \$3.50

Dozen for \$3.35 each,
 50 for \$3.25 each,
 100 for \$3.10 each,

f.o.b. Chicago, Detroit or Minneapolis.
 “ “ “ “ “
 “ “ “ “ “
 “ “ “ “ “

1,000 for only \$2.85 each, f.o.b. factory

CONSOLIDATED TALKING MACHINE CO.

2957 Gratiot Ave.
 Detroit, Mich.

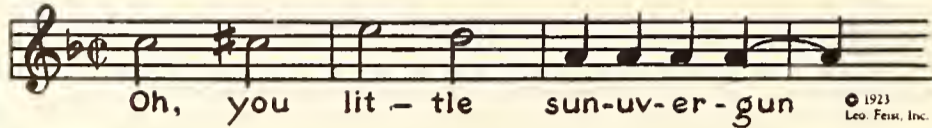
227-229 W. WASHINGTON ST.
 CHICAGO

1121 Nicollet Ave.
 Minneapolis, Minn.

A SNAPPY FOX TROT SONG

Oh, You Little SUN-UV-ER-GUN

You can't go wrong
with any FEIST song



© 1923
Leo. Feist, Inc.



NEW HOME FOR McMAHON PIANO CO.

Youngstown, O., Music House Leases Theatre Property, Which Will Be Remodeled to Meet the Requirements of Its Business

YOUNGSTOWN, O., October 3.—The McMahon Piano Co. has taken a ten-year lease on the Capitol Theatre building at East Federal and Champion streets. The lease calls for complete remodeling of the theatre into a three-story commercial building. It will be ready for the piano company January 1.

The Capitol Theatre building is 56x112 feet in ground dimensions. The fifty-six-foot frontage on Federal street will be divided into three store rooms on the ground level, the McMahon Piano Co. taking one of these three stores and the second and third floors.

President E. C. McMahon, of the McMahon Co., in speaking of his plans, said: "We will conduct a general music store, carrying everything from a harmonica to a theatre pipe organ. We are going to give the city a music establishment that it will be proud of and that will serve its every need."

The unique theatre ceiling will be dropped so as to be used as the ceiling of the third floor. This will be the big display room of the McMahon Co. E. C. McMahon is president and treasurer of the company. K. R. McMahon is vice-president and secretary.

The dealer who just jogs along never gets anywhere, but the man who plans wins.

ADVERSE TAX RULING REPORTED

Internal Revenue Department Holds That Coin-operated Musical Instruments Are Taxable as Automatic Vending Machines

Advice of a formal ruling by the Internal Revenue Department on the taxability of coin-operated musical instruments has been received by the Music Industries Chamber of Commerce through its general counsel, George W. Pound. The Department has ruled that such instruments are subject to a tax of 5 per cent as automatic vending machines.

This tax applies to the value of the entire instrument and is retroactive as to all sales made since January 1, 1922, when the regular sales tax was withdrawn and superseded, as to coin-operated musical instruments, by this vending machine tax.

It is stated that the efforts which the Music Industries Chamber of Commerce has been making to obtain a ruling on this tax favorable to the industry will be continued, in spite of the recent adverse ruling; and, if found advisable, a test case will be brought to determine the matter.

Pending further developments Mr. Pound advises all manufacturers of coin-operated instruments to sell, ship and bill the coin-operating device separately, if possible, so that the tax will be applied only to it and not to the entire instrument as would be the case if the coin-operated instrument were shipped complete and ready for operation.

TO FEATURE VOCALION DEPARTMENT

Elridf Department Store, Charlotte, N. C., Arranges to Handle That Line

The latest addition to the list of Vocalion representatives is the new Elridf Department Store, Charlotte, N. C., which, it is declared, will be one of the finest department stores south of Washington and which will include an elaborate department devoted to the sale of Vocalion phonographs and Red records. The new store is housed in a fine new building and was opened to the public on October 1.

OKEH ARTIST BECOMES OKEH DEALER

Sam Cook, the whistling minstrel, is cleaning up the shekels in his little shop in the heart of Coney Island, N. Y. Cook is the inventor of



Sam Cook's New Store

a little whistle through which almost anyone can warble a tune with telling effect, but, of course, he developed the art of whistling to the Nth degree. He stands before his little shop whistling with much spirit the popular airs of the day and, when a crowd has collected, he sells not only his little whistles, but the Okeh records he has made as well.

People who hear Okeh record No. 4846, "Dearest" and "Crying for You," think it is a very pretty whistling solo record, but they do not realize that it was made with the peculiar little instrument sold by Sam Cook himself. Sam Cook leaves no doubt in their minds and many of his customers go away with both records and whistles.

HOT STUFF!

An oil stove that looks like an upright talking machine, with mahogany or oak finish to the metal, is made for heating and cooking. Opening the top doors reveals not a sound box but the plate for boiling and frying. The heat that warms the room does the cooking, the flame being made on a small burner.

Donahoe & Donahoe, Fort Dodge, Ia., Victor dealers, distributed ten thousand special fans at the county fair recently held in that city. The fans contained an illustration of Victrola No. 405, as well as the firm name and address.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Victor Dealers who co-operate with Blackman by placing advance orders now are entitled to first consideration during the inevitable holiday shortage.



VICTOR WHOLESALE DISTRIBUTORS

PROGRAM OF MUSIC CONTESTS FIXED

New York Music Week Committee Arranges Schedule of Competition for Musicians in Greater New York—Forty-five Classes of Competitors in Each District

Supplementing its initial announcement, made some weeks ago, of the contests to be inaugurated under its auspices in every section of the city, beginning October 15 and to continue through the Winter, the New York Music Week Committee, through its honorary president, Otto H. Kahn, and its director, Miss Isabel Lowden, has announced the program of the contests.

There are to be forty-five classes of competitions in each of the forty-eight districts now being established. The plan is, by restricting preliminary competitions to districts limited in size, to throw open the door of opportunity for everyone, old and young, with any musical skill at all.

Not only individuals but organizations, choruses and orchestras will thus be included, and added to these events will be competitions that will bring to the fore the native music of the foreign born.

The committee has issued this program in the form of a printed syllabus that is now ready for distribution.

The syllabus includes not only the program in detail, giving the test pieces that contestants must use, but full information as to the districts and names of the chairman and the vice-chairman of the local committees and the date of each district competition.

In addition there is a registration blank. No one may compete without registration and agreeing to comply with the rules and regulations, all of which are set forth in the syllabus.

A synopsis of the contest follows:

Choral societies, church choirs, men's choruses, women's choruses, business choruses, Sunday school choirs, racial choruses, public and parochial school choruses, high school choruses, private school choruses, choral sight reading, ear tests for children, action songs.

Orchestral competitions, string orchestra competitions, orchestral competitions for high schools, violin solos, viola solos, violoncello solos, string quartets, sonatas (violin and piano), trios (violin, 'cello and piano), ensemble (for string and wind instruments), flute solos, oboe solos, clarinet solos, bassoon solos.

French horn solos, trumpet solos, trombone solos, pianoforte solos, pianoforte sight reading, organ solos, vocal solos (soprano, contralto, tenor, baritone, bass), boys' solos, sight reading for solo voices, brass bands' competition—for a prize of \$100.

The lower end of Manhattan Borough, a portion of Brownsville and a section of Queens Borough have been selected for the first three weeks of contests.

Manhattan has been divided for this purpose into sixteen districts, Bronx, eight; Brooklyn, sixteen; Queens, six, and Richmond, two.

As each borough's contests are decided a contest of the entire borough will be held, that for Bronx on March 31, that for Brooklyn on April 7, that for Richmond on January 7, that for Queens on February 11 and that for Manhattan on April 21.

VAN WICKLE PIANO CO. ASSIGNS

Business of Well-known Washington, D. C., Music House Assigns for Benefit of Creditors and Will Be Continued by Assignees

WASHINGTON, D. C., October 3.—As a result of several meetings of creditors, the Van Wickle Piano Co. made an assignment for the benefit of creditors on September 20, naming Robert C. Rogers, Ralph P. Barnard and Stanley B. Willis as assignees. The latter have filed the required bond and have taken charge of the business of the company with a view to continuing it as long as a profit can be obtained.

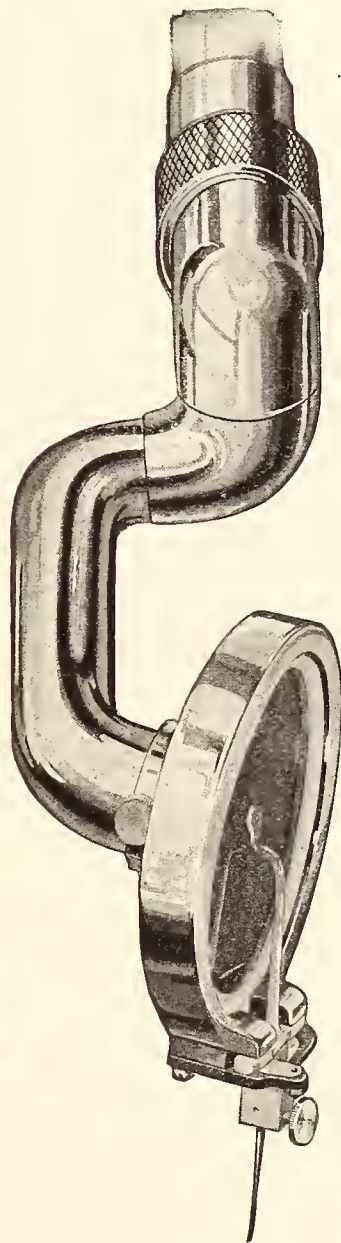
DON'T SAY

"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.

Every Night I Cry Myself To Sleep Over You



"You can't go wrong
With any FEIST song"

Ev-'ry night I cry my-self to sleep o-ver you, —

A FOX TROT BALLAD—with a punch in both melody and lyric

© LEO. FEIST INC. N.Y.C.

HARGER & BISH'S GREAT BUILDING

Edison Distributors in Des Moines Have Concentrated Their Wholesaling Interests in Spacious Building, Which Is Modernly Equipped

DES MOINES, IA., October 6.—Harger & Blish, Edison jobbers of this city, are located in one of the finest "jobbing homes" to be found anywhere in the industry. Whereas some time ago the business of this enterprising concern was handled through several subdistributing points



The New Home of Harger & Blish, Edison Jobbers

located in important centers of the State, the entire business is now concentrated in the splendidly equipped building shown in the accompanying picture. The premises, with their extensive facilities, as well as the land are owned by Harger & Blish and the land at the right of the building has been developed into a very attractive park for the use of members of the Harger & Blish organization and others. In a recent interview with The World H. H. Blish, Jr., stated that the business during the Summer had been good and the outlook is encouraging.

WORK OF DES MOINES ASSOCIATION

Des Moines Music Merchants Agree on Delivery Charges and Bar Records on Approval

DES MOINES, IA., October 2.—The recently organized Des Moines Music Merchants, an organization taking in the great majority of the representative piano and talking machine dealers of this city, have already accomplished much for the benefit of the local trade as a result of the conferences held in connection with the monthly luncheons of the association.

Of particular interest to the talking machine trade is the fact that members of the association have agreed upon a fixed charge of 25 cents for the packing, mailing and insuring of all records sent by parcel post where the aggregate amount of the sale does not exceed \$5; when the sale amounts to over \$5 this charge is eliminated. It was also agreed to charge the customer for cost of service where record orders are delivered locally by special messenger.

Another move of importance was an agreement to discontinue the sending of records on approval, as it was found in all too many cases the practice resulted in the return of scores of records which were left on the dealer's shelves at the end of the month when the new releases were stocked. Although this move met with considerable opposition at the outset even those most strongly opposed to it are now agreed on its success.

R. B. Townsend, of Davidson Bros., is president of the Des Moines Music Merchants and H. B. Sixsmith, of Mickel Bros. Co., is secretary and treasurer.

PERTH AMBOY FIRM IN NEW HOME

Albert Leon & Son Celebrate Formal Opening of Fine New Home and Nineteenth Anniversary—"Talker" Department a Feature

One of the most unusual openings in the talking machine trade was that of the new store of Albert Leon & Son, at Perth Amboy, N. J., last month. The concern carries a general house-furnishing line, but they are important phonograph dealers, carrying Victor and Brunswick machines, and in the new six-story building, which was opened on the nineteenth anniversary of the business, an unusual talking machine department is located on a mezzanine floor, made easily accessible by stairways on each side of the main floor, ascending from the front of the building.

One of the striking features of the celebration was the fact that the Perth Amboy Evening News published a sixteen-page special section, carrying pictures of the firm, a page of the history of the company, illustrations of the building, photographs of the personnel of the organization and information about the wonderful business which this live merchant has built up and which extends over six counties in New Jersey and into Staten Island. Open house was kept at the store for each of the three days and there were refreshments and music.

A striking example of the popularity of the company was contained in the fact that more than one hundred floral pieces, all of the most elaborate, were received. Among those from the talking machine trade was a tribute from the Brunswick-Balke-Collender Co. and one from the New York Talking Machine Co. The opening was attended by P. A. Ware, sales promotion manager, Eastern phonograph division of the Brunswick Co., and E. L. Brown, sales representative of New Jersey, as well as many other business friends of the firm.

The talking machine department of Brueners in Oakland, Cal., has been considerably enlarged and remodeled. Increasing business and the expectation of a record holiday trade made the move advisable.

We Will Buy for Export Phonograph Records in Large Quantities

They may be obsolete numbers but must be brand new, unused and in perfect condition, 10 and 12 inch double-faced lateral cut records. Give full details such as make, prices, assortments and quantities in first letter.

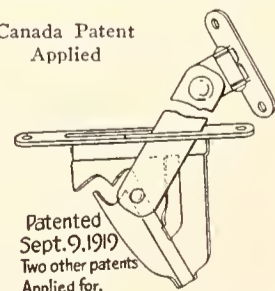
THE MELBOURNE IMPORT COMPANY

40 Rector Street

New York City

SECOND YEAR SUCCESSFUL LEADER

Canada Patent
Applied



Patented
Sept. 9, 1919
Two other patents
Applied for.

Samples on request.

two styles—flexible and bent.

The Most
Dependable and
Inexpensive
Lid Support
on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.



Windsor Phonograph

Florentino Model

Carvings executed by hand in solid mahogany.
 The tone quality of the Windsor is in keeping with its artistic cabinets.
 A portfolio showing sixteen beautiful models will be sent upon request.

WINDSOR FURNITURE COMPANY

INCORPORATED 1885

1420 CARROLL AVENUE
 CHICAGO

America's Oldest Makers of Console Phonographs

U. S. Letters Patent No. 1279743

*Exhibited and
 sold to dealers by*

CHICAGO
 WINDSOR FURNITURE COMPANY
 1414 S. Wabash Avenue

LOS ANGELES
 WINDSOR FURNITURE COMPANY
 917 Maple Avenue

BOSTON
 PECK & HILLS FURNITURE CO.
 127 Clarendon Street

KANSAS CITY
 KANSAS CITY CASKET & FURNITURE CO.
 626 Broadway

PHILADELPHIA
 PECK & HILLS FURNITURE CO.
 642 N. Broad Street

The New Columbia is Superior!

Endurance!

The New Columbia Motor has unrivalled length of playing life.

Its gears are machined from finest steel. Its bearings are entirely bronze and brass. Every exposed part is heavily nickel-plated to resist wear and climatic conditions. And its easy-to-reach oiling system provides unfailingly effective lubrication—the life of every motor.

COLUMBIA GRAPHOPHONE CO.
New York



ANNOUNCES HEINEMAN 1924 MOTORS

General Phonograph Corp. Delivering Heineman Nos. 55 and 66 Motors—Represent Important Constructional Improvements—Produced Under Otto Heineman's Supervision

Otto Heineman, president and founder of the General Phonograph Corp., New York, manufacturer of Heineman and Meisselbach motors, tone arms and sound boxes, Okeh and Odeon records, Dean steel needles and other products, announced recently the new 1924 models of the



Otto Heineman

Heineman motor. This latest product from the company's factories will be known as Heineman motors Nos. 55 and 66, being double spring motor and triple spring motor, respectively.

In a chat with *The World*, Mr. Heineman stated that the five salient features of the new 1924 Heineman motors are direct drive, double worm gears, noiseless operation, steady power and simplicity in construction. Mr. Heineman refers to this product as the "Motor of Perfection," emphasizing the care and attention that has been bestowed upon every detail of the motor's construction. The Heineman motors Nos. 55 and 66 were introduced to the trade a few weeks ago and were given an enthusiastic reception everywhere. Orders from the leading phonograph manufacturers have been received in large quantities and the factory facilities are being increased in order to take care of the requirements of the trade.

The perfection of the Heineman 1924 models was consummated under Mr. Heineman's personal direction and no detail of manufacture escaped his official okeh. The General Phonograph Corp.'s sales organization is planning an intensive drive in behalf of the new motors and there is every reason to believe that they will soon prove the leaders in the Heineman line of motors.

BRUNSWICK FEATURED IN MODEL HOME

Brunswick Dealer Links Up Instruments With Home Displays—Exhibits Attract Thousands

The New York & Queens Electric Light Co. has arranged a series of exhibitions on Long Island showing an electrically equipped home, using the exhibition name "The Home Electric," and Archie Smith, enterprising owner of Smith's Brunswick Shop, in Jamaica, L. I., has linked up the Brunswick line with this show. The first exhibit was held in Jamaica, featuring a \$7,000 home, and everything exhibited was in keeping with the assumed income of a \$7,000 owner. With this idea in view Mr. Smith exhibited the Brunswick "Raleigh" model as the proper instrument for this type of home.

Shows are now being held at other points in Long Island and a notable one is scheduled for Kew Gardens, where a \$30,000 home will be exhibited, at which a Brunswick Art model will be one of the features. It is estimated that 30,000 people viewed the home in Jamaica and the series of exhibits will undoubtedly reach the attention of hundreds of thousands.

CATALOG OF IMPORTED RECORDS

Syrian and Arabian Records Featured by A. J. Macksoud—Demand Is Steadily Increasing

A new catalog of Syrian and Arabian records, imported under the trade names of "Macksoud," "Baidaphone" and "Odeon," has just been issued by A. J. Macksoud, New York, importer and distributor of these records. Mr. Macksoud has been engaged in the importation of these records for the past twenty years and he states that the demand for these foreign language selections is increasing daily. The new catalog comprises selections by foreign artists who are well known in their respective countries. Classical and popular numbers are represented and Mr. Macksoud is making prompt deliveries to the dealers featuring these records.

HALL CO. BUYS VICTOR STOCK

The Hall Music Co., of Brainerd, Minn., recently purchased the entire stock of Victor talking machines and records of the H. F. Michael Co., which will confine its efforts to the dry goods business.

EXCELLENT WINDOW IN SMALL SPACE

Mandel & Schwarzman Show What Can Be Done With Limited Window Space in Featuring Records of a Popular Song Hit

BLOOMINGTON, ILL., October 5.—Small space is not always a detriment to effective window display, if the work of H. C. Kupfer, manager of the Victrola department of Mandel & Schwarzman, this city, may be taken as a criterion. Recently this enterprising manager staged a



Mandel & Schwarzman's Clever Window display in which he featured the Victor record of the song hit, "Cut Yourself a Piece of Cake and Make Yourself at Home." A photo of the display is reproduced herewith and a study of it shows in what an admirable and efficient manner a most effective window was arranged despite necessary limitations. The homy scene pictured brought many interested persons to a stop before the window and the publicity thus secured made this a most profitable display.

ARNOLD-EDWARDS CO. TO MOVE

JACKSONVILLE, FLA., October 5.—The Arnold-Edwards Piano Co. expects to move into its attractive new headquarters about the fifteenth of the month. The Victrola, record, sheet music and musical merchandise departments will be located on the main floor and the mezzanine floor will be devoted to radio. A musical program will feature the opening.



Patent Pending
Button 1 1/4" dia., with body 2 3/4" long

GET THE BOYS AND GIRLS TO GIVE YOU HOLIDAY PUBLICITY

Here is a novelty that will cost you little and bring you business. Sample, all details, and distributing plans ready. Write. Jobbers—get your salesman on to this at once.

Philadelphia Badge Company
Manufacturers
942 Market Street Phila., U. S. A.

JUNIOR OPERETTAS

Little Red Riding Hood—the first Junior Operetta on the market, has met with immediate success. Parents, educators, musicians—all who have the interests of children and child education at heart—are enthusiastic over them.

A Real Operetta

Here is a record produced for the entertainment of children. The subject, of course, is juvenile; but the music, far from being the usual nursery rendering of Mother Goose rhymes, is an artistic, musical composition—a real operetta—performed by real artists and musicians.

Adopted by Schools

That is the chief reason why it has already been adopted by the Boards of Education of five of the principal cities in the United States, including Boston, Baltimore and Washington, as part of the authorized school curricula. Another reason is that the RECORD IS UNBREAKABLE--will withstand almost any amount of the roughest handling.

Read What Dealers Say

One Big Brunswick Dealer Writes:

"Your set of Junior Operetta received.

"We must admit that it is the finest of its kind."

One Big Victor Dealer Writes:

"We received the sample of your Junior Operetta of 'Little Red Riding Hood,' which we think is about the finest thing yet in the line of records for children."

Ideal Gifts for Children

Solves the Xmas Gift Problem

Parents and Christmas shoppers will welcome the happy solution of the problem, "What shall I give the children for Christmas?", for the Junior Operettas are the ideal Christmas gift records for children. And they are the ideal records for you to sell—three at a time, a complete set—

3 in Set—in Display Container

Each Junior Operetta is in six parts, on three double-faced 10-inch Unbreakable Records

The complete, wonderfully attractive and compact folder in which the records are packed, is its own display container (see illustration) and sells itself on sight. "Little Red Riding Hood" Junior Operetta is the first in the series. Other subjects coming.



Front of Container

Container Open as a Display

Back of Container

RETAILS FOR
\$2.50

Order Direct or from the following Distributors:

New England

A. C. Erisman Co.
175 Tremont Street
Boston, Mass.

Pennsylvania
Maryland
Southern Jersey

General Radio Corp.
10th and Cherry Streets
Philadelphia, Pa.
and
1005 Liberty Avenue
Pittsburgh, Pa.

Metropolitan District

Bristol & Barber, Inc.
3 East 14th Street
New York City

VULCAN RECORD CORPORATION
15 East 40th Street
New York City

RICHMOND

*Business Good—Trade Expansions
—Fairs Bring Business—M. N.
Kuhn Resigns—The Month's News*

RICHMOND, VA., October 7.—The Corley Co., Victor distributor, reports that dealers in its territory are greatly pleased over the Victor weekly release plan. They also voice pleasure at the liberal policy of the Victor Co. in giving full credit for single-faced records exchanged for the new double-faced Red Seals. These records are reported to be meeting with a ready sale throughout the territory. The Corley Co. is finding the new Victor art models very popular with the trade, the demand being considerably in excess of the supply. Frank W. Corley, vice-president of the company, has just returned from a visit to the factory in Camden, where he placed orders for the Fall trade.

Enlargements and Removals

The McGehee Furniture Co., of Lynchburg, which is moving into a new store, has taken over the Victor business of the Beardsworth-Bond Music Co.

The Efrid Department Store, Charlotte, N. C., has also taken on the Victor and, with C. E. F. Inman in charge, is prepared to push that line and to make it one of its leaders. Mr. Inman was formerly with the A. M. Alexander Co., of Spartanburg, S. C.

Frederick W. Schwoebel, manager of the wholesale department of the Corley Co., recently made a business trip through western North Carolina, finding business in practically all lines of trade in prosperous condition.

Miss Gertrude Miller, clerk in the retail department of the Corley Co., has returned from a vacation trip spent in the Middle West. This department reports medium-priced consoles as the best sellers in the line of models.

Cash in on Fairs

But few of the Richmond talking machine stores had exhibits at the Virginia State Fair, held the first week in October, but they cashed in on the crowds that flocked to the city to attend this annual event. Lack of suitable provision for display of their special wares is understood to be the reason why more of them do not exhibit at the Fair.

Several other Virginia cities held fairs in September, among these being Lynchburg and

Fredericksburg. In both these places dealers report increased business resulting from the fair crowds. In Fredericksburg R. A. Kishpaugh, Victor dealer, had an exhibit and was pleased with results attained.

Colonial Corp. Expands

James Cowan, president of the Colonial Piano Corp., Columbia dealer in Richmond, and family have returned from a three weeks' camping trip to Canada. Mr. Cowan is planning to double the number of booths in his store to accommodate his trade, the plans calling for the addition of six booths.

Continued demand for concert Actuelles is reported by the Goldberg Bros. Co., Pathé distributor. Several of these machines are now being tried out by fraternal organizations in Richmond as entertainment features at lodge meetings and luncheons. LeRoy Goldberg and H. B. Goldberg were both in New York recently on a buying trip.

Activity With C. B. Haynes Co.

The C. B. Haynes Co. reports good business throughout its territory. It recently received a shipment of four carloads of machines for distribution to its trade.

M. M. Kuhn, assistant sales manager of the

C. B. Haynes Co., Edison jobber, resigned on October 1. Mr. Kuhn had been with the firm for several years, coming to Richmond from the Edison factory. It is understood that he plans to connect with another line of business. No successor to Mr. Kuhn has yet been named.

Reason for Optimism

According to the October 1 report of the Federal Reserve Bank of Richmond for the Fifth District the Carolinas in particular have fine tobacco crops and prices are considerably higher than a year ago. Cotton prospects are declared to be better in the district than in most other cotton growing sections, with prices quite satisfactory, conditions which make for general good business, in which the talking machine trade will share.

New "Talker" Departments

The Worley Furniture Co., which operates furniture stores in Wilson, Selma and Smithfield, N. C., is opening a talking machine department and will handle Victor machines and records in all three stores.

Sterchi Bros., Inc., are opening a furniture store in Asheville, N. C., and will have a talking machine department. They will handle the Columbia.

DESCRIBES CONDITIONS IN GERMANY

Robert B. Wheelan, President of Health Builders, Makes Some Interesting Observations Anent His Visit to European Countries

Robert B. Wheelan, president of Health Builders, Inc., New York, producer of the Health Builder record sets of Walter Camp's "Daily Dozen," made an interesting survey of European conditions during his vacation abroad with Mrs. Wheelan. Mr. and Mrs. Wheelan spent considerable time in Germany, Switzerland and England. Conditions in Germany Mr. Wheelan described as unbelievable. In discussing the situation in that country Mr. Wheelan stated, in part: "Theoretically, there should be a tremendously good demand for talking machines and records in Germany, for, due to the fluctuation of the mark and its steady downward tendency, people are spending money as quickly as they receive it. The savings bank has been obliterated in Germany, for what might be a fortune one day within a week will not be enough to purchase a postage stamp. The drop in the valuation of the mark is so great from day to day that the average person hesitates to hold the money even overnight and

usually seeks to buy something of standard value as soon as he receives the money. While in Berlin I visited one of the leading talking machine stores and asked the price of a standard record in marks, which had to be looked up according to the current rate of exchange before the price could be stated. I found it was a custom in talking machine establishments to reprice every article at the opening of each business day in accordance with the current value of marks in relation to foreign money. It, therefore, seemed to me that talking machines and records, being of standard value, a great number of people would want to spend their marks in this direction, although I never noticed any heavy buying in any of the talking machine establishments while I was in Germany. The talking machine situation in Switzerland and England seemed fair, although not to be compared in any sense to the advanced conditions in the trade in this country. I found a number of portables were being sold abroad, but these seemed all to be of decidedly cheap construction and not comparable with the portables made in this country."

NEW LOPEZ RECORD POPULAR

Okeh dealers generally are evincing keen interest in the latest record made by Vincent Lopez and His Hotel Pennsylvania Orchestra. This record features on one side "I Love You" and on the other "What Do You Do Sunday, Mary?", both numbers being from popular musical comedies. "I Love You," from "Little Jessie James," is proving one of the best-selling hits of the day and Vincent Lopez gives this selection his usual individual interpretation.

DEATH OF R. S. PEER'S FATHER


R. S. Peer, of the general sales department of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, is receiving the sympathy of his many friends in the trade upon the death of his father, A. B. Peer, who died at Greensburg, Pa., on September 26. The late Mr. Peer was well known in the talking machine trade, having been identified with the industry for many years as a member of the Columbia Graphophone Co.'s staff at Kansas City, Mo. The interment was held at Canandaigua, N. Y., and was attended by friends and relatives.

BRUNSWICK SHOPPE IN ELYRIA

Elyria, O., has a new talking machine agency in the Brunswick Music Shoppe, which was opened this week. This is one of the recent newly opened Brunswick agencies, under supervision of the Cleveland headquarters.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments
DISTRIBUTORS
Recreations and Amberol Records



\$ A L E S P R O F I T S \$

Brisk fall business has begun and the busy winter season is approaching
A few more dealerships must be established to serve this growing demand
Our Salesmen are now in the Carolinas and Virginia calling on interested merchants
A letter from you may result in the most profitable transaction you have ever made

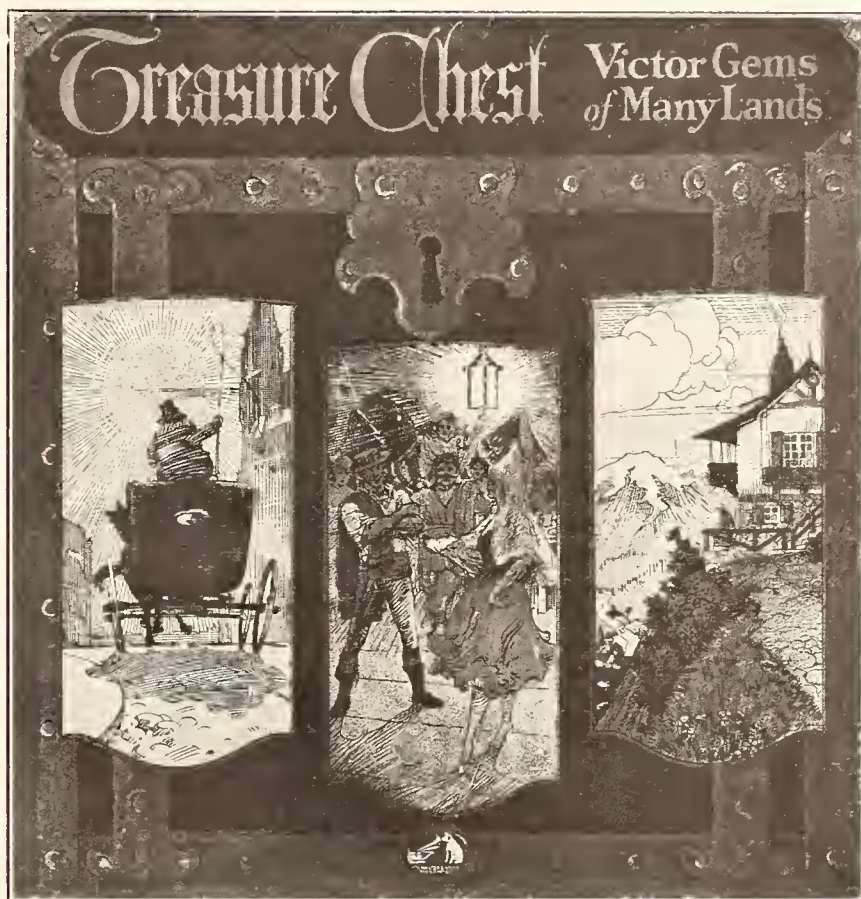
ACT NOW

RICHMOND, VIRGINIA

EDISON SERVICE
THAT SATISFIES

The "Treasure Chest"

*A
Novel
Creation*



*The
Ideal
Holiday
Gift*

Thousands of homes are now enjoying the exquisite music of the "Treasure Chest." Many more thousands will be added during the Fall and Holiday seasons. People who have heard the six Victor Records of the "Treasure Chest" frankly say, "It is a revelation, we had no idea that there were such beautiful *instrumental* recordings of foreign music."

The "Treasure Chest" with its six ten inch Victor Records (12 instrumental recordings) is distinctly unique, and is something that presents to every Victor Dealer a most unusual selling item. As a gift there is hardly anything more appropriate or desirable, especially during the Holiday Season.

To sell your customer a "Treasure Chest" is to do him a decided service, for it means his happiness, entertainment, recreation and education—all for the modest price of \$5.00.

You, Mr. Victor Dealer, will do well to have the "Treasure Chest" in full display both in your show window and on your service counter. It is an item that will sell itself at sight. Remember, too, there is nothing in the Talking Machine Business that has such a strong appeal. Not only will the sale of the "Treasure Chest" prove profitable to you, but it will create good will on the part of every customer who buys it.

Progressive, alert and up-to-the-minute Victor Dealers will have the "Treasure Chest" on hand to meet the demand of their customers.

This is the moment for you to put in a liberal stock. Every Victor Wholesaler is now in a position to supply you immediately.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

BUFFALO

Instrument Shortage Is the Only Cloud in Bright Fall Business Sky—The Month's News Budget

BUFFALO, N. Y., October 7.—Early October shows the talking machine trade to be in a flourishing condition. Dealers and jobbers throughout the western New York district have had one of the best early Fall seasons they have known for a number of years. Many report that sales have far surpassed the great volume of last year's business. Shortage of instruments is the only thing that is casting a shadow over the horizon of a bright Fall and Winter season.

C. E. Siegesmund, sales manager of Curtis N. Andrews, Victor jobber for western New York, says that business for September showed a much larger sales volume than the same month a year ago. "I do not believe that stock in the dealers' and jobbers' hands was ever so low at this period of the year," Mr. Siegesmund said. "It is the hope of Victor dealers and ourselves that the factory will be able to speed up production to meet the Fall demand, and the enormous holiday demand that is bound to come." Since the beginning of cool weather, the record business has been good, and the new Red Seal records are meeting with public favor.

F. D. Clare, of the Iroquois Sales Corp., distributor of Strand talking machines and Okeh records, reports Fall trade far exceeding their expectations. G. R. Kuehner and H. A. Schensborn, district salesmen, are sending in very large orders for early delivery of Strands and Okeh Records. Mr. Kuehner has opened up several new accounts in the western section of the State. The Camp-Fone, a new portable machine recently added to the Iroquois Sales Corp.'s line, is meeting with favor of dealers here, and many accounts have been opened in surrounding towns.

A. H. Fleishman, manager of the Victor department of the Wm. Hengerer Co., says they have had an unusually good Fall trade. This department received a great deal of advertising through the store's anniversary sale.

The new piano department of Neal, Clark & Neal, who have had one of the finest Victor stores in this part of the country, will formally open about November 1, according to Clarence Lucore, manager of the department. The store is going through the process of reconstruction, and the rapid progress made indicates it will



Victor Supremacy

Victor weekly releases, coupled with the double facing of Victor Red Seal records, means unlimited sales possibilities for the aggressive Victor retailer. The new Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

We are at your service

CURTIS N. ANDREWS

Victor Distributor
BUFFALO, N. Y.



soon be ready for opening. Besides featuring the Ampico and the Knabe they will carry a full line of pianos, Q R S rolls and sheet music, as well as band and orchestral instruments. The Victor department will remain on the first floor, and will receive the same close attention that it has heretofore had.

Stanley Bros. Furniture Co., Erie, Pa., recently suffered the entire loss of its stock through fire. The loss is estimated at \$100,000. Strand talking machines and Okeh records were featured in the music department.

Dealers in Columbia records benefited by the appearance of Ted Lewis and His Band which gave a concert dance in Elmo Music Hall recently. The band came to Buffalo with "the Passing Show," and left with them on their trip to Chicago.

John G. Schuler, Inc., has erected a very attractive sign board at Delaware avenue and Tacoma street, featuring the Sonora. Numerous new accounts brought to the store have been the direct results of the sign.

The Hoffman Piano Co. is tying up with

large and attractive newspaper advertising of the Brunswick. R. E. Smith, salesmanager, reports that good results of the advertising have already been felt.

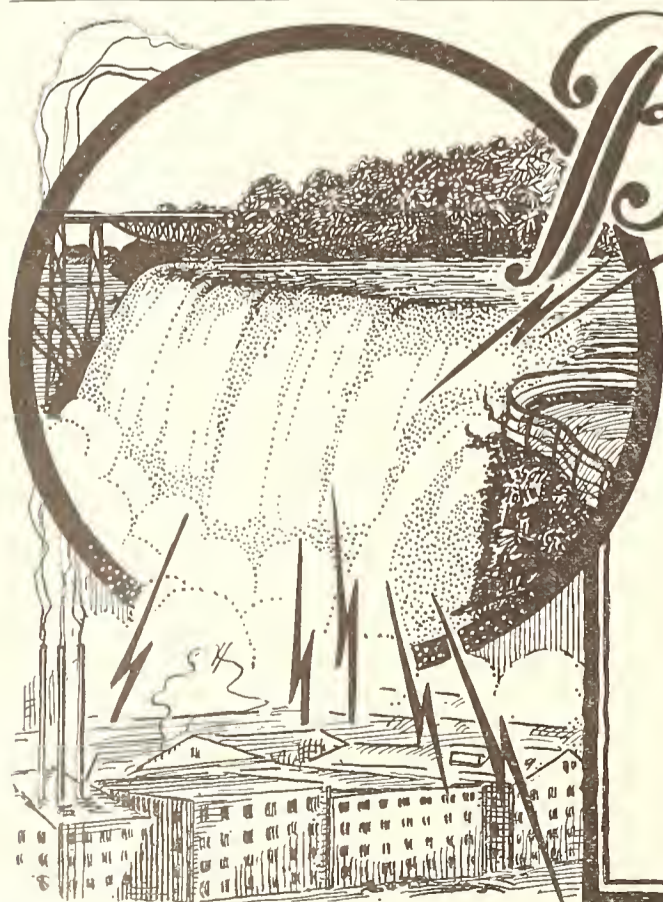
"The talking machine business is showing a marked improvement over that of last year at this time," said O. L. Neal, of the Buffalo Talking Machine Co., Victor distributor. "The principal thing concerning us this year is the supply of goods. The shortage of supply in the most popular models is becoming serious," he said. "There is every indication of a tremendous Fall business."

The Bellanca Furniture Co. has opened its new store on Niagara and Virginia streets, with a very attractive Victor department.

C. Fred Danielson, of Jamestown, N. Y., opened his new store on October 5. About a year ago, one of his two Jamestown music stores was destroyed by fire. The building was replaced by a beautiful structure, modern in every respect.

Charles Liske has begun work on the addi-

(Continued on page 58)



Buffalo means power

As Buffalo is the power distribution center of this great territory

So is the

BUFFALO TALKING MACHINE COMPANY

776-778 WASHINGTON STREET

Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire



The INSTRUMENT FOR PARTICULAR PEOPLE

Three Reasons Why the Kimberley is a Sales Leader

1. DISTINCTIVE CABINET DESIGNS
2. HONEST VALUES
3. UNUSUALLY LIBERAL DISCOUNTS

Unusually Liberal Discounts

The discounts we offer to the trade are exceptionally liberal, but we are not sacrificing quality to provide for this discount. By cutting down our overhead to a minimum, by manufacturing in large quantities and by reason of unusually favorable factory and shipping facilities, we can give the dealer or jobber far larger discounts than the recognized trade figures.

You Need the Kimberley Agency Now

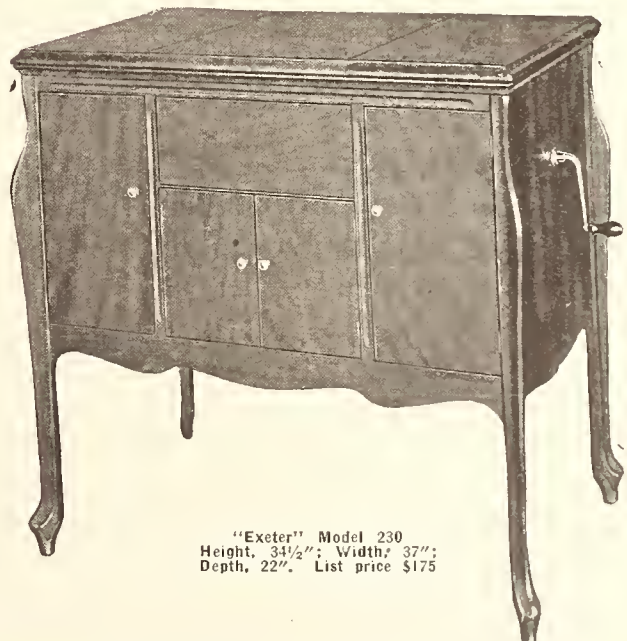
The Fall season is here, and you must have a recognized sales leader to get your share of the business. Write today for our illustrated catalog, showing the complete Kimberley line, consisting of seven models, retailing from \$100 to \$275. Let us tell you all about our special dealer proposition. It will mean money in your pocket.



"Favorite" Model 300
Height, 36"; Width, 42";
Depth, 25½". List price \$275



"Grand" Model 100
Height, 33"; Width, 32¾";
Depth, 20½". List price \$100



"Exeter" Model 230
Height, 34½"; Width, 37";
Depth, 22". List price \$175

There is limited territory open for a few jobbers. If you are interested write today

The Kimberley Phonograph Company of New Jersey

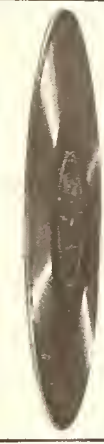
Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

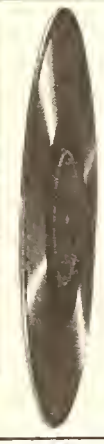
Office and Show Rooms:
206 Broadway, New York City




REGAL 50c RECORDS




In New York as in Chicago, Boston, St. Louis, Detroit and other cities thruout the country, dealers are featuring the 50c record heavily.



Experience has taught them that the public has become buying wise.



That public now knows beyond all doubt that the good 50c record (one that retails at 50c) gives full 75c worth of record value. Therefore it insists on the good 50c record.



And always the dealer finds that the 50c record brings him a greater turnover and a larger total profit than he ever believed possible.

REGAL RECORD CO.

20 W. 20th ST.

NEW YORK

GLEANINGS FROM TRADE IN BUFFALO

(Continued from page 56)

tion to his music store on Genesee street, which will greatly add to the space and attractiveness of his sales department.

Oscar Stransburg, of Jamestown, has returned from a visit to relatives in Sweden. He greatly enjoyed his ten weeks' tour of Europe.

The S. J. Butler Piano Co. has moved from 496 Genesee street to larger quarters at 1414 Jefferson avenue.

William Goold, father of T. A. and George Goold, of Goold Bros., Inc., has returned from a four months' tour of Europe.

The American Music Festival, held in Buffalo during the week of October 1, was backed by the local music trade, and received the moral and financial support of many talking machine jobbers and dealers. Boxes were held by the following members of the talking machine trade: C. N. Andrews, W. H. Daniels, E. L. Hengerer, B. E. Neal, O. L. Neal, Edward P. Erion and Arthur Victor.

The Howard Furniture Co., Inc., of Jamestown, has moved from the Hall block to the Lyric Building.

The Victor Dealers' Association will hold its annual meeting in the Hotel Statler about the middle of October, when officers for the year will be elected.

W. C. Fuhri, of the General Phonograph Co., New York, stopped over in Buffalo en route to Texas and was a visitor at the offices of the Iroquois Sales Corp.

J. H. Robertson is a new member of the Victor sales staff of the J. N. Adam Co. He was formerly with the Heintzman Co., in Toronto, Can.

G. H. Woodcock, formerly with G. H. Hoppenberg, is now a member of the sales force of the piano department of the Brunswick Shop. Salesmanager C. O. E. Curtis, of the Brunswick Shop, says the Brunswick is meeting with great favor. The new model Columbia has been received, and the new automatic motor is a good selling point, which has produced good results, he says.

E. A. FEARN VISITS OKEH OFFICES

President of Consolidated Talking Machine Co. Calls on New York Trade—Gives Optimistic Reports on Business Conditions

A recent caller to the offices of the General Phonograph Corp., New York, was E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, with branches in Minneapolis and Detroit. This company is one of the most successful Okeh jobbers in the country and while in New York Mr. Fearn conferred with W. C. Fuhri, general sales manager of the General Phonograph Corp., regarding plans for the coming year. In a chat with *The World* he stated that record business in the Middle West was excellent, with the dealers in his territory keenly enthusiastic regarding the latest lists of Okeh, Odeon and Fonotipia records. Mr. Fearn is generally recognized as one of the best-posted wholesale men in the country and his comments regarding general business conditions are based on the report of his sales staffs in Chicago, Detroit and Minneapolis.

NEW COLUMBIA AGENCY IN DETROIT

Among the new accounts recently opened by the Columbia Graphophone Co.'s Cleveland branch is that of M. McCaffrey, of Detroit, who for a number of years has been the leading Singer sewing machine dealer in that city and who at present has four stores. He has an outside selling organization of twelve men and they are all going to be turned loose on phonograph sales. The McCaffrey organization and the Summerfield & Hecht Co. salesmen are making preparations to stage a contest, the results of which should be of considerable interest from a sales standpoint.

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

H. L. DAHNER OPENS NEW STORE

Formal Opening of Mandan, N. D., Establishment Draws Crowds—Edison Phonographs and Musical Instrument Lines Featured

MANDAN, N. D., October 6.—The formal opening of the new store of H. L. Dahner, Edison dealer, this city, was an event that will long be remembered. The illustration shows the



Crowd at Formal Opening of Dahner Store establishment during the opening and the large crowds which filled the interior and the sidewalk and street in front of the store. The concern features Edison phonographs and records and handles pianos and musical merchandise of all kinds. Mr. Dahner is widely experienced in the music business and is well known as one of the livest members of the trade in this territory.

NEW MUTUAL TONE ARM A WINNER

Represents Departure From Usual Design of Tone Arm—Well Received by the Trade

The Mutual Phono Parts Mfg. Corp., New York City, which recently introduced the No. 4 tone arm with the new No. 4 reproducer, reports that this new phono part has gained considerable popularity throughout the industry. This new addition to the Mutual line is entirely original as to design in both the tone arm and reproducer, but retains the standard of construction and finish which has characterized Mutual products in the past. Discussing the new arm, Andrew P. Frangipane, secretary of the company, stated: "In the No. 4 tone arm and the reproducer we endeavored to give the trade something different in this respect and yet attractive and good. The arm is of the popular throw-back type and with its swelled base presents an attractive appearance. We believe that the pentagon-shaped sound box will be a welcome relief to many from the staid equipment used heretofore. We were not content, however, to alone improve the appearance of the tone arm and sound box, but our engineers spent a long period of time to improve the tone, which is full and resonant."

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 Player-Tone

IT'S SIMPLY GREAT.

No Better Tone Instrument In the World

Two hands pointing to the word TWO

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write for our booklet and net prices, which are exceptionally low, in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

632 Grant
Street

Pittsburgh,
Pa.



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold-
plated.



Model 100
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 40
All gold equip-
ment, with 5
record filing al-
bums. \$150.00



\$150.00
Model 901
All Gold Equipment

Model 30
All gold equip-
ment, with 5
record filing al-
bums. \$135.00



\$80.00
Model 310
Mahogany and Oak



\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



HEALTHY CONDITIONS IN BROOKLYN TRADE

Dealers and Jobbers Are Optimistic Over Outlook for Winter Months—Dealers Broadening Out Their Lines—Window Displays Prove a Profitable Investment—Featuring Musical Merchandise—Talking Machines at Nassau County Fair—Other News of Interest

The business outlook in the Brooklyn and Long Island territory is better than it has been for some time, according to reports of jobbers and retailers. One indication of the optimistic feeling prevailing in the trade is the number of dealers who are adding new lines of talking machines and records. There seems to be a growing tendency to handle more than one line of instruments because, as one dealer expressed it, "Some people have preferences for certain makes of machines which no amount of argument can change. Indeed, where only one line is handled and the fact is generally known, we have found in our outside selling efforts that we never had a chance with these particular prospects." Another factor which is the basis for considerable optimism is the general prosperity among all classes of workers. There is plenty of work, especially in the building trades, and salaries are as high and in many cases higher than they ever have been. The middle classes, to whom the great bulk of sales are made, are liberal spenders and this year they will have plenty of money to spend for Christmas and other holiday gifts.

Window Displays Draw Trade

Window displays are proving good business getters for those dealers who are devoting time and attention to this particular phase of publicity. One of the leaders in the matter of window display in this territory is the Brooklyn branch of the Aeolian Co. C. G. Davis, manager of the branch, gives a great deal of thought to his windows and invariably the displays are out of the ordinary and eye-arresting. Another window which is attracting considerable attention is that of Krakauer Bros., 1653 Pitkin avenue, which is featuring the Sonora. The talking machine department of the Sterling Piano Corp., 81-87 Court street, under the management of E. T. LeTure, has also arranged some excellent window displays. The Sterling Piano Corp.'s new quarters at the above address are located on a busy corner and the window facilities are unusual. Both the talking ma-

Better Now, Than Too Late

WEEKLY RELEASES OF
DOUBLE FACED RED SEAL
RECORDS, PLUS THE MOST
COMPLETE LINE OF INSTRU-
MENTS, INSURE BIG BUSINESS
FOR VICTOR RETAILERS THIS
FALL AND WINTER.

Have You Anticipated Your Requirements?

AMERICAN

TALKING MACHINE CO.

BROOKLYN, N. Y.
VICTOR WHOLESALERS



chine and piano departments are on the main floor, with a partition dividing the two departments, each of which has its own windows for display purposes. Another publicity stunt which this company is about to launch consists of a booklet in which illustrations of the various departments appear. The talking machine section will be given prominent space. According to Mr. LeTure, these booklets will be mailed to a selected list of prospects and customers. Direct mail has proved a real business stimulator for this live manager.

Dealers Displaying Musical Merchandise

Many talking machine dealers are devoting window display space to small musical instruments, indicating that the importance of a musical sideline is being more generally realized. Indeed, many of the concerns in this territory have installed complete and up-to-date musical merchandise departments which are in charge

of experienced men. The opportunities in this field of the music business are right in line with those in the talking machine field, according to a Brooklyn dealer who handles both. He declared that he had sold a surprising number of small musical instruments to members of families who had purchased a talking machine and records from him.

Hempstead Shop Displays at Fair

One of the finest exhibits at the annual Nassau County Fair, which is held at Mineola, L. I., was that of the Hempstead Music Shop, of Hempstead, which had a large booth, in which were displayed Sonora phonographs and Vocalion records. This booth was one of the centers of interest and, while no sales were made during the Fair, a number of live prospects were secured. Several people, after viewing the exhibit, requested that a representative of the Hempstead Music Shop call at their homes to give further information concerning the various instruments.

Stores Change Hands

Among the stores which changed hands during the past few weeks was the Fort Hamilton Music Co., 446 Eighty-sixth street, Brooklyn, which is now owned by Mrs. Eskrin, who formerly owned the Flatbush Music Shop and who has had wide experience in the merchandising of talking machines and records. Brunswick, Columbia and Sonora instruments are handled.

The Park Music Shop, 1514 New Utrecht avenue, has been purchased from J. F. Kissel by John Strigliano. This concern features the Sonora line.

Brooklyn Concern Chartered

The firm of Edward Strauss, of this city, has been incorporated under the laws of New York to deal in talking machines, with a capital of \$50,000. Directors are Howard Strauss, Elizabeth Satlein and Celia Cartoon.

A. Centonze Co. in New Home

The A. Centonze Music Co., distributor of records and music rolls, is now occupying spacious and attractive new quarters at 174 Johnson avenue, Brooklyn. The concern reports a growing demand for records and rolls. The roll catalog has been increased by the addition of the following new numbers: "Labruzza Duci," "Felicità," "Paradise," "Dolce Speranza," "Angelo Maestono" and "Alba D'Amore."

Expect Big Sonora Holiday Trade

The Long Island Phonograph Co., Sonora jobber, with headquarters in Brooklyn, is ex-

*Liberal and Active Service
to Dealers*

**Four Points of
SERVICE
to Dealers this Fall**

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



1. Sonora is accepted as the Finest Talking Machine in the World.
2. The models are the most artistic in the market.
3. Strong National advertising and plenty of display material.
4. Our service to dealers in efficient deliveries and 100% selling co-operation.

Write and ask us to analyze your proposition. All letters are answered promptly.

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y. Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island



The New Columbia is Superior!

No more blast!

The New Columbia Reproducer makes blast a thing of yesterday.

Excessive vibration, the cause of blast, is taken up at its source by the patented, exclusive Columbia "shock absorbers" that eliminate this distressing defect. All records sound better on the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York



pecting the heaviest Fall and holiday business in its history as a result of the unusually heavy ordering by dealers, who apparently are determined not to be caught short of stock when the holiday buying begins in real earnest. The Long Island Phonograph Co. recently urged the dealers to estimate their requirements for the Fall, so that it could make some provision to meet all demand, avoiding, as far as possible, the usual annual dearth of instruments.

Among the new Sonora accounts opened recently is included Harold R. Mulford, Greenport, L. I.

Through error there appeared in this section of the last issue of The World the statement that the Pravder Music Shop had added the Sonora. The Pravder Music Shop handles the Edison and Columbia lines.

American T. M. Co. Busy

The American Talking Machine Co., Victor distributor for the Brooklyn and Long Island territory, is enjoying a busy season. Fall orders are coming in in excellent volume and the outlook for an unusual holiday business is bright. R. H. Morris, president of the company, has just returned from a vacation which he spent motoring to Massachusetts. He drove his daughter to Mt. Holyoke College, South Hadley, Mass.

Moves to New Quarters in Corona

The Corona Music Store, which is conducted by Vincent M. Padula, has removed from 129 Forty-sixth street to 99 Forty-sixth street, Corona, N. Y., where larger and admirably equipped quarters are now occupied. This concern handles Sonora phonographs and Vocalion, Columbia and Victor records.

Mager's Music Shop Expands

Mager's Music Shop, Victor dealer, recently purchased the business of Benton's Music Shop, Cedarhurst, L. I., which will continue under the new management. A complete line of Victor machines and records, pianos and musical instruments is handled.

BUSINESS VALUE OF CONCERT WORK

Excellent Opportunity of Gaining Good-will of Music Lovers Through Co-operation in Staging Concerts and Recitals

The experiences of talking machine dealers who have co-operated in staging concerts have proved that work of this character is decidedly profitable. There are many dealers who have a regular program of concerts which they stage in their stores or in special quarters secured for that purpose. Window displays and advertising are resorted to to tie up with these events and in all cases where the plan has been given a

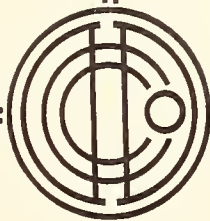
thorough tryout sales of records have been stimulated.

This is an excellent work and the value which the dealer can derive therefrom cannot be emphasized too strongly, but there is another field where concert work can be made to pay dividends in sales and good-will. In practically every city, town and village throughout the country there are music clubs, social organizations and a variety of other groups where music is a welcome addition. The organizations devoted principally to music offer probably the best outlet for the energy of the dealer in this direction. Co-operating with these bodies in making their concerts and recitals a success will

do much to build good-will and, furthermore, it must not be forgotten that the best type of customer for the music store is the music lover, and members of musical organizations are certainly in that class.

LOUIS UNGER ON MID-WEST TRIP

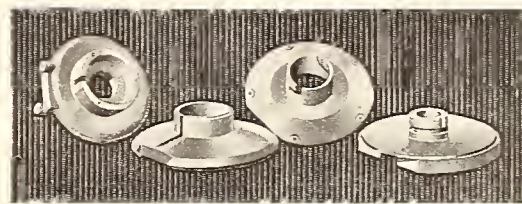
Louis Unger, general manager of the Reflexo Products Co., Inc., New York, sole distributor for the W. H. Bagshaw Co., left recently on a six weeks' sales trip through the mid-West in the interest of Gilt Edge and Reflexo blue steel needles. He reports the prevalence of an active demand.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Doehler Die Cast Zinc and Aluminum Alloy Phonograph Reproducers.

The finish to be given die-cast parts in various metal alloys—plating, enamel, etc.—sometimes involves problems new to the die-casting user.

Daily contact with every phase of industry using die-castings, and constant research along chemical and metallurgical lines, enable Doehler engineers to be of material assistance in special problems like this.

The Doehler Company willingly places its experience and resources at the disposal of its customers, in using Doehler Die-Castings for the best results.

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.



A. CENTONZE MUSIC CO.

PUBLISHERS

Distributors and Jobbers in

RECORDS and PIANO ROLLS

174 Johnson Avenue

Brooklyn, N. Y.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

Hark! It must be



The **NEW**
P H O N O

Rachmaninoff himself!

THE inference was excusable; for, in everything except actual physical presence, the New Edison Re-Creates the living artist's true performance.

This almost miraculous achievement was made possible only by the unusual ideal of Mr. Edison and his unlimited facilities for the research which required years of painstaking study and the fortune of \$3,000,000 poured into laboratory tests which resulted in the New Edison—the actual Re-Creator of the living voice.

Its superiority is continually proven—by contrast with phonographs of other make—and by the final, conclusive test of comparison with the living artists.

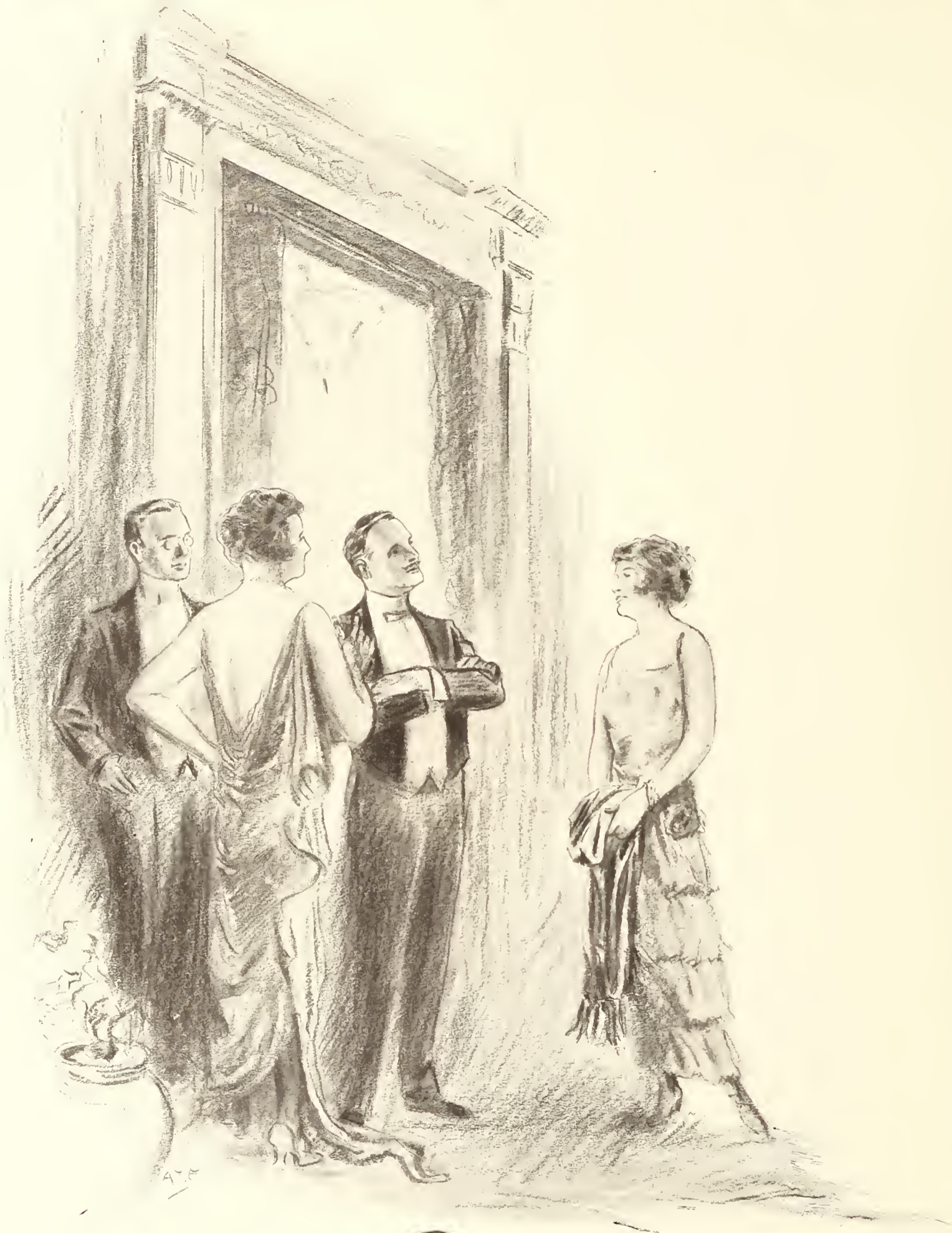
Small wonder, then, that the public has responded with a demand that taxes Edison manufacturing resources and makes good business for Edison dealers.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

EDISON
G R A P H

—and it is Rachmaninoff



The **NEW**
P H O N O

Re-Created!

EVERY glorious color and tint of tone; every delicate shading; every perfection that distinguishes the master musician, have been preserved and Re-Created by the New Edison.

Wherever shown, wherever heard, the New Edison wins public approval; and the ever-increasing demand is opening up new, profitable territories for Edison dealers.



William and Mary Console

This model truly reflects the spirit of stately olden times. Its rich, brown mahogany, with inlaid borders, its gracefully turned legs and stretcher — all are authentically typical of the period.



EDISON

G R A P H

A SCOTCH FOX TROT

HOOT MON

You can't go wrong with any FEIST song

"Hoot Mon, High-land Hoot Non! Since you said toot-toot Mon, My heart's call-ing you-oo!"

VISIT STARR PLANT AT RICHMOND

Delegations of Retail Distributors From Pennsylvania, West Virginia, Eastern Ohio, Indiana and Chicago Entertained at Starr Plant

RICHMOND, IND., October 6.—Ideal weather, together with the enthusiasm of the visitors, made the trip of the delegation of dealers headed by H. C. Niles, of the Starr Phonograph Co., Pittsburgh, to the factories of the Starr Piano Co. a most happy and profitable occasion recently. H. C. Niles, formerly advertising manager of the Starr Co., is distributor of that organization's products for Pennsylvania, West Virginia and Eastern Ohio. The trip was the occasion for a general inspection of the great Starr factories and their products. Visitors from the company's Chicago, Indianapolis, Cincinnati and Richmond branches with dealers were also in attendance.

The day started with a breakfast at the Arlington Hotel, followed by a thorough trip through the Starr factories, where every department was visited and all operations of production were

observed. All visitors, officers of the company, heads of departments and factory foremen wore badges bearing their names and information as to company connections, which added greatly to the get-together spirit.

At noon a lunch was served buffet style in the phonograph inspection department. At the end of this room, amid Fall decorations, were exhibited Starr pianos, Starr phonographs and the latest Gennett records, which were admired and created much interest. The styles were demonstrated continuously throughout the day.

Late in the afternoon phonograph records were made by the party at the factory recording room, a feature which was enjoyed on account of its novelty.

The visitors motored at the close of the day to the farm of the Starr Piano Co., west of Richmond, where a barbecue of beef, lamb, pork and all the trimmings occupied their attention until train time.

Among the guests of the company were A. O. Lechner, Lechner & Schoenberger, Pittsburgh; Wm. Cooper, Cooper Bros., New Kensington, Pa.; R. E. Stone, R. E. Stone Co., McKeesport,

Pa.; H. C. Millemen, Millemen Piano Co., Elwood City, Pa.; John Cooper, Cooper Bros., of New Kensington, Pa.; Paul Mechling, Dawson Bros. Piano Co., of Pittsburgh, Pa.; R. R. Myers, Spear & Co., Pittsburgh; C. W. Books, Pioneer Music Co., Indiana, Pa.; I. D. Walker, Faller Bros. Furniture Store, Donora, Pa.; J. W. Gongaware, Latrobe, Pa.; Ira D. Mencher, Ligonier, Pa.; F. A. Faller, Faller Bros. Furniture Stores, Wilmerding, Turtle Creek and Donora, Pa.; H. C. Niles, Starr Phonograph Co., Pittsburgh, Pa.; Oscar Decoster, Decoster Bros., Jeanette, Pa.; B. S. Lyde, Spear & Co., Pittsburgh, Pa.; L. C. Milheim, Butler, Pa.; Richard Winter, Robert Winter Music Co., Irwin, Pa.

The Indianapolis visitors were H. G. Hook, A. J. Apple, Russell Dierdorf, Mrs. Ruth Troup, Miss Johanna Gilday, all of the Indianapolis Starr store; also W. G. Wilson, Widener Grafonola Shop; Minnie Springer, Taylor Carpet Co.; D. H. Craft, D. H. Craft Co.; I. Seidel, Seidel Music Co.

The Chicago visitors were William P. Krause, Walter Melrose, music publisher; C. H. Buell, Remick's Department in Hillmans; S. J. Hein, Waterson, Berlin & Snyder; Mr. Conover, Starr branch; F. D. Wiggins, manager Starr branch.

From the Richmond retail store were W. P. Benner, manager; F. C. Templin; J. M. Wallace, Jr., Wallace Music Co., Marion, Ind.; G. W. Duckwell, Palace Department Store Co., Greenville, Ohio, and E. I. Pauling, manager, Cincinnati Starr branch.

MOVES TO LARGER QUARTERS

Musical Products Distributing Co. Increases Wareroom Space at Same Address

The Musical Products Distributing Co., New York, distributor of Pooley phonographs and Vocalion records and manufacturer of the "Standex" display stands, is now occupying new and larger quarters at 37 East Eighteenth street, New York. The company has been established at this address for several years past, but increased business necessitated more adequate facilities and the entire sixth floor was leased. The interior has been attractively decorated with a handsome display room for the accommodation of Pooley phonographs. B. D. Colen, president of the company, states that the sales totals for September were far ahead of last year, with every indication that the last quarter of the year will exceed all expectations.

EDISON AGENCY TO A. C. BURGESS

The music store of the George A. Clark Co., in Oberlin, O., has been discontinued. The Edison agency, with Edisons in stock, has been sold to A. C. Burgess.

The M. H. Housel Co., of Williamsport, Pa., is remodeling the building at 143 West Fourth street, into which it will move November 1.

VICTOR WHOLESALE DISTRIBUTORS



Blackman Victor Dealers have never been encouraged to over-buy. The long-established Blackman Policy, which permits revision of advance orders for Victrolas according to current needs, is evidence of this fact.

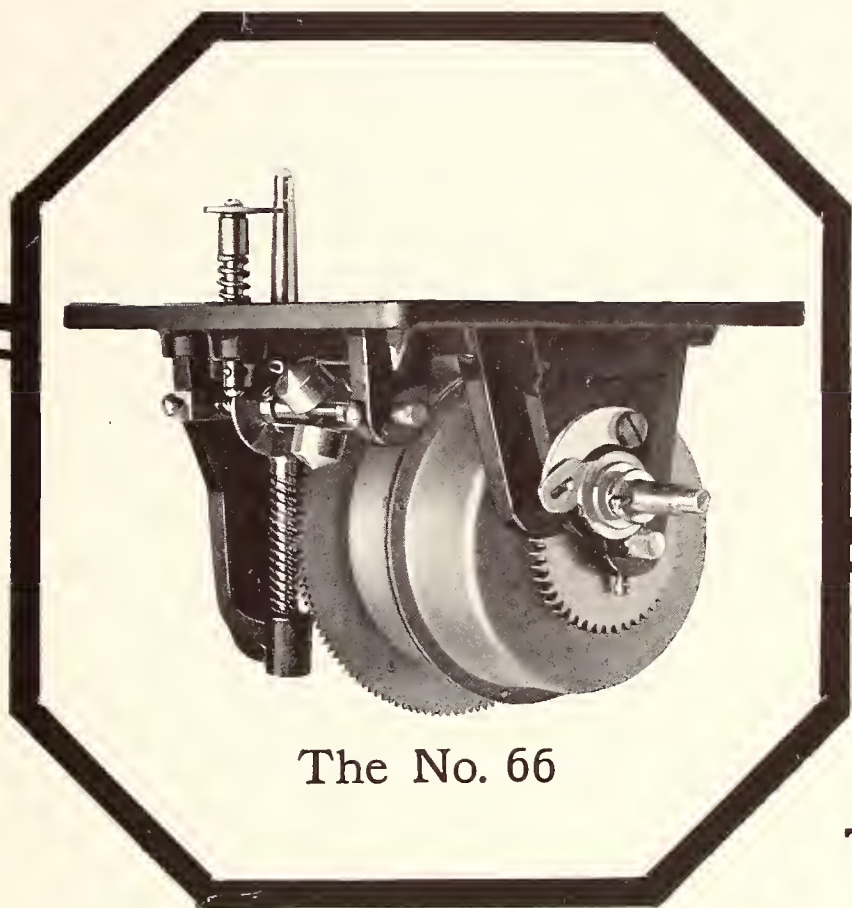
BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO.
28-30 W. 25TH ST. N. Y. C.

ONE SUGGESTS THE OTHER

Our 1924 Models Are Ready Now!



The No. 66

The Newest Heineman Motor

Five Features of the New No. 66

1. Direct drive.
2. Double Worm gears.
3. Noiseless operation.
4. Steady power.
5. Simplicity in construction.

THE No. 66 is the newest addition to the large family of Heineman Quality Motors. This new model is manufactured under the same exacting conditions that have made "The Motor of Quality" the watchword of the industry.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street,

New York

The New Columbia is Superior!

Perfect Automatic Start and Non-Set Stop!

The New Columbia Automatic Start and Stop is an exclusive, patented feature that affords unmatched convenience of operation.

The motor starts when the tone-arm is moved to playing position. It stops when the music ceases.

There is absolutely nothing to adjust. And in ten thousand times, by actual test, it has never failed to operate.

COLUMBIA GRAPHOPHONE CO.
New York



New York Sonora Dealers Hold Busy Meeting

Retailers Served by the Greater City Phonograph Co., Sonora Jobber, Listen to Instructive Talks and Discuss Trade Problems at Convention in the Hotel Pennsylvania

Sonora dealers in the territory served by the Greater City Phonograph Co., New York, Sonora jobber, attended a convention held at the Hotel Pennsylvania on September 25. Maurice Landay, president of the Greater City Phonograph Co. and one of the most popular members of the Sonora jobbing organization, presided at the convention and in an address of welcome stated that it was planned to hold

capacity until March. He congratulated the dealers present upon the aggressiveness and co-operative spirit manifested by the Greater City Phonograph Co., complimenting Mr. Landay upon the splendid strides attained by the Sonora product in his territory. S. O. Martin, vice-president and general manager of the Sonora Co., gave the dealers and their guests one of his usual forceful addresses, wherein he



Sonora Dealers at Greater City Phonograph Co. Meeting

similar meetings throughout the coming year. Prior to the opening of the business sessions the dealers enjoyed a typical Hotel Pennsylvania luncheon and an entertaining musical program was furnished by Clarence Bush's Orchestra.

George E. Brightson, president of the Sonora Phonograph Co., was introduced by Mr. Landay as the first speaker and during the course of an interesting address told the dealers that the company had received enough orders from its distributors to keep the factory working to

illustrated graphically sales possibilities for Sonora phonographs during the entire year. This chart showed the various fluctuations and sales totals during the different months and emphasized the fact that by anticipating their orders for the Fall and holiday season, the dealers would be adding materially to their profits. Brief addresses were also made by Frank Goodman, assistant general sales manager of the Sonora Phonograph Co.; R. W. Keith, president of the Long Island Phonograph Co., and others. One of the features of the address made by

Mr. Landay was the outlining of the plans that his company had made to meet the requirements of the Sonora dealers in this territory and the efforts that were being made to distribute Sonora merchandise evenly and efficiently. He stated that in order to carry out these plans to advantage it was necessary for the dealers to anticipate their needs as far in advance as possible, placing their orders accordingly. An interesting open forum was then held among the dealers and among those who contributed brief talks were Lambert Friedl, manager of the John Wanamaker phonograph department, New York; H. S. Conn, manager of the phonograph department of Ludwig Bauman & Co.; Herbert D. Berkeley, manager of the phonograph department of Bloomingdale Bros., and A. H. Mayers.

Among those seated at the speakers' table at the convention were the following: Geo. E. Brightson, S. O. Martin, O. S. Keyes, treasurer of the Sonora Phonograph Co.; L. C. Lincoln, advertising manager of the Sonora Phonograph Co.; Frank Goodman, E. S. White, Sonora Co., of Philadelphia; Fred Allen and Herbert C. Young, Sonora Co. of New Jersey; Robert W. Keith, president, and J. J. Schratweiser, sales manager of the Long Island Phonograph Co.

CONSOLE DEMAND GAINING STEADILY

Pathé Introduces New Console to Meet Demand for Popular-priced Instruments

The demand for the popular-priced console model talking machine, which is expected to be more insistent than ever during the present Fall season, has been met in the case of the Pathé Phonograph & Radio Corp., by the presentation of a new model known as No. 27. This console model is in the Sheraton period and built on strong and attractive lines in both mahogany and walnut. Furnished with the usual Pathé refinements, this new model is expected to be a very popular sales number. Although all numbers of the Pathé line are receiving their just share of popularity, attention is directed by the officers of the company to the all-year-round popularity that the Pathé portable is enjoying. Whereas in past years the portable was more or less a Summer or vacation instrument, it is now being purchased for the home and it is expected that in the coming holiday season the portable will play an important role among holiday gifts.

HIRSCH BROS. IN FINANCIAL TROUBLE

A petition in bankruptcy has been filed against Samuel and Joseph Hirsch, trading as Hirsch Bros., with a talking machine store at 309 Bedford avenue, Brooklyn, N. Y.

RUST MUSIC CO. INCORPORATED

PASADENA, CAL., October 5.—A charter of incorporation has just been granted to the Rust Music Co. here, with a capital stock of \$25,000.

Why Not Create Two Record Sales Where Now But One Exists?

The phenomenal improvement in all vocal, instrumental and orchestral reproductions with the use of the Violin Spruce Reproducer will enhance the value of every record you play or sell. This unusual reproducer will not only resell your old customers but also create many new, enthusiastic buyers.

Show and sell the Violin Spruce Reproducer to all your trade—it is unique and a non-competitive article. It will effectively increase your record sales; and your record canvassers will find it a sure and steady trade stimulus.

Write today for trial sample and our splendid dealer's sale franchise

THE DIAPHRAGM COMPANY

1836 EUCLID AVENUE, CLEVELAND, OHIO.

New York Representative:
LOUIS JAY GERSON, 63 Reade Street

Chicago Representative:
ILLINOIS DIAPHRAGM CO., 208 N. Wabash Ave.



Chippendale Model 4—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

Why the Widdicomb appeals to the better class of buyers

CONSIDER first of all the fact that the Widdicomb Phonograph is the product of an organization which for three generations has held a position of undisputed leadership among artificers of fine furniture.

Consider also the fact that the Widdicomb Phonograph embodies the results of years of painstaking research in the field of acoustics as related to the reproduction of recorded music.

You will then appreciate, we believe, why it is only natural that the Widdicomb should possess the qualities which appeal both to lovers of the beautiful in furniture craftsmanship, and to lovers of the beautiful in the realm of music.

To merchants who seek to build up a business among this better class of trade, the Widdicomb line of phonographs in period styles offers an opportunity that is well worth investigation. A complete catalog and full particulars regarding the Widdicomb franchise will be gladly furnished upon request.



Queen Anne Model 6—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

THE WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, MICH.

Fine Furniture Designers Since 1865

Radio—Its Yesterday—To-day—To-morrow

Basic Principles of Radio Progress and Merchandising Discussed
by H. H. Roemer, Sales Manager, DeForest Radio Tel. & Tel. Co.

That the talking machine dealer is acting cautiously in the matter of radio goes without saying. And, I dare say, never in his experience as a merchant of reproduced music has he been confronted with quite as perplexing a problem.

If he is not one who "dipped in" when the premature "blow off" occurred—he at least heard the unfortunate story through his less fortunate brothers who did. And right here is where the grief began. They were "burnt"—and in many cases they were burnt badly. They have a right to think cautiously and act likewise. And without disregard for those who did suffer, I might add that theirs was an experience which has done more for the industry than many other conditions which demanded closer attention in the production of radio and in the perfecting of a merchandisable product in order that the public's interest remain with the art.

In a measure, skepticism to-day is as rampant as in any previous days of epoch-making periods in the history of invention. We are no older than our forefathers in their time. Our beliefs are equally as primitive in the acceptance of anything that smacks of mystery—the new things which cannot be "seen" especially. A condition due to the layman's lack of technical knowledge or closeness to the "inside track," whatever the subject.

And as we have the skeptic, so have we the "progressive" and, likewise, the "impulsive" types. It requires all types to make a people, and all types to awaken a people. Were it not for the skeptic improvement and refinement would remain ever at a standstill. The skeptic, that "show me" half-brother to conservatism, demands more than the progressive and counter balances the impulsive.

Nor does the category of these classes apply exclusively to the buying public. It has reached out and found its way to the dealer himself, until we have as strong a classification of similar types among our dealer friends as has been described above.

So when one morning we awakened and found ourselves in the maelstrom of a public's clamoring demand for a practically unheard-of something—when radio burst in upon us with far greater disorder than the gold rush to Nevada or the Yukon—there was a mad scramble by the trade to get in and we all know the results. Here arose an industry overnight, unknown to mechanical skill, we might say, and certainly unknown to manufacturing science when considering volume output. A field untilled, with absolutely no established dealer outlet, much less a sales or advertising organization in back of it. There wasn't time for organization—much less the necessary time for proper manufacture. The public demanded radio, and the public will have what it demands.

Influence of Music in Radio Popularity

After that first flash, when the entire country was attracted to radio—what made radio popular? Was it the voice from a hundred or a thousand miles away? No—this only sharpened the appetite for more—but when music came over the air, then, and then only, did radio rip holes in the public's pocketbooks and anything that "squawked" sold for a time. But it was music that did the trick. Music was the carrier wave of radio's phenomenal grip on the public—and is to-day.

Little wonder the talking machine dealer jumped in and bought. It was music, and isn't music his field—his province?

But—radio two years ago and radio to-day are as foreign to each other as Edison's first record compared with the product of to-day.

In my close daily contact with the dealer trade I have had ample time to study the talking machine trade's viewpoint. Its attitude is well found-

ed, based upon that experience any dealer feels who has bought an unknown quantity and each day sees that "graveyard of dead stock"—a monument to "snap judgment"—and a constant reminder of impulsive and untimely action. But yesterday has gone and to-day finds us with what the skeptic of a year or so ago looked forward to. To-day presents that something which the skeptic found lacking yesterday—the public's tuned ear and understanding of radio's practicability and actuality—plus engineering and manufacturing skill to produce that which can be merchandised with safety to their good-will and without the aid of a great machine shop and engineering corps to attend to service.

One need only read a little, see a little and hear a little to satisfy himself completely that as suddenly as radio hit us, just that sudden has its development progressed, until to-day a trip through Grand Central Palace's exhibits will compel admission of the absolute fact that products in radio do exist which have eliminated the greatest objectionable features necessary to the talking machine trade's class of merchandising and are being produced with that same dependable precision as any talking machine, from the finest materials and workmanship in artistic cabinet construction as would meet and satisfy the most fastidious taste of any buyer and add beauty and refinement to any home throughout the land.

The Radio Service Bugbear

We have heard so much about "service." Yesterday? Yes, service was not alone servicing the set—it was *teaching how to operate*. Even in the earlier days of radio so-called service was not servicing sets because of being out of order, but the pioneering of education. Look about you. You cannot pick many men on the street who do not know something of radio. And as for boys? It's fifty-fifty as to which stands first—the big league or radio. But the public does not really know a great deal of radio. Servicing to-day is not the bugbear of yesterday, and as fast as manufacturers realize that, "instruction sheets" of less technical nature and more profuse in ordinary terms are eliminating service materially. Service,

on the part of the dealer, is growing less and less, until to-day you require very little, especially in the better-built cabinet types.

The service scare the talking machine dealer has felt is largely the fault of manufacturers' salesmen, in many cases, who have not talked the line properly. Too much technical stuff. Dealers I have interviewed have displayed their fear of the technical side of the business. Salesmen have juggled the vernacular of this new-found language—radio parlance—until the dealer has stood aghast and bewildered. I dare say the percentage of lost sales to dealers, due to technical fear, would astonish our manufacturers.

Sell Results—Not Technical Knowledge

Servicing radio can be made a disease or a negligible quantity by the dealer. Talk a buyer into opening his set and by one stunt or another he can produce this or that and you are laying the most beautiful background for "service" that can be put over. A man goes in to buy a clock. The clerk does not open it up and expose its entrails. He sells it on its appearance and on the reputation of his place and the manufacturer behind it. He sells results backed by confidence. Radio, Mr. Dealer, is not one bit different to-day, except possibly in that a clerk or salesman should at least know the fundamentals of the art, and your manufacturer's selling program should include that educational data as a part of his "selling helps." This data is no heavier than your comparative sales points in the talking machine or piano field.

Beyond the minor details of knowing each set sold functions properly when delivered there should be no further servicing (under correct usage) than keeping an eye on the batteries (the automobile has taught every man that) and the tubes.

When considering the fact that little boys, not alone the city chap, but the little fellows far back in remote spots of this country in the hills or on the plains, with the most impoverished tools and materials, without the advantages of anything more than a little red schoolhouse education, are

(Continued on page 72)



Beware of Imitations

Upholstery and Decorative Fabrics

Hydol Silk Plush, in the new and beautiful range of colors, is being used extensively for decorating windows.

Its brilliant lustre and high quality is recognized by all display men as unequalled.

If you want the original Hydol Silk Plush, look for the name HYDOL on either end of the piece.

Hydol Silk Plush is carried by all the leading fixture people throughout the United States. If your fixture house doesn't carry our line, write to us direct.

Samples and color card illustrating latest shades on request. Among the beautiful shades are Shadow Lawn Green, Sand, Scarab, American Beauty, Royal Blue, Majestic Purple and others.

HYDOL PLUSH MFG. CO.

The house of Service and Originality

Established 1889

41 East 20th Street

New York City

Turning to



Always something new
on Brunswick Records.



Leopold Godowsky



Joset Hofmann



Elly Key



Mario Chamlee



Max Rosen



Claire Dux



*Always Something New
on Brunswick Records*

Brunswick

*Musical World and Public
Acknowledge Leadership of The Brunswick*



Michael Bohnen



*Marie
Tiffany*



Bronislaw Huberman



Giuseppe Danise



Theo Karle



Giacomo Lauri-Volpi



Sigrid Onegin



Maria Ivogun



*Florence
Easton*

Dealers Find That Public Demands Brunswick Phonographs and Records

The leadership of The Brunswick is being emphasized every day. Dealers recognize this fact.

The public asks for Brunswick Phonographs and Records.

The perfect interpretations of classical and popular music by Brunswick Phonographs and Records is the talk of the musical world.

The clear, perfect renditions of the so-called "difficult" tones of Brunswick Records, free of metallic suggestion, is spoken of everywhere. So people who want the best in phonograph music turn to Brunswick.

Highest musical authorities say

Brunswick Records are ten years ahead of their time. Great musicians recognize this fact and the new artists of this generation have turned to Brunswick to immortalize their art.

Brunswick Phonographs enjoy the same leadership. The first phonograph to play perfectly all makes of records. The clearness, beauty of interpretation and tonal volume it reproduces is not equalled by any other make of phonograph.

So wise dealers have turned to Brunswick phonographs and records to meet the ever increasing tide of popular demand.

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

THE BRUNSWICK-BALKE-COLLENDER CO
Manufacturers—Established 1845
General Offices: Chicago Branches in All Principal Cities

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

Brunswick

PHONOGRAPHS AND RECORDS



RADIO—ITS YESTERDAY—TO-DAY—TO-MORROW (Continued from page 69)

hooking up their home-made sets with no other teacher than a mail-order circular—it seems to me this much-discussed "service" problem is a little far fetched and is an unconscious camouflage to get away from what every talking machine dealer must know is the inevitable "writing on the wall." Facts are facts. No matter how we dress them up, they still remain as cold and immovable as the rock of Gibraltar. The talking machine dealer is *not* going to force what rightfully belongs to him into other channels. But there is a stern reality that is going to be made to exist if that talking machine dealer doesn't arouse himself to the call—*dealers in other lines* who have fathered radio becoming so thoroughly entrenched—so thoroughly established in the confidence of the people, that they *will be made to believe* that there is a *technical side to radio* that makes necessary the merchandising through the electrical trade.

There is room for both classes of trades. More than enough to satisfy both, but as assuredly as a record is best sold through the talking machine dealer just so is it true of the complete cabinet sets of the higher types of radio being a part of the talking machine dealer's merchandise.

Some Actual Experiences and Facts

Here are a few actual experiences and facts, actual conditions and not the results of so-called surveys or investigations. One of the largest and best-known talking machine distributors on the Pacific Coast became interested in radio a little over a year ago. Following a careful study of

the industry he employed a radio buyer. He decided upon a line which in his knowledge best suited the particular needs of his trade. With the opening of this year's business he requisitioned his radio factory for what was considered almost three times the amount of any one month's business produced by distributors in other lines of merchandise. Within three months and up to this date this talking machine distributor has requisitioned three times the former amount *per month* and which equals six times the monthly requirement of any other jobber of any other class. And, mind you, the list of retail dealers he is supplying is less than seventy-five.

These points may astonish the average talking machine dealer. But there is still a more surprising condition. Out of this vast volume of sales and distribution comes the strange fact that not 10 per cent of the usual run of complaints and servicing trouble has come from this distributor. And why? Because he has avoided the "screw-driver" and "plier" technicalities. Because he has sold his dealers on the idea of selling *results*, not machinery—because he has touched only upon a language the layman understands—because he has pointed out "*quality in tone value*"—*distance—simplicity*—all in all, he has sold them on the idea of the *purpose* of the set and not what is in back of the panel.

What of To-morrow?

And what of to-morrow? Is radio here to stay? Are we going to repeat the doubts expressed in

the beginning of the phonograph, the telephone and the automobile? Is not that same atmosphere prevalent in radio?

The public rules in all things commercial. Public interest keyed up to demand compels manufacture and distribution. Both compel competition and competition takes up the reins and forces improvement in a product and forces desire and demand through the advertising which competition makes necessary. Is it reasonable to believe that the millions and millions of dollars invested in plants, equipment and material and the vast sums now being expended in research are going to be allowed to drop unrewarded? Is it reasonable to believe that the millions of dollars thus far spent in advertising and sales organization are going to pass on to the junk heap of misplaced confidence and lost endeavor. No American who understands our great country's characteristics can honestly express such a doubt.

The to-morrow of radio will be the absolute necessity of radio in every walk of civilized life, in the home, in the business and in the hours of recreation. The to-morrow of radio will be profited on by the men who realize to-day that they must become established in the industry. That's history. And history has never yet failed to repeat itself.

We have seen and felt the YESTERDAY of radio. The TO-DAY is here and carries with it "OPPORTUNITY" to get aboard and ride into TO-MORROW, because the TO-MORROW of radio is the path to the receiving teller's window, while the doubter—the skeptic—the waiter—of yesterday and to-day will spend much of HIS TO-MORROW looking on.

NEW CATALOG OF DIE-CASTED PARTS

Booklet Just Issued by Doehler Die-Casting Co. Replete With Interesting Data

Profusely illustrated, printed in colors on super-calendered stock and bound in stiff covers, the Doehler Die-Casting Co., Brooklyn, N. Y., has just issued a very attractive eighty-four-page booklet which ranks among the most attractive and is, at the same time, a genuinely useful contribution to the literature of the industry; in fact, helpful to everyone interested in the use of die-casted parts. Entitled "Doehler Die-Castings," this book contains a brief review of the process—the evolution of Do-Di brass castings, engineering and metallurgical data—and a pictorial review of recent accomplishments. Described as "the plants behind the Doehler products," the exceptional facilities of the factories, both in Brooklyn, N. Y., and Toledo, O., are shown. A description of the many parts made by the Doehler Die-Casting Co. for the talking machine industry is very interesting to the talking machine trade and the general information contained in this admirably arranged volume will be found of value.

The A. L. Cummings Music Co., Sheridan, Wyo., Victor dealer, has moved its business into a new building in a fine location.

THE marked increase in the sales and popularity of Okeh Records for 1923 firmly establishes them as one of the fastest selling records on the market today.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

Our dealer proposition is an interesting one. It will pay you to investigate the advantages that accompany the handling of

A Better
RECORD



A Better
SERVICE

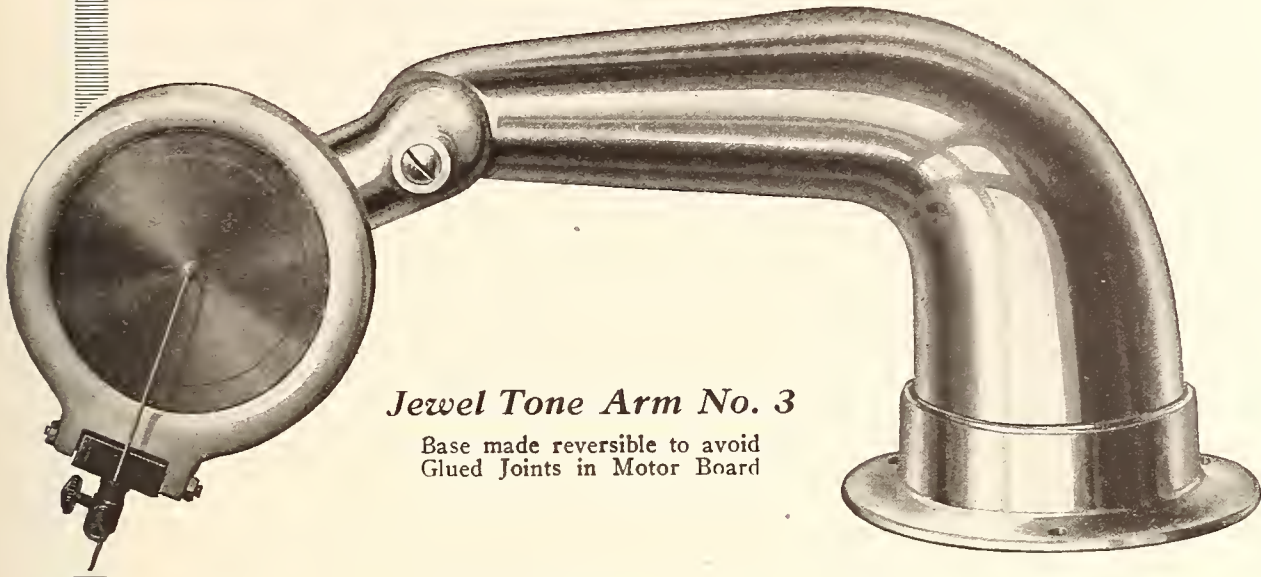


Okeh Records

The Record of Quality

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N. Goldsboro, N. C.

The Jewel-Tone Reproducer and Tone Arm



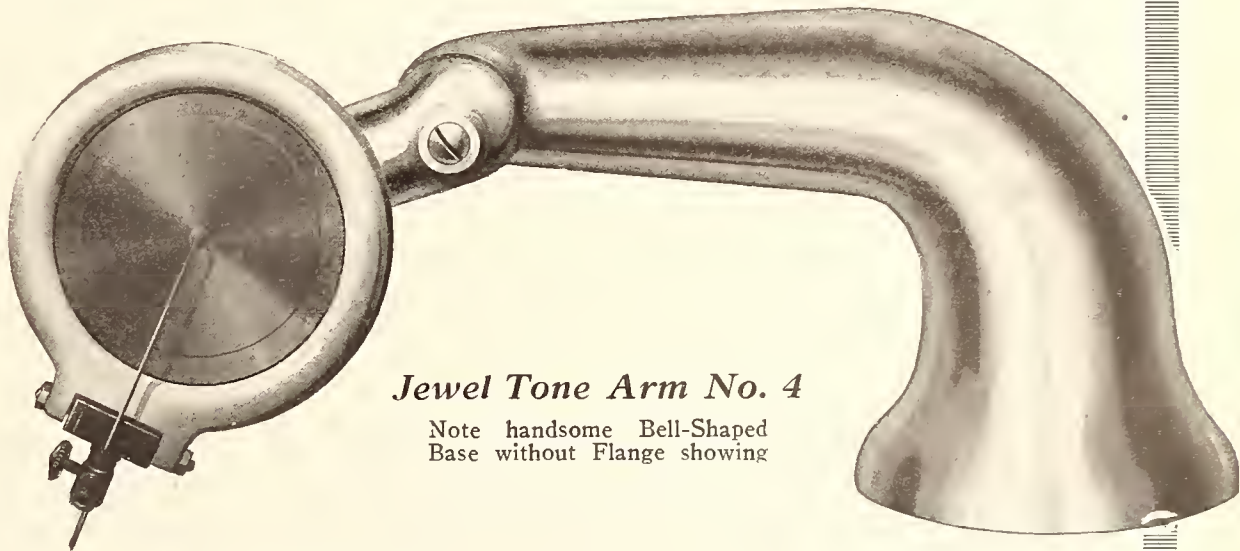
Jewel Tone Arm No. 3
Base made reversible to avoid
Glued Joints in Motor Board

Original and Exclusive Features

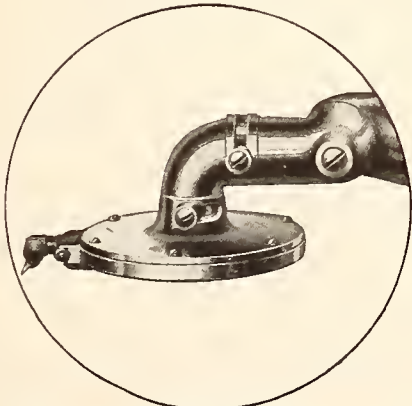
Play Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

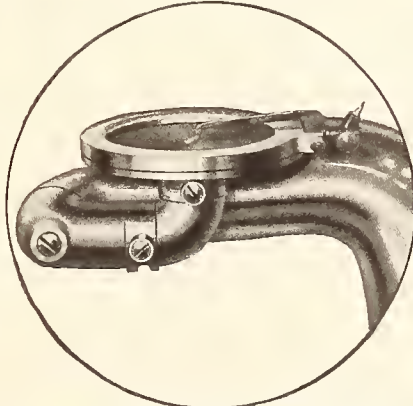
Finished in nickel or gold plate.



Jewel Tone Arm No. 4
Note handsome Bell-Shaped
Base without Flange showing



*Reproducer in position to play
Edison Records with Saffo
point or fibre needle.*



*Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.*



*Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.*



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., October 8.—In the summary of exports and imports of the commerce of the United States for the month of July, 1923 (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 July, 1923, amounted in value to \$59,627, as compared with \$49,081 worth which were imported during the same month of 1922. The seven months' total ending July, 1923, showed importations valued at \$442,185, as compared with \$311,032 worth of talking machines and parts during the same period of 1922.

Talking machines to the number of 5,187, valued at \$213,401, were exported in July, 1923, as compared with 4,839 talking machines, valued at \$181,193, sent abroad in the same period of 1922. The seven months' total showed that we exported 34,765 talking machines, valued at \$1,387,960, as against 28,042 talking machines, valued at \$1,001,020, in 1922.

The total exports of records and supplies for July, 1923, were valued at \$132,511, as compared with \$74,440 in July, 1922. The seven months ending July, 1923, show records and accessories exported valued at \$832,073, as compared with \$611,250 in 1922.

The countries to which exports were made in July and the values thereof are as follows: France, \$1,910; United Kingdom, \$11,946; other Europe, \$8,983; Canada, \$38,240; Central America, \$8,331; Mexico, \$17,835; Cuba, \$18,827; Argentina, \$5,212; other South American countries, \$9,462; China, \$6,292; Japan, \$25,149; Philippine Islands, \$2,199; Australia, \$28,807; Peru, \$5,738; Chile, \$3,336; New Zealand, \$5,954; other countries, \$15,179.

CLINE-VICK FLOAT WINS PRAISE

CARTERVILLE, ILL., October 3.—The Cline-Vick Drug Co., Victor dealer, with stores in this city, Herrin, Murphysboro, West Frankfort, Zeigler, Johnston City and Marion, Ill., attracted considerable attention to its line of machines and records by entering an artistic motor float in the Labor Day parade held here. The float was, without question, one of the most attractive in the parade and it excited much praise.

RECORD SETS OF OPERA OVERTURES

General Phonograph Corp. Announces New Sets of Odeon Records in Special Albums of Complete Overtures of Two Operas

The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, has just announced an album set of Odeon records comprising the complete overtures to the operas "Der Freischütz" and "Oberon," composed by Carl Maria von Weber, internationally famous as one of the founders of the romantic school of music. These complete overtures are played for the Odeon library by the orchestra of the German Opera House, Berlin, under the direction of Eduard Moerike. This same orchestra recorded the series of Odeon records of the "Unfinished Symphony," which was introduced by the General Phonograph Corp. a few months ago as an album set and which has met with phenomenal success.

Each set of the overtures to "Der Freischütz" and "Oberon" consists of three twelve-inch double-faced records, contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover a biography of the composer of the overtures. The complete set retails for \$5. The matrices of these records were specially imported from Europe by the General Phonograph Corp., pressed in the Okeh factories and released under the Odeon label. Otto Heineman, president and founder of the General Phonograph Corp., has been congratulated by the trade upon his initiative and progressiveness in sponsoring album sets of records and this method of record merchandising is winning recognition as one of the most important selling plans that have been introduced in the record field for many years.

BUYS THE TAYLOR MUSIC CO.

MEXICO, Mo., October 4.—The stock and fixtures of the Taylor Music Co. were recently purchased by the Walter Sannebeck Music Co. here and their removal to the latter store has just been completed. R. M. Bagby, who has been manager of the Taylor concern for the past year, plans to sever all connections with the music business. It is likely that he will move further West to open a drug store.

Frisco, the famous xylophonist, is scheduled for three tours on the Keith and Orpheum vaudeville circuits. His act will include the Edison tone-test feature.

H. C. COOLEY WITH DIAPHRAGM CO.

Made Director of Sales—Company Planning to Increase Production—New Agencies Opened

CLEVELAND, O., October 5.—The Diaphragm Co., of this city, manufacturer of the Violin Spruce Reproducer, has announced the appointment of H. C. Cooley as director of sales. Mr. Cooley is well known in the local trade, having been formerly associated with the Columbia Graphophone Co. as assistant manager of the Cleveland branch and having also occupied the same position in New Haven, Conn. His previous experience in the phonograph industry will undoubtedly enable him to attain pleasing success in developing the sale of Violin Spruce Reproducers, and it is interesting to note that the Diaphragm Co. has made plans whereby its factory facilities will be increased materially during the coming year. During the past few months dealer agencies for this reproducer have been established throughout the country and an intensive sales campaign has been inaugurated for the Fall and holiday season.

NEW RADIOLA LOUD SPEAKER

The Radio Corp. of America, New York, manufacturer of Radiola products, has just introduced a new Radiola loud speaker. This new product adequately covers a speaking range of 300-2,200 cycles and a musical range of 100-5,000 cycles. The design of the magnetic system, the shape of the horn and the material of which it is made are all such that the voice or music reproduced will be true to tone. No auxiliary battery is needed, for the Radiola loud speaker is merely connected in place of the telephones. A single adjustment by means of a large knurled nut, which can be locked in place, is provided for securing maximum efficiency on different values of signal strength.



Radiola Loud Speaker

"PHONO-VAUDETTE" BOOST SALES

Dealers Using Toy Dancing Figures With Excellent Effect in Window Displays

COVINGTON, KY., October 5.—"Phono-Vaudettes" are, apparently, meeting with considerable favor throughout the trade, for, according to the Commercial Art Shop, of this city, manufacturer of these turn-table toys, repeat orders are being received from dealers everywhere. This novel toy was introduced in the September issue of The World and dealers have been quick to appreciate its value as a sales medium and for use as a window display.

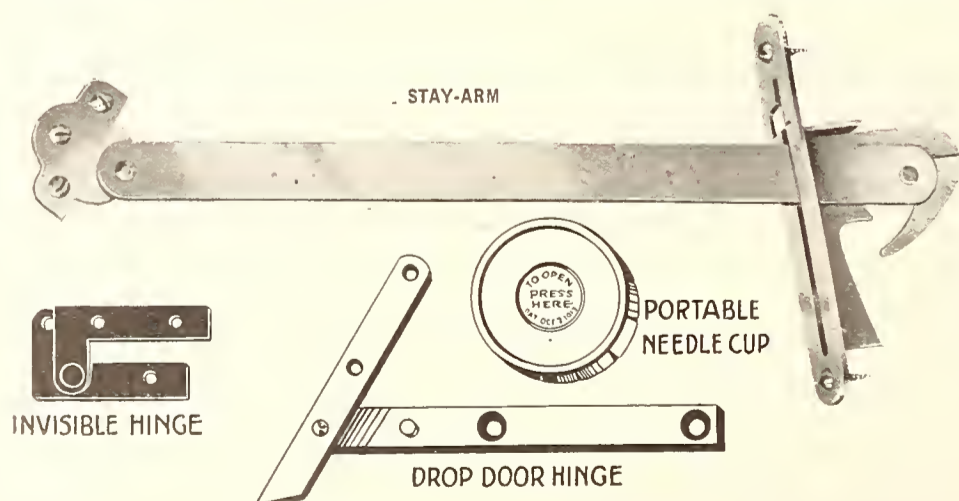
The Commercial Art Shop has received a number of interesting letters from talking machine retailers, stating that through the use of the "Phono-Vaudettes" passers-by have been attracted to window displays, with the result that sales were increased materially. For example, one dealer arranged a talking machine in his window with a turn-table revolving continuously, placing the "Phono-Vaudettes" in position and at night, with the window darkened, the rays from an electric light were directed on the miniature stage with the dancers performing, to the admiration of crowds in front of the window.

OPENS IN STEPHENS, ARK.

STEPHENS, ARK., October 4.—A branch music store to handle the Edison line of phonographs and records has lately been established here by G. J. Bensberg, proprietor of the Bensberg Music Shop, of Camden. Mr. Bensberg has the only Edison agency in this part of the State.

FULL LINE of HARDWARE

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



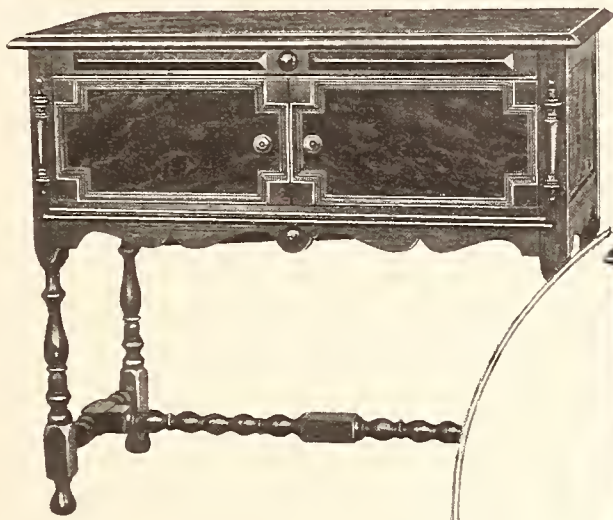
We have been catering to the hardware needs of the talking machine industry for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

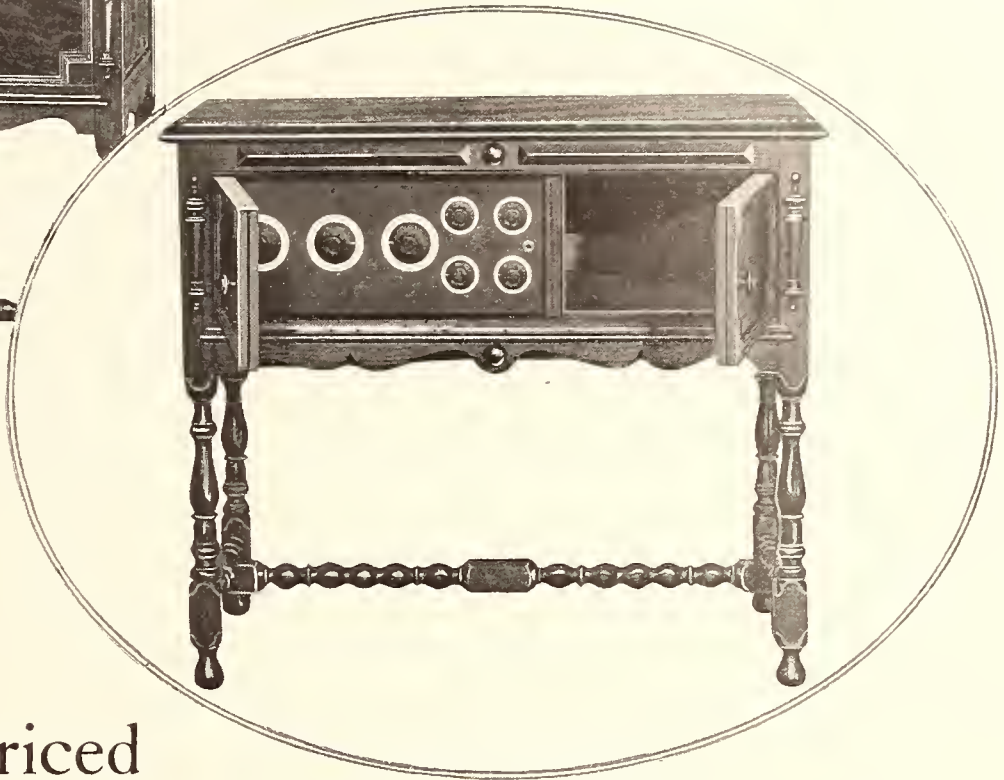
227 CANAL STREET

NEW YORK, N. Y.

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader

of the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

TALKING MACHINE DEALERS & DISTRIBUTORS

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio



The New Columbia is Superior!

Worth Waiting For!

The New Columbia Phonograph was perfected only after five years' painstaking research and experimental work by Columbia musical experts and engineers. Four hundred and ninety-one reproducers alone were made and rejected by our tone experts before the present New Reproducer was approved. But the final result of this exhaustive preparation was the most perfect music-reproducing instrument ever built—a phonograph well worth waiting for.

COLUMBIA GRAPHOPHONE CO.
New York

OMAHA

Festivals and Fairs Interest Public and Help Sales — Cheery News From Jobbers and Dealers

OMAHA, NEB., October 5.—The latter half of September and the early part of October form the high tide of the year in Omaha and the surrounding region, for that is the period when "King Ak" reigns supreme over his kingdom of Quivera. One of the greatest organizations in Nebraska, in fact, in the Middle West, is that of the "Knights of Aksarben" (Nebraska, with the spelling reversed). One of their achievements is the great Aksarben race track. The Fall meet marked the opening of the Aksarben festival, beginning September 11 and continuing until after the first of October. This event brings to Omaha crowds of out-of-town visitors and stimulates trade along all lines. This event and the wonderful pageant which is presented each Fall on the evening preceding the coronation keeps Omaha filled with visitors, not only from the immediate vicinity, but guests from coast to coast, and is naturally a great stimulus to trade along every line. The streets are gayly decorated and shopkeepers vie with each other in preparing the most attractive windows, among which the displays of talking machines are by no means the least.

When you add to these attractions a street fair which is now in progress, and a Pure Food Show which has just been concluded, it is evident that this has been a season for crowds and, in consequence, if not business coming to the door, at least being near enough to the door to be drawn inside.

Among the "live-wire" salesmen who have been going after business and getting it is Phil Haney, of the Mickel Bros. Music Co., Victor

wholesaler. Mr. Haney, who is an enthusiastic Victor man, was formerly with the Curtice Co., which was consolidated with the Mickel organization a few months ago. The Victor people, both wholesalers and retailers, are delighted with the way the new double-faced Red Seal records are being received. The comparatively low price and the excellence of the records are putting them over in fine shape.

The Lee-Coit-Andreesen Co., Sonora phonograph and Okeh record jobber, reports business as showing a good increase over that of the preceding month. There has been a strong demand for the Okeh popular records throughout the Summer and it has increased with the homecoming of vacationists. The Rialto Music Shop, 1416 Douglas street, and the Shales Phonograph Co., 1404 Dodge street, report big business in Okeh records.

The branch office of the Cheney Phonograph Co., located in Omaha, through its local retail dealers, the music department of the large Burgess-Nash store, put on an interesting program recently when Prof. Cheney, inventor of the Cheney talking machine, was in this city. The Burgess-Nash Co. arranged a delightful musical program in its auditorium, after which Prof. Cheney lectured on the Cheney organization and its product to a large crowd assembled to hear him.

On the night of the Dempsey-Firpo fight the Burgess-Nash Co. not only gave out fight returns but furnished a free concert in its auditorium. On that evening for the first time it used a combination radio-phonograph built in its own factory. This unique machine not only answers the purpose of a loud speaker in receiving radio, but also plays phonograph records. It comes in the usual phonograph art model case and has no unsightly attachments.

The Orchard-Wilhelm Co., probably the largest and most successful furniture retailer in the States west of Chicago, displays Brunswick and Victor machines in its talking machine de-

partment. The store is noted for its beautiful and artistic display rooms and the phonograph department in no wise differs from the rest of the store in this respect. Ed. Schuett, manager of the talking machine department, states that business shows a very substantial increase over last year.

The Schmoller-Mueller Co., one of the largest music houses in Omaha, dealers in Columbia machines and records, has recently remodeled its first floor display rooms, which now present a very attractive appearance. Manager Henry Bushnell, of the talking machine department, reports himself as well pleased with the outlook for Fall and Winter business. This company includes in its sales force Charles F. Kob, a thoroughly trained musician, who is not only a good salesman but is able to put on a program of his own for the store whenever called upon. This firm has recently installed a radio department under the management of L. W. Chansky. They are showing the following models: The Zenith, Moretone, Cutting and Washington and Air Way sets.

Two musical events booked for early Fall are the concerts to be given by Martinelli, leading tenor of the Metropolitan Opera Co., and Rosa Ponselle, Victor and Columbia artists respectively, and are expected to increase the sale of these records.

One of the busy concerns is Shultz Bros. Co., Edison jobbers, who report that they have opened many new accounts in their territory, with an increasing demand for Edison phonographs and records.

The Brunswick-Balke-Collender Co. reports from its branch office in Omaha increased business not only within the city, but from its out-State representatives. At the various county fairs which have been held during the past month this line has been displayed with good results. R. S. Pribyl is much pleased over the increased Brunswick output, as it will facilitate delivery of orders.

Edison Is Always First!



The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

Radio-

The Wonderful New Field for the Talking Machine Dealer

HAVE you watched the growth of the radio business? Do you realize that this wonderful new thing will soon be in the home of every family in the land? The demand for radio is increasing by leaps and bounds, and no one is more suited to satisfy this demand than the Talking Machine Dealer.

You are accustomed to selling large units. Your customers are that class of people who seek amusement in the home. You can make them come to your store more frequently by establishing a radio department with the Crosley line of radio receivers.

CROSLEY Better - Cost Less Radio Products

Are nationally known through consistent advertising and exceptional performance over a period of time. They are easy to sell. The public is waiting for you to supply them. Increase your business and bring new customers into your store by installing a Crosley Radio department.

Write today for dealers' proposition.

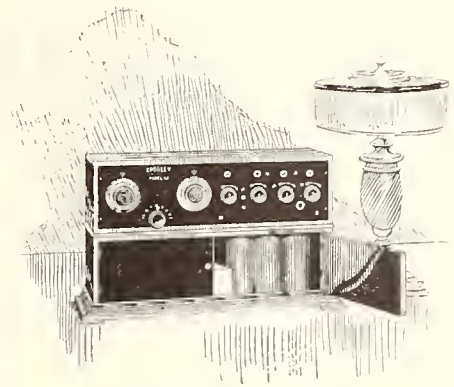
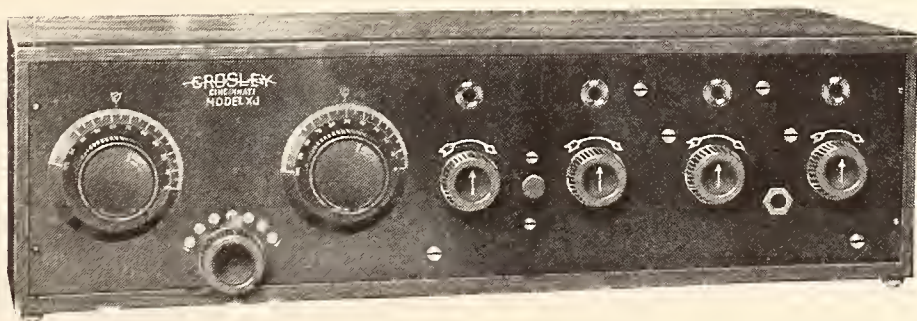
List prices on our equipment west of the Rockies 10% higher. In Canada, add duty.

CROSLEY MANUFACTURING CO.

POWEL CROSLEY, Jr., President

1026 Alfred Street

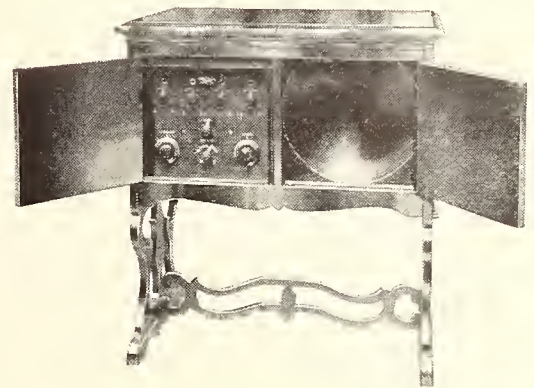
Cincinnati, Ohio



CROSLEY MODEL X-J WITH BATTERY CABINET

This is the same instrument as the Model X-J illustrated below, fitted into a beautiful mahogany cabinet that makes the set completely self-containing.

Price of Cabinet \$16.00.



CROSLEY MODEL XXV

A handsome mahogany, oil finished Console Model that makes an attractive piece of furniture for any home. The instrument contains the same units as the Model X-J. The loud speaker allows the entire family to enjoy it at the same time.

Price \$150.00.

CROSLEY \$65 MODEL X-J

A four tube, long range broadcast receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification.

CLEVELAND

*Edison Sales Contest Resulted in Sales Boom—The Winners—
Sonora Publicity Beat—Dealer Co-operation—News of the Trade*

CLEVELAND, OHIO, October 6.—That the so-called dull period during the Summer months is the result of lack of constructive effort has been proved by the accomplishments of close to 100 retailers and their sales staffs who participated in the drive for new business conducted by the Phonograph Co., Edison distributor in the Cleveland zone, which have just been made public by E. S. Hersberger, secretary, who conducted the contest.

This contest was made attractive in that cash prizes were awarded to the six leaders among contestants, and there was also a special cash prize. The contest proved to sales people that they had latent ability they had not used before, and in many instances it brought business to a par with the busiest season of the year, and finally developed a lot of prospects, many of whom were sold at the close of the contest. To equalize the chances the district was classified into three divisions according to population. Like awards were made in each division. The contest was arranged by points, the lower number of points applying on machines that sell more readily, and the higher points to those machines that ordinarily do not move so easily. The extent to which this worked to the benefit of contestants and business as well may be illustrated by the fact that the six prize winners in the three groups sold 218 machines during the contest, a worth-while showing.

Accomplishment of A. B. Sauer

The greatest accomplishment was by A. B. Sauer, of the George A. Clark Co., Lorain, who sold fifty-eight machines and attained the high point record of 500. Mr. Sauer, in the opinion of Phonograph Co. executives, is the type of aggressive salesman who knows his business and knows how to go after it. Of course his work is backed by years of experience. In 1913 he started with the Columbia Graphophone Co. Later he was with the W. F. Frederick Piano Co. and the Poling Piano Co., then outside salesman for the William Taylor Son & Co.'s talking machine department, and later manager of the talking machine department of the McMillan Music Co. In 1918 he joined the Clark organization, and has been developing the business steadily ever since. Commenting on his accomplishment in the Edison drive this year, he said:

"The fact that I made more Edison phonograph sales during the so-called dull months (May through August) in this contest than I did two years ago in a similar contest in the so-called good months (September through December) proves conclusively to me that real

salesmanship, consistently and persistently applied, will make every store a winner."

J. F. Hoppe, of C. M. Zitzer, Mansfield, was second to Mr. Sauer in the division for population more than 15,000. Other winners were: Population up to 5,000: C. S. Stilson, S. B. Stilson & Son, Gibsonburg; C. J. Benedict, of



A. B. Sauer, High Pointer

his own firm, Utica. H. M. Fashbaugh was third. Population from 5,000 to 15,000: O. D. Zoll, Norwalk Piano Co., Norwalk; H. E. Olin, N. E. Olin & Son, Kent. Miss Olive Laws was third. Dan Thomas was third in the 15,000 and over division. B. T. Lemox, of DeForest & Son, Sharon, Pa., won the grand prize.

A Publicity Scoop

A notable accomplishment in the way of publicity was achieved by J. T. Pringle and J. L. Du Breuil, of the Sonora Phonograph Ohio Co., in placing a Sonora machine in the apartment of Miss America (Miss Mary Catherine Campbell, Columbus) at the Hotel Winton, during her appearance in Cleveland at a local theatre. A picture was taken of Miss Campbell, the machine and her dog, and it appeared in a local newspaper later. This story, and an original photograph of the group, were framed, and used in an exhibit of Sonora material that occupies six windows at Buescher Co., and which was arranged by Ralph H. Meade, assistant advertising manager of the Sonora Co. This exhibit will appear later at the Euclid Music

Co., which supplied records for Miss Campbell's use while she had the privilege of using the Sonora machine.

Sonora Executives Helping Dealers

Executives from the Sonora home office, headed by Frank J. Coupe, vice-president and general sales manager, have been calling on all Sonora dealers in the Ohio territory, planning with them how to increase their business and emphasizing the merits of the Sonora instrument. The group includes Frank J. Goodman and E. D. Coots, assistant sales managers; H. J. O'Connor and J. M. Ervin, field sales managers; F. E. Roediger, factory mechanical expert, and Mr. Meade. From the Ohio territory they will go to the Chicago territory, where they will continue their missionary work.

Looking Forward to Big Season

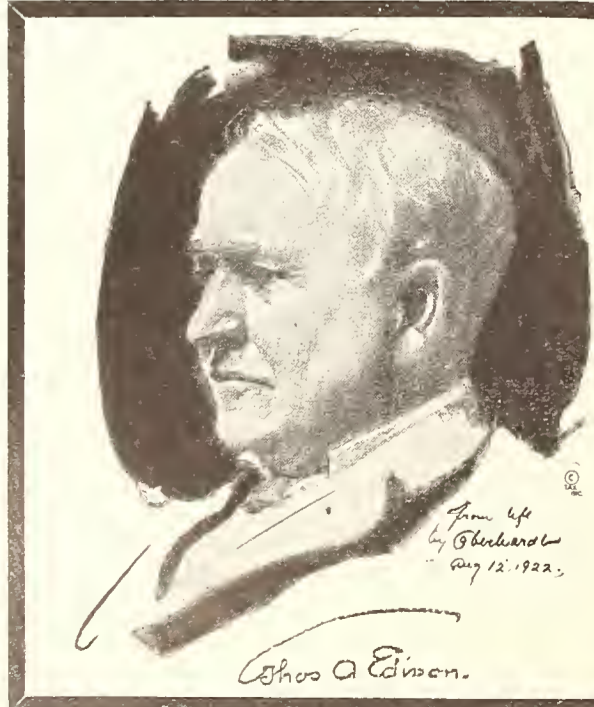
Talk to the contrary notwithstanding, the 1923-1924 season will be the biggest in the history of the talking machine industry in these parts. This is the opinion of leading jobbing factors, based on the manner in which most dealers have anticipated their pre-holiday and later season needs. The product of the Sonora factory is well sold out, and those dealers who have not provided for their machine needs will have difficulty in meeting the demand when the public starts its own drive, in the opinion of J. T. Pringle, general manager of the Sonora Phonograph Ohio Co. The move by Victor in making Red Seal records double-faced has already had its effect toward stimulating interest in the talking machine itself, according to Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. Already sales in both records and machines have jumped far ahead of last year. Early requirements have been filled for several weeks now on certain models of machines, according to Edward B. Lyons, general manager, the Eclipse Musical Co., Victor wholesaler, due largely to the renewed interest in machines that the more attractive lines have created. Edison dealers have taken hold so early that they have provided for their needs well toward the end of the year, reports received by E. S. Hersberger, secretary, the Phonograph Co., show.

Dealer Co-operation

Following its program of consistent co-operation with dealers, the Sonora Phonograph Ohio Co. has been sending W. E. Carter, special representative, and others to the county fairs in the territory, supplying dealers with advertising material, literature and sales helps to close prospects attending the fairs. Meanwhile the national advertising campaign of Sonora is being augmented locally with dealer advertising, in which the local Sonora offices advertise as well.

Carola Co. Continues Expansion

Expansion plans by the Carola Co. continue to be developed by N. I. Schwartz, general manager. Five road representatives have been developing both the retail and jobbing element



Become the Leading Music House

of your community by adding The New Edison to your business.

The New Edison adds PRESTIGE and PROFITS; both are essential for success.

Edison is First in Quality, Cabinets and Late Hits. (New records are issued weekly.)

Already a machine shortage is forecasted for the coming season and it appears that we will be unable to accept new accounts after October 31st, being forced to conserve our stock for established dealers. Write or wire us at once for information.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

in the last few weeks, and beginning October 1 they were to be augmented by three more sales operatives. Already close to thirty jobbers have been established, which is something of a departure from the original plan of Carola to confine itself to the retail trade. Daily shipments of Carolas from the enlarged plant of the company are being made. The chief factor in perpetuating interest in the moderate priced machine, in the opinion of Mr. Schwartz, is the new and permanent baked enamel finish it is being produced in and the improvements to the mechanical properties of the machine.

L. Meier & Sons Co. to Celebrate

Plans for its twenty-sixth anniversary celebration are being made by the L. Meier & Sons Co. The festivities will start November 1 and last for twenty-six days, according to Louis Meier, head of the firm. Although a West Side institution, the entire city will be covered in the drive, which will include many novelties.

Columbia Activities

Columbia activities throughout the Cleveland territory are reflected in the amount of new business being done by individual dealers. This is consistently aided by the sales promotion staff under the management of S. S. Larmon, district manager. At Detroit recently a nice stunt was put over by H. C. Schultz, Detroit representative. Cameron McLean, Columbia artist, was a guest of the convention of the Scottish Clans of America. A Columbia machine played McLean records during his stay with the convention. Demand for McLean records exceeded the supply.

At Detroit also a novel Columbia competition has started, between the organizations of M. McCaffery and Summerfield & Hecht, to see which can take in the most new business during a certain period. Last reports were that both were far ahead of what they started out to do.

New Columbia dealers established recently include Karl W. Boock, Cleveland; the Federal Mercantile Stores Co. and A. Friedman, Detroit.

The Brunswick Co-operative Drive

Brunswick dealers elsewhere who have been awaiting the results from the co-operative campaign being conducted from Brunswick headquarters here for dealers in the Buffalo district may gain something from the reports just received by Leslie I. King, phonograph division sales manager for Brunswick in the Cleveland territory. This campaign has been conducted for the last five months. During that time the dealers have been guided in placing their advertising, locally, much after the manner that the Brunswick itself has been doing in national class journals and magazines.

The aim was to acquire 33 per cent of the prospects that responded. The reports now show that 71 per cent of the prospects thus obtained have been sold, more than doubling the quota set. This was accomplished by the direct appeal of Cleveland headquarters to the prospects lined up by the dealer. Each dealer was asked to send in names of thirty prospects each month for three months. These prospects were sent literature and pictures of Brunswick machines. They were told just why they ought to buy the particular machine pictured. This work has been confined largely to the smaller dealers. Applied to the larger interests an even better showing is not unlikely, says Mr. King.

Help Dealers Order New Red Seals

In connection with the change of Red Seal records to double-face by Victor an adequate catalog, alphabetically arranged, has been distributed among the dealers. A numerical catalog will follow at an early date, but meanwhile dealers have much difficulty in placing their orders for records, since they must be ordered by number on the usual numbered order blank. To overcome this difficulty the Eclipse Musical Co. at once prepared a temporary numerical catalog, containing all the information about each record, with the number given first consideration, and dealers can now order quickly and easily until they get their regular catalogs.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

Dealers have expressed their appreciation to Edward B. Lyons, general manager of the Eclipse Co., of the company's enterprise.

H. Fraiberg & Son Robbed

H. Fraiberg & Son, talking machine dealers and jewelers on the South Side, were robbed of \$20,000 in jewels and cash, by daylight robbers who entered the store, bound, gagged and trussed Henry and Frank Fraiberg up in a talking machine booth, locked the front door and made a getaway with their loot by the rear. The proprietors were released only when customers noted their plight through the windows and summoned police.

Changes in Sonora District

Rapid development of the Ohio territory by the Sonora Phonograph Ohio Co. has made for some changes in the district covered from the Cleveland headquarters. Lower Michigan will henceforth be covered by Yahr & Lange, Milwaukee, already the jobbing factor for upper Michigan and Wisconsin. The Cleveland office will continue to cover Ohio and Kentucky.

H. C. Cooley With Diaphragm Co.

Change in organization and plans for developing its distribution are announced by the Diaphragm Co., manufacturer of the violin spruce reproducer. H. C. Cooley, formerly branch manager of the Columbia in Cleveland, has been appointed sales manager. G. H. Vanderslice,

who has been sales manager and secretary, will continue in the latter post. The wider distribution of the reproducer, which has unique tonal qualities, will be accomplished through record salesmen of dealers and demonstrations in the homes of the consumers.

Fifth Store Opened by Euclid Co.

Another store to its already large chain has been added by the Euclid Music Co., making this the largest talking machine factor, in number of stores, in this section. The new store, its fifth, is located at 12338 Superior avenue, in a new residential and business section, with J. W. Schwindler in charge.

C. H. Kennedy Introduces Duo Vox

Introduction to the Ohio, Detroit and western Pennsylvania trade of the new Duo Vox machine of the Bush & Lane Co., is being made by C. H. Kennedy, jobbing factor for these districts. Showrooms have been established at H. B. Bruck & Sons Co., 1240 Huron road. Already many new accounts have been added, according to Mr. Kennedy, and keen interest in the reproducing qualities of the instrument, which has the added value of being able to play both lateral and hill-and-dale cut records, without change of the reproducing device, is being shown. At the Cleveland quarters the full line of seven consoles and five uprights is being shown and demonstrated.



Predicated Profits

Those Victor dealers who make the most profit this season are not being satisfied in merely *finding* buyers.

They are going out and *making* buyers out of otherwise doubtful prospects.

No man so good, however great

The things he now aspires;

But yet can be out-distanced

By the one who creates buyers.

THE ECLIPSE MUSICAL CO. CLEVELAND OHIO
VICTOR WHOLESALERS



The New Columbia is Superior!

Beautiful to look at!

Merely to see the New Columbia is to be convinced of its superior excellence. It is a handsome piece of fine furniture that will beautify any room.

Each individual model—and there is one for any purse—has been thoughtfully and artistically designed. Only the choicest woods are used, and the finishings are perfectly executed in even the most minor detail.

COLUMBIA GRAPHOPHONE CO.
New York



THE VOCALION RECORD EXCHANGE

Dealers Authorized to Return 75 Per Cent of Stock of High-class Single-faced Records on a Record-for-record Basis

The Vocalion Red record division of the Aeolian Co. announced, under date of September 17, an extensive exchange plan on single-faced Vocalion Red records, under the terms of which dealers were authorized to exchange through their distributors 75 per cent of their present stocks on hand of single-faced records of the 30,000, 52,000 and 55,000 series for new records on a record-for-record, class-for-class basis, the dealer to pay the wholesaler the difference between the cost to him of the records returned and the ones ordered in their places.

The new double-faced couplings and the old single-faced records will both be listed in the new complete Vocalion record catalog now in preparation and which will be issued shortly. The exchange follows a recent announcement by the Aeolian Co. of the completion of arrangements for the issuance of all high-class

records in double-faced form and is designed to enable the dealer to clean up his stock and put it in the best possible shape for Fall business. October 15 was the final date set for the return of records to distributors under the exchange plan.

In completing arrangements for the double-facings of high-class records a readjustment of list prices was made on single-faced records, the 30,000 series being offered at \$1 and the 52,000 and 55,000 series at \$1.50.

OPERA TIE-UP HELPS RECORD SALES

WACO, TEX., October 5.—R. T. Dennis & Co., Inc., Edison dealers of this city, are featuring Edison operatic records in a most successful manner in connection with the appearance here of the San Carlos Opera Company at Texas Cotton Palace. Although advertising announcing the sale of tickets for the event, which will be held from October 20 to November 4, has just started the tie-up of R. T. Dennis & Co., Inc., has already resulted in a noticeable stimulation in the demand for opera records.

FALL SALES DRIVE ON "LITTLE TOT"

Regal Record Co. Rushed to Meet Influx of Orders—Fall Sales Campaign Just Launched to Be Featured by Extensive Publicity

The Regal Record Co., Inc., manufacturer of the "Little Tot Nursery Tunes," has received orders in such volume as to require its pressing



Rotogravure Sign for Dealers' Windows plant to work overtime. Originally this product was introduced in Eastern territory and the movement of the goods was quite heavy. Its introduction in the Middle and Far West has met with the same response.

H. G. Neu, sales manager of the company, recently made a tour through Middle West territory and booked some large orders for immediate delivery and closed arrangements whereby considerable stocks are to be shipped between now and the holiday season. The other traveling representatives of the company also are finding an active sale for these children's records.

The Regal Record Co., Inc., has inaugurated a Fall sales drive which is to continue in activity until the close of the holiday season. Publicity in numerous channels is included in this exploitation program. Particular attention is given to dealer hook-ups and special consumer literature with dealers' imprints is one of the features of this publicity. A beautiful rotogravure sign for dealers' windows or for counter use has been forwarded to "Little Tot" dealers. This is most attractive and where displayed has been the means of creating sales.

The Fay-Buchanan Music Co., taking machine dealer, is now in new quarters at 1236 Olive street, St. Louis, Mo.

VICTOR WHOLESALE DISTRIBUTORS

THIS MASTER'S VOICE
REG. U.S. PAT. OFF.
TRADE MARK

Why Take a Chance
When
Blackman Service
Costs No More?

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N. Y. C.

ONE SUGGESTS THE OTHER



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON

Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

A "Blues" Fox trot song



I Don't Care Who's Mamma You Were

You can't go wrong with any FEIST song



I don't care whose mam-ma you were, But you're my sweet mam-ma now

NEW MUSIC HOUSE IN AKRON, O.

Smith & Mitten Piano Co. Organized in That City and Secures Quarters in New Masonic Temple Building—Experienced Men at Head

AKRON, O., October 6.—The Smith & Mitten Piano Co. is the latest addition to the retail music houses of this city, Ernest E. Smith and Carr A. Mitten having organized the new company and arranged for quarters at 78 East Mills street, in the new Masonic Temple Building. The building is in the heart of the city and the store is now being arranged in a most modern manner to accommodate the line of pianos, talking machines, etc.

Mr. Smith comes here from Grand Rapids, Mich., where he was recently manager of the Friedrich Music House, that city. He has had over twenty-five years' experience in both retail and wholesale departments of the trade. Mr. Mitten has been identified with the trade in Akron for the past twelve years, having recently been general manager of a retail music house. Both partners have been in Chicago arranging for lines of goods and will shortly visit the New York market.

BUYS CONTROL OF AUBURN HOUSE

AUBURN, WASH., October 5.—W. M. Hartman, a prominent music dealer of Seattle, has just purchased the controlling interest in the Auburn Music House, of which Fred Anrooney is proprietor. Mr. Hartman plans to move to Auburn and to take possession of the store immediately. For the time being, Mr. Anrooney will remain in Auburn and he is considering taking the wholesale agency of a well-known line of pianos for the State of Washington.

ITALIAN Popular Music



AND

ITALIAN STYLE MUSIC ROLLS

MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

NEWS OF COLUMBIA ACTIVITIES

Several New Stores and Changes Among the Dealers—What Company Officials Are Doing

The Alnutt Music Co., Savannah, Ga., recently became a Columbia agency and a Fall drive on this line is being planned. The deal was closed by the Atlanta branch of the Columbia Co.

H. C. Fowler, formerly manager of the Columbia department of the W. L. Hall Furniture Co., is now manager of the music department of the Sterchi Bros. Furniture Co., Asheville, N. C., which has one of the most modern Columbia departments in the South.

O. F. Benz, record sales manager of the Columbia Co., has just completed a tour of the principal cities of the South, where he found an excellent Fall outlook.

George Schafer, who recently opened a new Columbia shop in Batavia, N. Y., created a strong demand for the record "Cut Yourself a Piece of Cake" through the medium of an unusually attractive window display.

A Columbia department has been opened by the Hamp-Williams Hardware Co., Hot Springs, Ark. A large stock of instruments and records has been ordered and the concern will soon launch an advertising and canvassing drive.

Robert Porter, field sales manager of the Columbia Co., returned recently from a successful Western trip.

B. W. Jennings, branch service manager of the company, has returned to the New York headquarters from a trip to Cleveland, O., where he found conditions good.

Fred Mann, manager of the Boston branch, was a visitor to the New York headquarters the last week in September.

E. C. RAUTH ON VACATION IN EAST

Well-known Victor Wholesaler Enjoys Fortnight at Atlantic City—Calls on Trade Friends

E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Victor wholesaler, with Mrs. Rauth, has been spending his annual vacation at Atlantic City, making his headquarters at the Chalfonte, from which point he has made short trips to visit the Victor factory and his friends among the jobbers in New York and Philadelphia. Mr. and Mrs. Rauth motored East late in September and after a fortnight or so at the shore drove back over the northern route through the Berkshires, the Mohawk Valley and along the lake shore.

FORMAL OPENING IN TOLEDO

Large Crowd Attends Opening of Remodeled Quarters of J. W. Greene Co.—Elaborate Concerts and Demonstrations a Feature

TOLEDO, O., October 6.—The formal opening of the remodeled music store of the J. W. Greene Co., Jefferson avenue and Ontario street, was held recently and a special musical program was arranged in celebration of the occasion. The principal attraction was Hans Barth, the celebrated pianist, who gave recitals both afternoon and evening. In addition, there was orchestra music and a demonstration of all kinds of musical instruments. The new store is now equipped with a recital hall on the third floor, which will be at the disposal of any Toledo artists who wish to give concerts.

LOPEZ "PUTS OVER" A NEW ONE

A new idea in orchestra circles was introduced recently at the Hotel Pennsylvania when Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, used three pianos in the presentation of their entertainment. A special piano of white and gold was made for Mr. Lopez, to be used exclusively by this popular orchestra leader. Lopez and His Orchestra have already received booking dates for the Palace Theatre in New York, the most famous vaudeville house in America, and it is planned to give the organization a booking of eight weeks at this theatre, presenting a new program each week. The orchestra has been headlining in the Keith houses in New York and vicinity for the past few months, terminating its engagement within the next few weeks in order to appear regularly at the Hotel Pennsylvania Grill.

M. MAX HOME FROM EUROPEAN TRIP

M. Max, in charge of the music and talking machine interests of Gimbel Bros., with headquarters at the New York store, is again actively at work, following a combined business and pleasure trip with Mrs. Max to England, France, Switzerland, Germany, Belgium and Italy, where he visited the Gimbel foreign offices and closed deals for a number of foreign musical specialties. Mr. Max is a student of business and while abroad he made a study of European methods, which, he stated, are inferior to those practiced by American music merchants.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Imported **ODEON** Recordings

of

THE OVERTURES TO

Der Freischütz and Oberon

Sold in Sets

Complete With Individual Album

So well has the album set of the complete recordings of Schubert's "*Symphony in B Minor*" been received, we have prepared a new album set along similar lines, featuring the complete overtures to the operas *Der Freischütz* and *Oberon*.

These splendid compositions are undoubtedly the most brilliant parts of the supreme efforts of Carl Maria von Weber, the celebrated founder of the romantic school of music. They vividly reveal the true melodic originality, sustained dramatic vigor, and tender lyrical charm that have brought immortal fame to the composer.

The complete Overtures are played by the same famous orchestra whose splendid symphonic effects are contributing so largely to the phenomenal sales of "*The Unfinished Symphony*" album set. The Orchestra of The German Opera House, Berlin, under the masterful direction of Eduard Moerike, is recognized as one of the finest orchestras of its kind in the world.

The matrices of these unusual records were specially imported by us from Europe, pressed in the Okeh factories and released under the ODEON label. They are sold in sets only. Each set consists of three 12-inch, double-face records contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover a biography of the composer of the Overtures. The complete set retails for five dollars.

Like "*The Unfinished Symphony*" album set, this opportunity to possess the complete Overtures to *Der Freischütz* and *Oberon* is one that will be quickly appreciated and taken advantage of by every true music lover in the country. ODEON RECORDS are

Pressed by the Manufacturers of

Okeh Records

The Records of Quality



Carl Maria von Weber

The composer of *Der Freischütz* and *Oberon*, and world-famous as the founder of the romantic school of music.

At the age of thirty-one, Weber began the composition of *Der Freischütz*. Three years later, upon its completion, it met with tremendous success in Berlin. Weber became a national hero.

Oberon was produced in London in 1826. Although the work of a man dying by inches from consumption, *Oberon* bears not the slightest traces of mental exhaustion. Upon its initial presentation, Weber received one of the greatest ovations of his career. Death came to Weber eight weeks after the production of *Oberon*. He was buried in London, but later his body was taken to Dresden, where a statue to his memory was unveiled in 1860.

Although many noted composers have succeeded him, Weber's fame as a dramatic composer still shines undimmed.



General
Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th St. New York

Are You Prepared?

Preparation is the Keynote to Success in Business

The Holiday Season is rapidly approaching and general conditions indicate that every Victor Dealer should enjoy a large volume of business. Only those, however, that have planned ahead can expect to reap the harvest.

We are ready to accept the responsibility of serving Victor Dealers in our territory and urge the immediate placing of orders with us for your anticipated needs for the balance of this year. You, of course, can revise these orders from time to time in accordance with your current needs.

THE LOUIS BUEHN COMPANY

of Philadelphia

Victor Wholesalers



"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.



\$100
RETAIL
PRICE

In constant demand
The NEW EDISON

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

in all the Philadelphia papers. In conjunction with this direct advertising the John Wanamaker department store also is featuring a regular Brunswick advertisement, apart from its usual full-page presentation. Manager Jester has just returned from a trip to Bethlehem, Allentown, Easton and other Pennsylvania points where he found a favorable Fall outlook, with orders presaging brisk business, and he is a little concerned that the demand may exceed the stock available for prompt shipment. The firm feels very much gratified over the exceptionally large number of applications for agencies on file, but decision is being made slowly because the company wants to be assured it can meet all the requirements for stock of those it may select as retail distributors. R. O. Danforte, formerly manager of the Fair Store, of Chicago, has joined the sales forces and is now taking care of the coal region section.

The Vassallo Music Shop, of Bryn Mawr, Pa., has taken over the distribution of the Brunswick for that town and is carrying on a campaign among the students at Bryn Mawr College.

An Eye-arresting Window Display

Catching the spirit of the times, with zest added by snappy October days, the Starr & Moss Co., 3639 Germantown avenue, is making a very appealing display of its talking machines and records under the direction of Harry S. Somers, a member of the firm, who is in charge of the phonograph department. The firm carries the Edison, Brunswick and Sonora lines, and these are shown under a trellis festooned with Autumn leaves, and illuminated at night by the golden glow from a flood light, giving all the appearance and atmosphere of Autumn in the woods. Meanwhile, looking ahead, the sales organization is concentrating on holiday prospects. Very active in this cause is Elmer T. Walls, who, for the last three years, has been outside representative of the company.

Important Suggestions From Weymann

H. W. Weymann, wholesale manager of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that dealers are entirely optimistic and enthusiastic over the prospects for the Fall season. Mr. Weymann called attention

to the scarcity of some models and the available supply of some others and urged that the retailer center his activities on such models as were available, calling attention to the fallacy of featuring in either window or newspaper publicity such models as were hard to obtain.

Takes on the Brilliantone Needle

The Guarantee Talking Machine Supply Co. has passed all records thus far this year in volume of sales. This company has built up good business in springs and other parts and has lately added Brilliantone needles to the lines which it distributes.

Many Visitors to Buehn Co.

The headquarters of the Louis Buehn Co., this city, were the mecca for many out-of-town visitors recently. Among those who called were T. H. Smith, manager of F. A. Winter & Son, Tyrone, Pa.; W. P. Roach, manager of the wholesale department of Lyon & Healy, Victor distributors, Chicago; S. W. Christian, Victor dealer, of Bangor, Pa., and S. S. Frank, of the Scranton Talking Machine Co., Victor retailer, of Scranton, Pa. An optimistic viewpoint of the coming Fall season is to be found in the number of retailers improving their warerooms for the development of increased business. The Louis Buehn Co. reports that the following dealers have made recent alterations in their warerooms: Rihl Bros., M. M. Johnson and

Joseph Krygier, all of Philadelphia; Frank Tolin, of Chester, Pa., and Nathan Worth, of Riverside, N. J.

Witlin M. I. Co.'s Business Drive

Exceptionally large orders are reported by the Witlin Musical Instrument Co. for its Starr phonographs and Gennett records. The increased business in the direct Philadelphia district is due to the advertising campaign in the Sunday papers, where a large space is being devoted to publicity on Gennett records. Enough orders have been procured to keep up shipments until the first of the year for the Starr Phonographs made at the Richmond, Va., factory of the Starr Piano Co. The Washington and Baltimore business is running way ahead of any year of the firm's business history of four years' standing. Several carloads are being shipped to two of the leading Washington dealers. Additional salesmen will be added to the force, and two already have been secured for the Washington and Baltimore territory, with J. A. Wascow, formerly salesman with Droop & Son, of Baltimore, looking after the District of Columbia sales, and D. D. Samelson taking care of the Monumental City and surrounding territory for the Gennett records. Plans are now being developed by Ben Witlin, head of the firm, for the expansion of phono-

(Continued on page 86)

H. A. WEYMAN & SON, INC.

1108 Chestnut Street

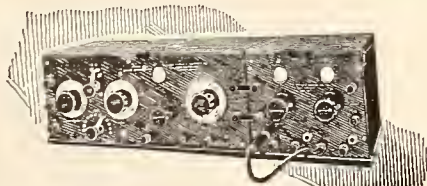
Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise

UNITED MUSIC STORES

619 Cherry St. Philadelphia, Pa.

There is a lot of lost motion and complications in selling what you haven't got. Although our every effort will be to supply your wants, we suggest, in the interest of good merchandising, that you place your special sales efforts on the models available.

Model No. 215 is your best bet.

The Talking Machine Company
Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

graph and record business. New dealers will be appointed in Pennsylvania, south Jersey, Delaware, Maryland and District of Columbia. The salesmen in Baltimore and Washington have been successful in opening up many new connections, and other salesmen will carry on campaigns in the States not yet canvassed.

George A. Platen, of the sales force of the Talking Machine Co., has just returned from the coal regions after a month's trip. He found the business outlook very encouraging.

Extensive advertising on the Edison and Brunswick machines is resulting in increased business for the phonograph department of the Ludwig Piano Co., 1103 Chestnut street.

Fine Sonora Demand

Demand for the Barcarolle model of the Sonora is so great that the Sonora Co., of Philadelphia, is experiencing difficulty in promptly filling orders. Manager S. S. White, who has just returned from a trip over the entire territory during the month, also found a rush of business, and is more concerned over filling orders than securing them.

Big Columbia Ad Drive

Following out its policy of national advertising, the Columbia Co.'s Philadelphia branch is running a full-page rotogravure Sunday advertisement for the entire month in the Phila-

delphia Ledger, and it is also featuring daily advertisements in all the Philadelphia papers and the Saturday Evening Post. This local advertising supplements the 1,373,708,000 issues carrying advertisements which are to appear in the national campaign conducted through newspapers and magazines. There are also being featured advertisements in twenty-four foreign languages, in foreign newspapers and in publications reaching the colored population for special colored records.

Dealers Preparing Tone-test Tie-ups

Edison dealers in the territory covered by the Girard Phonograph Co., Philadelphia distributor, are busily engaged these days in anticipation of their coming tone-test recitals during the latter part of October and the fore part of November.

The insistent demand for tone-test engagements this season made it necessary for the distributor to contract for two separate companies to tour the territories. Beginning October 22, Elizabeth Spencer, the popular concert soprano, accompanied by Lucille Collette, violinist, and Harold Lyman, flutist, will spend two weeks in the territory and will appear in ten separate recitals in as many different cities.

By special arrangement and as the result of numerous requests the Girard Phonograph Co.

has announced a return engagement of Marie Morrissey, soprano, accompanied by Jacques Glockner, 'cellist, and Earle Beattie, pianist. Miss Morrissey's appearances last Fall won for her considerable popularity among the dealers, with the result that the demands for a re-engagement this year have been far in excess of the actual number of bookings permitted by her limited stay.

Very Effective Dealer Service

An original form of service has been evolved by the Penn Phonograph Co., of this city, Victor wholesaler. From the reports gathered from the various Penn salesmen there is a strong indication that dealers will quite generally mail out each week the supplements for the weekly releases of the Victor records. It is the plan of the company to lessen the work of the dealer in this respect by assuming the labor of addressing these envelopes for the dealers at no cost whatsoever for the work. The plan provides for the furnishing of a good grade envelope, standard supplement size with un-gummed flap, at a low cost, and to address the envelopes by using an Addressograph. The dealer pays for the stencil at cost. A four weeks' supply of envelopes will be shipped at one time. It is guaranteed that the names contained in the list will be carefully guarded. It is expected that many dealers will take advantage of this service and although it is entirely without profit, the Penn Co. is making extensive plans to take care of this increased work.

G. R. C. Adds Junior Operetta Records

Walter L. Eckhardt, of the General Radio Corp., is featuring the Okeh records and Strand phonographs, and has taken on the distribution of the Junior Operetta records for juveniles, the first of these being a complete operetta, "Little Red Riding Hood." A series of these operettas will be issued by the Vulcan Record Corp., of New York, and if the sales of the first of the series, "Little Red Riding Hood," are a criterion they will go over big. Large orders are being placed for holiday stocks of these records, which, by their novelty and decided merit, have deservedly won a very high place in the esteem of the purchasing public.

Victor Moore Resigns

Victor Moore, for the past six years in charge of the record department of the Penn Phonograph Co., has resigned.

Improve Estey Department

The talking machine department of the Estey Piano Co., Seventeenth and Walnut streets, has been improved and redecorated. The department is on the main floor and now is one of the most attractive in the city. Mrs. M. S. Davidson, Josiah Bacon and J. Roeger have been added to the sales organization.

Remodeling Ballens Shop

Remodeling and rearrangement of the stock of Ballens Modern Musical Shop, 2144 North

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street Philadelphia, Pa.

Victor Wholesale Only

JOBBER'S

↓

REPAIR PARTS

↓

GRAPHITOLEO

↓

ALBUMS

↓


BRILLIANTONE

↓

NEEDLES

↓

SAPPHIRES



TRADE MARK

"All that the name implies"

To know that the part you get is the right one, and genuine, is the first and most important step in a satisfactory and enduring repair job on your motor; and to get that part promptly is the next important consideration. From the smallest screw to a completely assembled unit, we give you accurate, speedy service.

Let us co-operate with you in making 1923 your banner year.

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

JOBBER'S

↓

MOTORS

↓

TONE ARMS

↓

SOUND BOXES

↓

ADDATONES

↓

3-IN-1 OIL

↓

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

Front street, were recently completed. Modern equipment has been installed and every convenience has been added to facilitate service. Sonora, Columbia and Cheney instruments are handled.

New Edison Plan of Sample Records

Announcement has just been made by the Girard Phonograph Co. that the new plan of distributing sample records to dealers, originated at the instance of Thomas A. Edison, will be inaugurated and in full swing by October 15.

Under the new plan the Edison dealers throughout the Philadelphia territory have been divided into clubs of six each, according to their geographical locations. Immediately newly released records come off the presses at the Edison laboratories they are dispatched simultaneously to dealer number one in each of the clubs, who hears them and passes them along to the next dealer, and so on.

The new plan facilitates the distribution of samples and provides each dealer with the opportunity of hearing the very latest recordings even before they have been manufactured in quantities sufficient for general distribution.

Mr. Edison has chosen the Philadelphia territory in which to determine if the plan is workable and to test its adaptability to other territories. The Girard Phonograph Co. has the assurance of practically 100 per cent co-operation among the dealers in its territory, most of whom are anticipating the plan with considerable enthusiasm.

Philadelphia Badge Co. Increases Lines

The Philadelphia Badge Co., producer of record cleaners and combination cleaners and needle containers, reports that the increased demands for the Fall season have already been felt. The production of novelties constitutes a goodly proportion of the sales of this company and several new items of interest to the trade are now in the course of preparation.

To Market New Type of Instruments

The Solotone Manufacturing Co. plans to replace all the former designs by entirely new creations. These will be announced by President F. H. Alaman during the coming month.

Expanding Business With Cheney Sales Corp.

The Cheney Sales Corp., distributor of the Cheney phonograph, is now well established in

its new location in the Jefferson Building, on Chestnut street above Tenth street. The increased facilities made available were badly needed, as the sales of this company have far exceeded any year in the history of the organization. The New York and Philadelphia offices both are securing substantial business and the New England office, the newest of the three, has passed all expectations in sales volume.

Everybody Co.'s New Catalog Under Way

Business at the headquarters of Everybody's Talking Machine Co., this city, continues to be active and in good volume. Contemplated changes increasing the facilities of the organization at the headquarters have been made and everything is set for a record Fall season. The new catalog is well under way and will probably be ready at the time of our going to press.

NEW POWER UNIT AND LOOP AERIAL

General Radio Corp. Introduces Two Contributions to the Advancement of Radio

PHILADELPHIA, PA., October 1.—The General Radio Corp., of this city, well-known radio distributor and manufacturer of the Music Master horn and Geraco parts, has again contributed to the advancement of radio through the placing on the market of two new products, a new power unit and a new loop aerial.

The new power unit is a triple duty amplifier which has been named the Music Master power unit. It is compact and handsomely finished to form a base, if desired, for the Music Master radio reproducer made by the same company. The Music Master power unit has three uses; first, as a one-stage amplifier in connection with any detector, except the crystal; second, as a two-stage amplifier with any detector or in connection with a receiving set that already has one stage of amplification; third, it can be used with the ordinary two-stage amplification, increasing signal strength to an exceptionally loud volume. This unit is reputed to be remarkably free from distortion and extremely simple in operation, having only one main control and a switch. It can be made selective by its switch without changing the plug. Its "A" battery is mounted inside. The "B" battery used on the

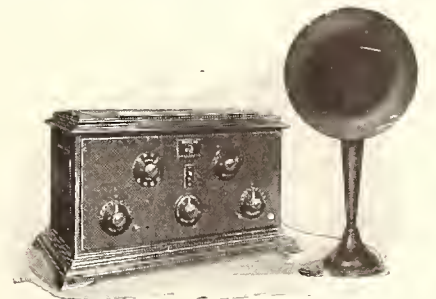
radio set may be used for this unit. No field current is required. It plugs into any set with the cord in place of head phones.

The new Geraco loop aerial takes the place of the ordinary antenna and ground connection and is built to receive satisfactorily present popular broadcasting wave lengths. It measures twenty inches over all and is easily handled. It is claimed that it is the only loop equipped with a dial. This dial records accurately the direction of the station being brought in for future reference. The Geraco loop aerial is designed for use with any ordinary or regenerative set for local programs and will even work with a crystal set if near the broadcasting station. It is claimed that excellent results have been obtained with radio frequency outfits, in one instance a station 2,000 miles away. This loop aerial is furnished in two types at present; (1) with base, direction dial and vernier condenser; (2) with base and direction dial.

ANNOUNCES THE RADIOLA VII

Radio Corp. of America Adds Handsome Instrument to Line—Adaptable to Outdoor, Indoor or Loop Antenna

The Radio Corp. of America, manufacturer of Radiola products, has just announced the Radiola VII, which is adaptable to outdoor, indoor or loop antenna and may be shifted from an antenna to a loop by simply turning a knob on the front of the panel. The Radiola VII



The Radiola VII

provides two stages of radio frequency amplification, detector and two stages of audio frequency amplification. Special radio frequency transformers are provided whereby the entire broadcasting wave length schedule now in effect in the United States (ranging from 220-550 meters) may be covered. In addition the Radiola VII is designed for long distance reception, as well as selectivity and efficiency in amplification. Under favorable conditions reception has been obtained at 2,000 miles.

In appearance the Radiola VII is most attractive, as all of the batteries are self-contained. It is dry-cell operated, requiring no storage batteries or charging equipment, and is furnished in a polished mahogany case with Bakelite panel. The Radiola VII, including the type FH loud speaker and with batteries and tubes complete, is listed at \$290.



3 1/2" Dia.

DISTRIBUTERS

Get your trade to order their stock of **VELVA-LOID RECORD CLEANERS EARLY** so they can get the benefit of holiday souvenir distribution and boost business when there is business to boost.

Philadelphia Badge Company
Manufacturers

942 Market Street Phila., U. S. A.

FIGHTING FOR MILEAGE BOOKS

International Federation of Commercial Travelers' Associations Seeks to Intervene in Case Now Before the Supreme Court

WASHINGTON, D. C., October 8.—The International Federation of Commercial Travelers' Associations, representing nearly three-quarters of a million traveling men, has asked the United States Supreme Court for permission to intervene in the case brought by the Interstate Commerce Commission against some fifty railroads to enforce its order providing for the sale of non-transferable, interchangeable scrip coupon tickets.

The motion filed by the Federation asserts that it is of vital importance to American industry as a whole that the tickets should be issued and that, as the traveling men it represents are important users of railroad facilities, they should be represented in the case. The Interstate Commerce Commission issued its orders early in the year, but was unable to put them into effect as a result of an injunction issued by the Federal District Court of Massachusetts on petition by the railroads. The Interstate Commerce Commission immediately carried the case to the Supreme Court, and an effort will be made to have it heard and decided during the coming Fall term.

INCREASE IN RECORD ORDERS

Weekly Victor Record Release Enjoys the Favor of the Trade and Public

David B. Roche, traveling representative of Collings & Co., Newark, N. J., is enthusiastic over the response from dealers on the new weekly record releases issued by the Victor Co. He states that while for the first few weeks the dealers ordered with great care they are now becoming used to the new situation, with the result that the orders are in larger volume. This also demonstrates that the public is receiving the new releases with favor.

Business throughout New Jersey and north-eastern Pennsylvania, the territory covered by Collings & Co., is quite active. Orders for machines particularly are on the increase.

JACKSON SHOP INCORPORATED

ROCKFORD, ILL., October 4.—The Jackson Talking Machine Shop, 114 West State street, this city, was recently incorporated for \$25,000 to deal in talking machines, records and other musical instruments. Incorporators are Ernest H. Jackson, Perry F. Jackson and Paul Stich. No changes are contemplated in the business policies of the concern.

Forbes Magazine made a very good point in a recent issue when it said: To win over a customer is more useful than putting over a sale.

O G D E N

*Excellent Prices for Big Crops
Reflected in General Business
Prosperity—News of the Trade*

OGDEN, UTAH., October 6.—Harvesting of bumper field and orchard crops has left the farmer in a pleasant mood on the eve of gathering the sugar beet crop, which, though only a normal production is anticipated, will mean a distribution of approximately \$12,000,000 in this district to farmers of Utah and Idaho.

This always stimulates business, and talking machine dealers will figure in the general benefits. Already salesmen are in the field and they report excellent returns. It is generally reported that the farmers are making larger initial payments and heavier monthly installments on their purchases.

This new business, together with the sales from the removal sale of the Glen Bros.-Roberts Piano Co., Victor and Edison dealer, has almost depleted the company's stock of talking machines and rush orders have been placed for more instruments.

Double a normal month's turnover was accomplished by Glen Bros.-Roberts, according to Thomas J. Holland, sales manager of the company, during the first fifteen days of the firm's removal sale which is now going on.

The Glen Bros.-Roberts Piano Co. expects to move into its new three-story home at 2546 Washington avenue by October 15, or soon after. There will be ten phonograph booths on the main floor, in addition to the display cases for small goods and an Ampico and player roll demonstration department. To the rear will be the shop and varnish department. The third floor will have a concert hall, capable of seating 500, and a stage, where talking machine concerts will be given. In the large display windows there will be a twelve-foot turntable, large enough to accommodate grand pianos or the large console type talking machines.

Marcellus Smith, of the company, has just returned from a trip into the Nevada territory, where he reported business exceedingly bright. Dan Brian, who went into the Idaho and Wyoming territory for a two weeks' trip, is finding business so good that his stay has lengthened to more than a month.

The Jones Phonograph Shop, Brunswick and Sonora dealer, has been redecorated for the Fall trade.

C. E. Armstrong, Pathé and Edison dealer, tells of a brisk Fall business. The Williams Music Co., handling the Steger and Pathé, reports the same satisfactory condition.

The Proudfit Sporting Goods Co., district Edison distributor, reports an impetus in the Utah and Idaho territory, with prospects of an excellent business this month, due to the general stimulation of business by the improved con-



The demand of the public for the NEW EDISON was never greater.

The models never more artistic

The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

ditions in the rural sections of the two States.

Browning Bros., Brunswick dealers, report business fair in talking machines and active in the sale of records.

MARKELS SCORES AT MONTMARTRE

Michael Markels, who with his orchestra spent the Summer at Newport playing for the dances and receptions given by the society people of that resort, scored a tremendous success at his recent appearance at the opening of the Montmartre, one of New York's smart supper clubs. There was a great gathering of society people, who had assembled to do homage to their favorite, among the patronesses being such well-known society figures as Mrs. Vincent Astor, Mrs. W. K. Vanderbilt, Mrs. Harry Payne Whitney and Mrs. Wm. G. Rockefeller. For some time the general public has been privileged to hear Markels' Orchestra through the medium of Okeh records, for which he records exclusively. Some of the most recent Markels records are "Carolina Mammy," "Love Tales," "Dreamy Melody" and "Foolish Child."

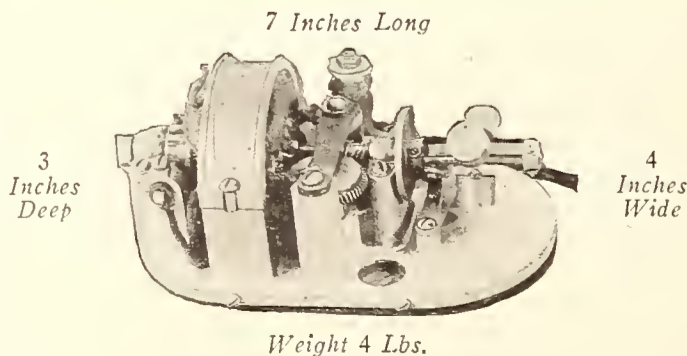
L. L. HUTTON TO OPEN IN CLINTON

CLINTON, ILL., October 5.—L. L. Hutton, of Saybrook, has opened a new music store in the Sweeney Building, 100 North Center street, this city. The store is known as the Hutton Music House and is in charge of Mrs. Hutton. Mr. Hutton and his wife have recently made a trip to Chicago to select stock.

Kendrick & Davis Electric Drive for Phonographs

Price but little higher than standard spring motor

The MOTOR is UNIVERSAL, DIRECT DRIVE, 110-volts, with standard resistance unit which cares for varying voltage; the SHAFT is ONE-PIECE TOOL STEEL; the BRASS WORM with one FORMICA GEAR constitutes the simple working gears. The GOVERNOR is mechanically controlled. Phosphor bronze bearings. Friction idler in spindle prevents stripping gears.



A VERY UNUSUAL FEATURE OF THE KENDRICK & DAVIS ELECTRIC DRIVE IS THE SWITCH CONTROL, operating through spindle, SERVING AS A POSITIVE PLAYING-STOP, STARTING-SWITCH AND PROTECTIVE-LOCK. THESE THREE TALKING POINTS ALONE HAVE IMMENSE MERCHANDISING VALUE IN MODERN PHONOGRAPH COMPETITION.

H. A. ROBBINS

Sales Agent

142 Berkeley St., Boston, Mass.



for beauty—for tone—for price

STRAND
Queen Anne
Special



LISTS
at \$150
Costs You \$66

Two-tone shortage, we said!

(And it has come—but we can still supply you)

Business already in tells the story

(When two-tone finish is demanded, nothing else will do)

Dealers ordering *now* get the merchandise

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Sweetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. **Write or wire.**

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

IN PITTSBURGH

Continuation of Industrial Prosperity Increases Optimism in the Trade—Arranges Series of Tone Tests—Month's News Budget

PITTSBURGH, PA., October 7.—The general industrial prosperity here continues unabated and, consequently, not only are local dealers enjoying a fair business right now, but the outlook becomes increasingly bright as the weeks pass by. Jobbers report quite heavy ordering, indicating that the trade generally is preparing for a busy holiday season, and it is very probable that there will be a shortage of certain models of machines before the holidays.

Buehn Co. Arranges Edison Tone-Tests

A series of Edison tone-tests is being sponsored by the Buehn Phonograph Co., Edison distributor for this territory. Elizabeth Spencer, assisted by Lucille Collette, pianist, and Harold Lyman, flutist, Edison artists, will appear in these recitals, which will be given for the following dealers: W. H. Bonnage, Beaver Falls, Pa., October 8; McDonald Furniture Co., McDonald, Pa., October 9; G. A. Myringer, Ambridge, Pa., October 10; G. W. P. Jones Music Co., Washington, Pa., October 11; J. M. Burns & Son, Waynesburg, Pa., October 12; L. C. Milheim, Butler, Pa., October 15; Frank Crook Co., East Liverpool, O., October 16; R. E. Kaplan, McKeesport, Pa., October 17; Decoster Bros., Jeannette, Pa., October 18; Louis Luxenberg, Barnsboro, Pa., October 19.

New Edison agencies opened by the Buehn Co. include G. R. Gross, Bellwood, Pa.; W. P. Risinger, Homer City, Pa.; Guth & Co., St. Mary's, W. Va.

New General Radio Corp. Accounts

Everybody is happy at the offices of the General Radio Corp., Strand phonographs, Okeh records and Radio Corp. of America products, as September business exceeded all previous records, and there is no sign of a let-up. Walter L. Eckhardt, president, wired his congratulations. New dealer accounts opened recently are: Plodenic Furniture Co., Woodlawn, Pa.; John Castagnola, Pittsburgh; P. Giuliani, Pittsburgh; M. Holtzman, Windber, Pa.; League Jewelry Co., Gassaway, W. Va.; Campbell's Department Store, Pittsburgh; Palace Furniture Co., Clarksburg, W. Va.; Smith Electric Shop, North Fork, W. Va.; Glade Jones, DuBois, Pa., and Todd & Stevens, Monongahela, Pa.

The new showroom of this concern has attracted considerable attention and among the visitors in September were Wm. Polangin, of Farrell, Pa.; Robert Jackson, Wheeling, W. Va.; Geo. W. Barnwell, Steubenville, O.; Jones & McMillen, Beaver, Pa.; John Manganelli, New Kensington, and C. F. McCaw, New Brighton.

Lectures on Motor Troubles

Parker Willis, formerly a traveling representative of the Victor Talking Machine Co. in the Buffalo territory, but more recently connected with the repair department, has spent the last three weeks in the Pittsburgh territory, specializing on motor troubles and giving the Victor dealers first-hand information on this subject. Two meetings were held in the auditorium of the Standard Talking Machine Co., Victor jobber, attended by the repairmen and salesmen of many nearby Victor dealers. Mr. Willis discussed motor repairs, particularly electric motor repairs, and he also discussed the increasing popularity of the electric motor.

Those attending the meeting in the Standard auditorium included: Spear & Co., G. S. Donagy, John Harrison; S. Hamilton Co., J. N. Zweidinger, Mr. Schobe; S. Hamilton Co., East Liberty, Pa., Miss Ritchey; S. Hamilton Co., Wilkinsburg, Pa., Miss McLean; Beechview Pharmacy, M. F. Wilson; Boggs & Buhl, H. W. Lang, Henry Wood; Rosenbaum Co., C. R. Parsons, W. White; Dave Krasik, Monessen, Pa.; Geo. S. Hards, Dormont, Pa.; Spear & Co., Brent Lydey, F. Gottshal, G. Raub; Kaufmann's, R. Sherode, L. P. Kirstein, Mrs. Wolrath, Miss Bitner; Lechner & Schoenberger, Wm. R. Hallier, John Haggerty; W. F. McLay, Carnegie, Pa.; Joseph Horne Co., O. Pohl; Wm. Sahner & Co., Wm. Sahner; F. C. Wampler & Son, Inc., McKeesport, Pa.; W. R. Reynolds Co., Canonsburg, Pa., F. L. Hill, Jr.; Cooper Bros., New Kensington, Pa., John Cooper, Wm. Cooper; Linc-hi-wa Furniture Co., East Pittsburgh, Pa., Clarke Wright; South Hills Music Shop, J. W. Schell; Menzer Music Shop, Louis Menzer; Kaufmann & Baer, J. P. Ward; W. F. Frederick Piano Co., W. A. Dempsey, B. Boycott, Mr. Kinch; C. C. Mellor Co., Messrs. T. T. Evans, Baish, Burbeck, Fritz, Trexler, Coll,

See what
\$2.85
will buy
Page 47

Mrs. Lyon, Miss McCabe, Miss Gillen, Tony Lascola, J. J. Cvetic, R. Sidenstricker; Standard Talking Machine Co., J. C. Roush, Wallace Russell, R. J. Coleman, C. E. Willis, A. E. Ferguson, H. A. Davies, J. E. McCormick, Geo. Dorsey, Miss M. I. Watson.

Business Houses Change Hands

D. O. Morgan, druggist and Victor dealer, of Crafton, Pa., recently sold his business to A. L. Chapman, Jr.

H. P. Griffith, of State College, Pa., who for some time has been in failing health, has sold his music shop to Charles F. Morrill, who will hereafter conduct the business under the name of "The Music Shop." He is making extensive improvements in the store preparatory to an aggressive Fall and holiday sales campaign.

Formal Opening of Fine New Store

Some time ago E. E. Schellhase, music merchant and Victor dealer, of Waynesburg, consolidated his business with that of Long & Co., home furnishers, of Uniontown, Pa. A new building was constructed and the formal opening was held recently. Victor jobbers of Pittsburgh and other business friends were present.

The new establishment is, without exception, the finest retail building in town and probably one of the finest in any town of 10,000 population or less in the country. The building is approximately seventy-five feet front by 200 feet deep, of stone and brick construction, three stories and basement. The entire first floor is given up to an unusually fine display of home furnishing, with the Victrola department occupying a large portion of the front and right side of the store. Among the representatives of the Victor jobbers present were Wallace Russell, R. J. Coleman, of the Standard Talking Machine Co.; Boyd Kinch, of the W. F. Frederick Piano Co., and W. A. Fritz, of the C. C. Mellor Co., all of this city.

Some Live News Gleanings

J. C. Roush, president of the Standard Talking Machine Co., motored to Birmingham, Pa., with his daughter, Josephine, last week, where she was entered in the Birmingham School for Girls. Recent visitors to the Standard offices included G. S. Flesher, Victor dealer of Cairo, W. Va.; J. H. Phillips, of N. S. Pittsburgh, and T. R. Towell, Eclipse Musical Co., Cleveland.

Max Willinger, of the New York Album & Card Co., Inc., Chicago, Ill., recently called on the talking machine trade in this section in the interests of his company.

C. H. Yahrting, president of the Yahrting-Rayner Piano Co., Youngstown, O., and Gus Hellman, manager of the Victrola department, were recent visitors to Pittsburgh.

Cooper Bros., of New Kensington, Pa., recently installed a Victor record window of the popular Victor record "Annabelle," which sold over 750 records of this selection during the two weeks the window was in use.

Geo. W. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is taking a well-earned two weeks' vacation. Miss Friess, his assistant, is in charge during his absence.

Ben Reynolds, of Washington, Pa., president of Ben Reynolds & Co., music dealer of that place, is recovering from a severe illness.

During the illness of Thos. R. Windsor, of Tarentum, Pa., Victor dealer, Wm. A. Such, manager of the store, conducted the business.



The increasing demand for THE NEW EDISON is but a reflection of the ever increasing interest of the public in this quality product. Today's interest means tomorrow's sales. *Will YOU make those sales?*

BUEHN PHONOGRAPH Co.
EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

DALLAS

Jobbers and Dealers Campaigning for Business — Rural Districts in Prosperous State—Other News

DALLAS, TEX., October 5.—Unusual activity in the talking machine trade in Texas and Oklahoma is reported by practically all dealers having headquarters in Dallas. Better crops than had been expected, with good prices for cotton and other farm products, have brought about a feeling of prosperity in the rural districts and small towns, and it follows that when the rural population and the people in the small towns feel prosperous the city folk soon see the difference in their daily balance sheets as business begins to pick up.

Talking machine companies with district offices in Dallas are just now staging campaigns to put on more dealers and increase sales in their territory, and in this unusual success is reported.

The Texas-Oklahoma Phonograph Co., Edison jobber, 2025 Jackson street, is in the midst of a drive which will cover its entire territory of Texas and Oklahoma, with the exception of a few counties; a large part of New Mexico and part of Arkansas. Intensive salesmanship methods are being followed in this territory, which has been thoroughly circularized in advance, and an effort is being made to place an Edison dealer in every town of 1,000 population or over, according to F. F. Dawson, sales-manager of the Texas-Oklahoma Phonograph Co., who is directing the field force which is now covering this territory.

In preparation for this drive, Mr. Dawson has just completed what is declared to be the first and most complete analytical survey of the territory. This survey shows that the Texas-Oklahoma Phonograph Co. is distributor for 289 counties in Texas, Oklahoma, New Mexico and Arkansas. This territory has a population of 5,635,844. There are 477 cities and towns of 1,000 population or more, with a total population of 2,183,404. This leaves a rural population of 3,452,440 in the entire district.

The survey made by Mr. Dawson goes farther and lists the towns in which there is an Edison dealer, and the towns where there is no dealer. Towns where the Edison dealer is regarded as wide-awake and the towns where it might be desirable to change dealers are also listed. With this information thoroughly digested, Mr. Dawson set to work to increase Edison sales in his territory.

"A survey such as this is needed in order that a sales manager may direct his field force intelligently," Mr. Dawson says, "for the same sales methods employed in the city will not bring results in the small towns and rural communities. This survey shows that three-fifths of our population is in the rural districts, and our sales methods must be designed to reach these people if we ever expect to sell our goods to anything like even one-half saturation."

The campaign put on by the Texas-Oklahoma Phonograph Co. is bringing results, Mr. Dawson says, and he reports the following new Edison dealers during the last two weeks: Canady Drug Co., Rockwall, Tex.; Palace Pharmacy, Teague, Tex.; Dollar Furniture Co., Chandler, Okla.; G. W. Waldrop & Co., Abilene, Tex.; Bosatko Bros., Uvalde, Tex.

Charles Kipp, formerly Edison jobber at Indianapolis, Ind., was in Dallas last week visiting friends and looking around before he enters business again.

C. S. Holderness, of the Phonograph Co., Edison dealer in Greenville, Tex., visited Dallas offices last week and placed orders for Fall stock. L. H. Walter, of the Walter Piano Co., Hillsboro, Tex., also was a visitor to the Texas-Oklahoma Co.

A. F. Beyer, Edison dealer in San Antonio, Tex., has gone to New York on a combined

EACH IS A NEW EDISON.
 Each will sustain the test of direct comparison with the living artist. Each is a money-maker for the fortunate merchants who represent the **NEW EDISON**

TEXAS-OKLAHOMA PHONOGRAPH CO.
 2025 Jackson St. Dallas, Texas

pleasure and business trip. He will visit the Edison factory before returning.

The Columbia Graphophone Co., 316 North Preston street, is also making a drive throughout its territory, placing many new dealers and taking orders for the Fall trade, which retailers everywhere believe will be unusually heavy. Fred R. Erisman, general manager of the Dallas branch, reports a feeling of optimism throughout the Southwest, which is being reflected in heavy orders and in this the Columbia machines are receiving due consideration.

In the retail trade in Dallas, Sanger Bros., the Edison Shop, the D. L. Whittle Music Co., Bush & Gerts, Will N. Watkin Co., W. A. Green & Co. and other music houses are pushing sales through special drives.

All music shops and retailers of musical instruments and talking machines took part in the fifth annual Music Day activities in Dallas. Display windows for several days prior to this event, which held sway throughout the day of

September 29, had music as their central idea. All the luncheon clubs, radio programs and other activities of the city intensified the idea of music. Special sales of musical instruments and records were arranged in all the music shops and retail stores. Unusually heavy sales are reported as a result.

The new Victor and Columbia console models have met with instant favor throughout Texas, and dealers have difficulty in meeting the demand.

A. H. Curry, vice-president and manager of the phonograph division of the Edison Phonograph Co., East Orange, N. J., has returned to Dallas, his former home, and he will devote his entire time to his official duties as president of the Texas-Oklahoma Phonograph Co. and other local business ventures. Mr. Curry was called to the home office of the Edison Co. to accomplish some special merchandising improvements proposed in the central organization. He has completed this work and has returned to his home in Dallas.

"We Serve the Southwest"

AS new distributors for "The Records of Quality" in the Southwest, we plan to play no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

Okeh Records

The Records of Quality

Wholesale Record Division

TEXAS RADIO SALES CO., Inc.

Offices and Show Rooms:

2005 Main Street DALLAS, TEXAS

Inquiries from Dealers Solicited

MILWAUKEE

Business Continues Active—Possible Shortage of Machines Is More Evident—Sonora Distributor Expands—News of the Month

MILWAUKEE, Wis., October 8.—It is becoming more strongly evident every day that there is going to be a serious shortage of talking machines by the time Christmas and New Year roll around; in fact, there is a shortage already and it is growing more serious as dealers who have failed to exercise due caution in the matter of anticipating their requirements for the holiday season are coming to their wholesalers and jobbers for merchandise for quick as well as later delivery.

Current demand at retail is reported active, as early Fall usually goes. Jobbers, likewise, are busy and are finding retailers responding more alertly to their solicitation for business than usually is the case. The big selling season

is still a month to six weeks away and things are moving faster as the time approaches for final gift buying.

Jobbers say that, while dealers apparently are duly impressed with the actualities of a shortage of merchandise, the buying public has not yet taken this talk seriously and is in no particular hurry to place orders for holiday delivery. Nevertheless, sales are of good proportions. The call for records has picked up appreciably and dealers are pushing these with growing vigor, realizing the constantly increasing importance of the record department to the general profits accruing from store operations.

Victor Shortage Imminent

"Fall and holiday business is going to be big,

if we can only get enough instruments," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Back orders continue to grow and the factory is not able to give any material relief because it is working night and day without stopping the flood of demand. The situation is worse in regard to the console style than with the upright models, which is bad enough."

Larger Sonora Field for Yahr & Lange

One of the most important news developments in the local wholesale trade during the past month was the announcement that the Sonora Phonograph Co., Inc., New York, has awarded the lower Michigan territory to the Yahr & Lange musical merchandise division, heretofore exclusive distributor in Wisconsin and upper Michigan. This addition to its territory, considered one of the most fertile markets in the country, is accepted as recognition of the power and influence of the Yahr-Lange organization, already one of the principal outlets the Sonora Co. possesses.

Enlargement of the territory came shortly after Fred T. Yahr, president and general manager of the company, announced that he had succeeded in acquiring the services of Irving S. Leon as sales manager. Mr. Leon is a veteran Columbia man and has been covering northern Illinois territory for a number of years. In less than three months he has demonstrated splendid capabilities, which increased the Sonora Co.'s confidence in the ability of Yahr & Lange to handle lower Michigan in the same effective manner.

Manager Leon has secured the services of R. H. Walley as representative in lower Michigan, with headquarters in Detroit. Mr. Walley has been with Columbia over ten years and was for five years wholesale representative of the Chicago branch in Milwaukee and eastern Wisconsin territory. For the present no branch store will be maintained in lower Michigan, as all shipments to dealers in that territory can easily and speedily be made direct from the Sonora factory, located at Saginaw, Mich.

Discussing general business conditions, Manager Leon is enthusiastic over current trade and the promising outlet for the holidays, commenting particularly upon the fact that the supply of merchandise will be very much inadequate to handle all orders. The Yahr & Lange organization also is distributor of the Okeh and Odeon records, which are making remarkable strides in building up volume and becoming increasingly popular with owners of all makes of talking machines.

The newest Sonora style, the Argyle console, has struck a most popular chord with Yahr-Lange dealers. At the first showing of the sample instrument dealers placed orders which absorbed the first carload shipment before it arrived.

Brunswick Demand Exceeds Supply

The local Brunswick branch is struggling against odds in filling its orders from dealers in this territory. Despite the material increase in the manufacturing capacity of the Brunswick Co. at Muskegon, Mich., output has not reached an equality with demand and, as a result, the local branch, like others, is entering the active Fall and holiday season behind on orders. P. H. McCulloch, manager of talking machine sales at the Milwaukee house, says that on some Brunswick styles it is impossible to guarantee more than a percentage of those wanted by dealers, but every effort is being made to satisfy the needs of those dealers who looked forward to the condition and had their orders in early.

The Kesselman-O'Driscoll Co., one of the leading Brunswick dealers, has effected a large sales volume in the York, a popular-priced Brunswick console type.

Edison Cabinet Plant Expanding

The Wisconsin Panel & Veneer Co., New London, Wis., one of the largest among the numerous factories owned by Thomas A. Edison, Inc., is erecting a large two-story addition for production and warehousing purposes. The

Two handsome models your customers want!

Fischer



Isabelle
Height 34 1/4", Width 35 1/4", Depth 21"
Mahogany and Walnut
\$185.00



Peter Pan
Height 35 1/4"
Width 18 1/4"
Depth 20 1/2"
Mahogany and Walnut
Owing to convenient dimensions this model is packed two to a case for shipping.
\$100.00

ISABELLE—Here is a superb, exclusive design, exquisitely finished, in richly figured Walnut or Mahogany. Its appearance and tone make it a matchless value.

PETER PAN—This is an extremely smart, compact model which is now enjoying great popularity because of its graceful design and its unusual convenience.

THE Fischer is sold direct to you—no local distributor's profits to be added on. It is quickly making a place for itself because of its rare beauty of wood, workmanship, design and tone. Has every modern improvement and can easily be sold in competition with much higher priced models of other makes.

With the Fischer you get the maximum discounts and you can be sure of speedy turnover. Dealers who try out a Fischer send in orders for from six to twenty of these phonographs because they learn that the Fischer is a most remarkable seller.

Now, before the holiday rush reaches its peak, have us send you a

Fischer on a trial order. It's the easy-selling prestige-making phonograph you'll want to add to your line, no matter what makes you are handling.

Write us TODAY.

Mayer Bros. & Bramley, Inc.

417 W. 28th St., New York City

Fischer—The Soul of Harmony

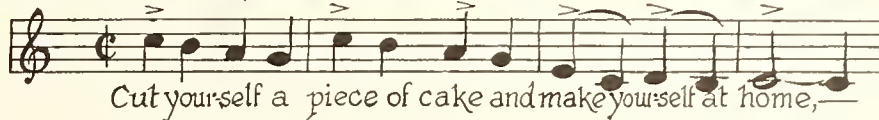
CUT OUT AND MAIL THIS COUPON NOW

Mayer Bros. & Bramley, Inc., 417 West 28th Street, New York
Please send (2) Peter Pan
(Check model desired)
Forward freight prepaid. If not satisfactory we have
the privilege of returning these to you at your
expense.
Name State
Street City
(Please give bank and commercial references if you have not dealt with us before.)

The Big Comedy Song Sensation CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

"You can't go wrong
With any FEIST song"



©LEO FEIST Inc.
N.Y.C.



New London factories have been operating on a nine-hour working schedule for some time and this will be continued throughout the Fall and Winter months in order to meet the heavy demands for stock and finished cases.

G. F. Ruez on Important Mission

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, accompanied a delegation of twenty-five leading business men as representatives of the Milwaukee Association of Commerce on a journey across Lake Michigan to Muskegon, Mich., to be guests of the local Chamber of Commerce. Milwaukee and Muskegon at present are developing a very important traffic arrangement, whereby the Michigan port, gateway to the East by lake, will become even a greater outlet for Milwaukee and Wisconsin manufactures.

Expect Big Kimball Sales

Kimball phonograph sales by the Lyric Music Co., factory distributor in Milwaukee and vicinity, have established new high marks so far this year and J. Rousselot, president and

general manager, says there is no question that holiday trade will be the biggest ever known, depending upon the ability of the factory to supply the necessary number of instruments.

Edison Dealers Optimistic

Edison dealers throughout this territory speak with the greatest of confidence concerning trade prospects for the remainder of the year. They are entering the last and most fruitful lap of the year with a record of achievement in sales that goes beyond anything ever known.

Cheney Favor Growing

The Cheney has been kept conspicuous in Milwaukee by Edmund Gram, Inc., and these instruments are making their way into more and more of the wealthier homes, as well as those owned by people of more modest circumstances.

Period Vocalions Popular

The Vocalion is a big seller in Milwaukee and vicinity and the art period styles are causing especially favorable comment. The J. B.

Bradford Piano Co. has effected a number of sales of art styles running well into four figures and the owners, all prominent and representative families, have been responsible for numerous additional sales.

NEW ASTORIA MUSIC HOUSE

A new talking machine shop has been opened at 153 Main street, Astoria, L. I., by Thomas H. Cabasino, who has been engaged in the talking machine business for the past eight years. Brunswick phonographs, pianos, sheet music, etc., are handled. Among those present at the formal opening was H. L. Obert, of the New York branch of the Brunswick Co.

Thorson & Anderson, Victor dealers, Wahoo, Neb., have remodeled their store and removed the Victor department to the front of the establishment. Wayne Lorenz, who was formerly with R. B. Hetzel, Harlan, Ia., has been placed in charge.

We have no monopoly on virtue
in merchandise—BUT—we manu-
facture a supreme phonograph at
a knock-out price.

Write for open territory.

THE WOLF MANUFACTURING INDUSTRIES

MAKERS OF "MASTERCRAFT" PHONOGRAPHS

116 NORTH THIRD STREET

QUINCY, 3, ILLINOIS

IN DES MOINES

Fall Buying on in Earnest—Trade Looking Forward to Very Busy Holiday Season—Trade Changes, Visitors and Other Activities

DES MOINES, IA., October 6.—Fall buying in the talking machine trade has begun at a lively rate, according to local jobbers. Although it is a little early in the season for the peak of the volume to be attained, early buyers are placing comparatively large orders. All orders received so far show substantial increases over those placed by the same dealers last year. This is interpreted by jobbers to mean that dealers' stocks are very low and that 1923 business has cleaned out most of the old stock in the dealers' hands.

There is every indication of a big business this Fall and Winter, according to local jobbers and retailers. There is a healthier note in business than was evident a year ago. Dealers are buying with good judgment, but are not over-cautious as some were last year. Record sales show the same healthy increase as the machine business. The weekly release plan adopted by Edison, Brunswick and Victor has been partially responsible for the better demand for records. Dealers like the plan, as it gives them new offerings to feature each week. Since the Victor Co. adopted the plan a few weeks ago there has been a substantial increase in the sale of Victor records.

Console models continue to retain their popularity with the trade. This has extended to the rural districts and is reflected in Fall orders of dealers. A large percentage of the out-of-

town dealers are including a fair percentage of these models in their orders.

H. H. Blish, Jr., of Harger & Blish, local Edison jobbers, returned the first part of September with the winning delegation of Edison dealers. All report a thoroughly enjoyable time on the extended trip through the East. Harger & Blish report that the contest was very successful in that it stimulated dealers to dispose of machines on hand and clean up their stock before placing Fall orders.

Among Edison dealers calling at the Harger & Blish establishment the past month were E. A. Thomas, Hartley, Ia.; J. F. Shuey, Jefferson, Ia.; C. R. Quade, Ames, Ia., and G. B. Baker, Ottumwa, Ia.

W. D. Duning, of the Duning Co., jobber of Starr machines, returned the latter part of September from a business trip through the northwestern part of Iowa, where he found the trade in an optimistic mood.

W. O. Walker, who travels northeast Iowa for Mickel Bros., announces that he is the proud parent of a baby girl.

Harry A. Dixon has purchased the Victor stock of a retired dealer at North Platte, Nebr., and will continue the Victor business at that place.

Willard Brewster has assumed charge of the record department of the Ross P. Curtice Co., Victor dealer, in Lincoln, Nebr.

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

out a number of things regarding the new Red Seal double-faced records which have puzzled dealers.

A feature of the Tuesday morning session was a talk by Professor Bristol, of Iowa State College. Professor Bristol's talk was based on a recent survey of the State in a number of different lines of business.

George E. Mickel, of Mickel Bros., Victor jobbers, was called upon for a short talk and spoke on the subject, "The Outlook for Fall and Holiday Business." John Vance and Mort Duncan each spoke on some of the problems encountered in present-day business and how solutions to these problems were found.

R. S. Boas, of Rock Island, Ill., delivered a talk preparatory to an open discussion on the subject, "Which is Best—Outside Selling, Store Selling or the Combination?" In the discussion that followed many dealers joined in and gave incidents based on actual experience.

Mickel Bros. Co. entertained the visitors at a dinner held Monday evening, followed by a theatre party.

At the business session of the convention the following officers were elected: Mark W. Duncan, Albia, president; Earl E. Mason, Valley Junction, vice-president, and Frank H. Walter, Cedar Rapids, secretary-treasurer.

FT. WAYNE FIRM CHANGES NAME

Spiegel Sonora Shop Incorporates and Changes Name to Spiegel Music Co.

FT. WAYNE, IND., October 6.—The Spiegel Music Co., 1223 Calhoun street, this city, which was formerly known as the Spiegel Sonora Shop, was recently incorporated under the laws of this State and the name changed to the above. The concern has one of the most attractive stores in this vicinity. There are ten booths for the demonstration of machines and records and the whole interior has been pleasingly decorated in old ivory. Miss Ida Pickmeyer is president and general manager of the concern and has been in active charge of the business for the last two years. Brunswick and Sonora phonographs are handled.

The W. J. Sannebeck Music Co., Mexico, Mo., has secured the Brunswick agency in that city, following the dissolution of the business of the Taylor Music Co., which formerly handled that line.

DES MOINES VICTOR DEALERS MEET

Instructive Sessions and Interesting Talks Mark Sixth Annual Meeting of Iowa Victor Dealers' Association—New Officers Elected

DES MOINES, IA., October 6.—While the sixth annual gathering of the Iowa Victor Dealers' Association, which met here recently, had its attendance retarded somewhat, what it lacked in numbers was made up by enthusiasm. Rainy weather kept many of the Victor dealers of the State from attending, but those present found a most interesting and instructive program arranged.

Monday, September 17, was devoted mostly to renewing old acquaintances and making new friends. Frank H. Walter, of the Morris Sanford Co., Cedar Rapids, read an exceedingly interesting paper on the subject, "The Record Overstock Situation," and told of a number of clever ideas for the disposal of surplus records, based on results from his own store.

An interesting discussion was made by Mrs. Jesse Vance, of Mason City, Ia., on the question of operating a musical instrument department in connection with a Victor store. Mrs. Vance

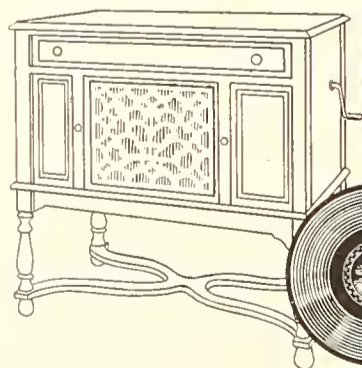
conducts one of the most successful music stores in the northern part of the State and her talk was based on actual experience.

A debate was held on the question of the Victor club plan. The affirmative side held that the Victor club plan was entirely successful as a business stimulator and won the decision of the judges on their able presentation.

L. R. Spencer, of Iowa City, Ia., chose the subject, "The Value of Organization Among the Victor Dealers" for his talk and told of some of the helpful ideas he had received from attending the conventions and how he adopted them very successfully in his own business.

The question of radio and the talking machine dealer was taken up by C. E. LeBlatt, of Clinton, Ia., who gave his experiences covering several years in developing the radio branch of his business. D. Earl Combs spoke on the negative side of the question.

The Victor Co. was represented by C. L. Enger, who told something of the care exercised in the manufacture of Victrolas and the plans of the Victor Co. for the following years. He also was called upon to answer a number of questions pertaining to the new marketing policies of the company. His talk straightened



Edison

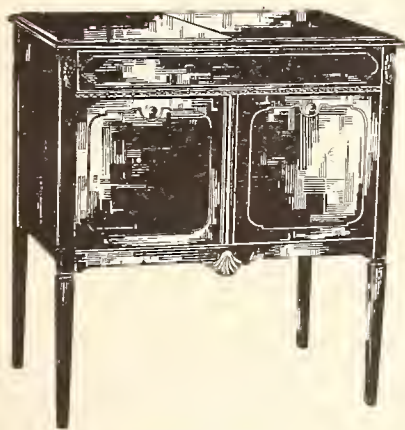


COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

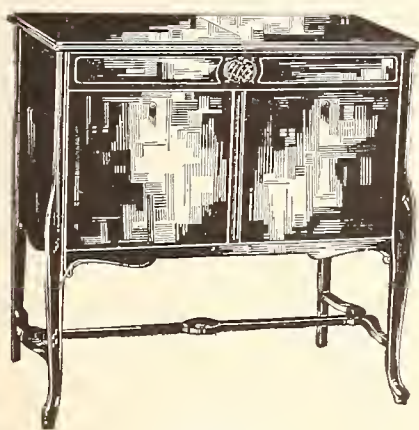
HARGER & BLISH DES MOINES

The Pooley

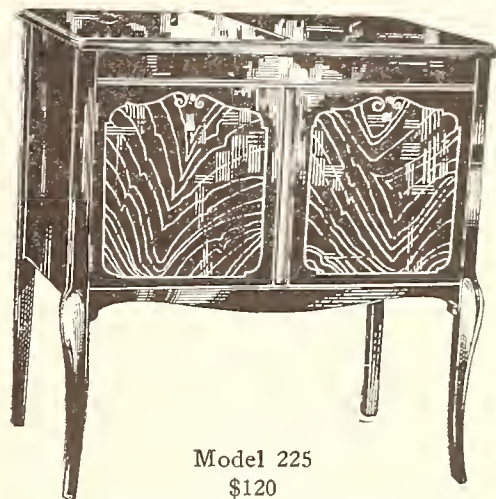
PHONOGRAPH



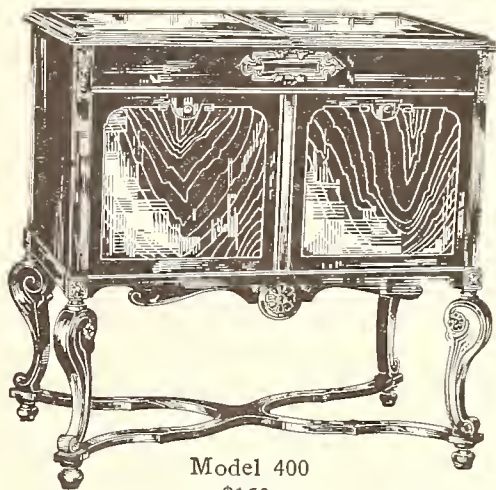
Model 220
\$115
Figured Mahogany or Walnut



Model 230
\$135
Figured Mahogany or Walnut



Model 225
\$120
Figured Mahogany or Walnut



Model 400
\$160
Figured Mahogany or Walnut

A reputation for excellence in manufacturing, which is faithfully carried out down to the smallest detail, has for the past thirty-five years set the Pooley Co.'s standard of quality above all others. In superiority of figured veneers, beauty of design, solidity of construction and in its wonderfully clear appealing tone, THE POOLEY PHONOGRAPH is unequalled in the world of today.

POOLEY PHONOGRAPHS are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure. Write to the distributor in your territory for further details or direct to the factory at Philadelphia if there is no distributor in your territory.

An unusually attractive proposition for the aggressive wide-awake dealer.

A quality product made and unqualifiedly guaranteed by one of the country's foremost manufacturers.

POOLEY DISTRIBUTORS

MUSICAL PRODUCTS
DISTRIBUTING CO.
37 East 18th St., N. Y.
Greater New York and a
50-Mile Radius

W. B. GLYNN
DISTRIBUTING CO.
Saxtons River, Vt.
New England States

C. L. MARSHALL CO.
514 Griswold Street
Detroit, Mich.
328 Superior St., W.
Cleveland, Ohio
Michigan and Ohio

VOCALION CO. OF
CHICAGO
529 So. Wabash Avenue
Chicago, Ills.
State of Illinois

COLE & DUNAS
MUSIC CO.
430 So. Wabash Avenue
Chicago, Ills.
State of Wisconsin



Lin - dy La - dy come out and meet me 'neath the mel - low moon.

A Southern Mellow Moon Song—

"You can't go wrong
With any FEIST song"



©LEO FEIST INC N.Y.C.



DISCUSS RECORD EXCHANGE PLANS

Talking Machine Men, Inc., Endorse 10 Per Cent, Two-for-one Exchange—Trade Urged to Tie Up With Opera—Annual Ball Date Set

At the monthly meeting of the Talking Machine Men, Inc., held at the Café Boulevard on September 26, the chief subject of discussion was an equitable record exchange plan of permanent character to enable the dealer to keep his record stock in proper condition by weeding out slow-selling records at regular intervals and returning them to the manufacturer on a credit basis fair to both interests.

The record exchange plans now in effect were cited and, after a short discussion participated in by several dealers and a couple of manufacturers and their representatives, a resolution presented by the executive committee of the association was adopted, endorsing a plan providing for the return to the manufacturer by the dealer each quarter of a maximum of 10 per

cent of the records bought during that period on a two-to-one basis, that is, that he order two records for each one returned. This system is already in effect with one manufacturer. The other record manufacturers will be advised officially of the opinion of the association.

Chas. D. Isaacson urged that dealers support the opera during the season, particularly the San Carlos Opera Co., now playing in New York, and tie up with it for the purpose of selling operatic records. He urged that, where possible, sets of records covering complete operas be offered to the public for sale as units. This idea was further enlarged on by Mr. Kurtz, who told of various plans of the same order that have been worked out successfully in England and were now being tried out here.

The plan for the holding of a phonograph show in New York at the time of the convention of the allied music trades next year was also presented and put over for further discussion. President Kurtz, incidentally, has been appointed on the 1924 convention committee.

It was announced that November 15 had been selected as the date for the annual ball of the association, to which the general public will be invited. Tickets will be priced at \$1.65 and the affair is expected to yield a large profit for the organization.

A representative of the Artists' Publishing Co., New York, sang several songs to be featured by that company in the near future, including "Remember, I'll Never Forget," "Where Can My Sweet Mamma Be" and "Down Old Chesapeake Bay." A representative of the Gibson Art Co., manufacturer of greeting cards, also addressed the dealers.

VISITED THE MIDDLE WEST

C. R. Wagner, vice-president and general manager of the Musical Instrument Sales Co., New York Victor jobber, is back at his desk after a trip through the leading Middle Western trade centers. He declared that increased buying in this territory presages a Victor shortage.

TO OUR DEALERS.

It is our business to better your business. With this ambition ever and always in mind, Dealers have come to know and depend upon the merits and advantages of our

DE LUXE NEEDLES

(Best By Every Practical Test)

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS
Perfect Reproduction of Tone No Scratchy Surface Noise
PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

DEALERS STOCKING UP EARLY IN ANTICIPATION OF MACHINE SHORTAGE AS FALL DEMAND GROWS

Auspicious Opening of Fall and Winter Sales Season—Promotions in Steinert Organization—New Models Please—Dealers Add New Lines—Visitors, and Other Activities of the Month

BOSTON, MASS., October 6.—The talking machine business has started off briskly for the Fall and Winter and dealers for the most part are in a happy frame of mind. This year, as not in a long time, dealers are heeding the advice of the jobbers and stocking up early, but nevertheless they are purchasing rather cautiously, some of them especially stocking up on the higher-priced goods, others finding their biggest call for the lower-priced models of machines. For the most part collections are good and there is little complaint heard along this line.

Changes in Steinert Organization

On October 1 Herbert Fleischman, who has been with M. Steinert & Sons for ten years,



Left to Right, Front—C. Von Euw, J. Graham. Second Row—E. Ryan, F. O'Leary, G. L. Koote. Standing—Herbert Fleischman

rising from stock boy to salesman, and one of the best-liked men in the Steinert organization, severed his connection with the house to begin his new duties as manager of the talking machine department of the Marcellus Roper Co., of Worcester. Mr. Fleischman, who has wanted to get into the retail business for some time, has devoted all of his time of late to the outside interests of the Steinert Co., having had as his territory southern and western Massa-

chusetts, Connecticut and Rhode Island. He was very reluctant to sever his pleasant relations with his old associates, with whom he had established the most cordial relations, and they, in turn, were equally sorry to lose his society, so, by way of showing their appreciation of him as a man and as a friend, they presented him on Saturday with a handsome gold watch suitably inscribed.

Stepping into Mr. Fleischman's place is Emmet Ryan, who has been with the Steinert house four years. He saw service in the late war and was on the Texas border and also in France. Henceforth he will travel through Mr. Fleischman's territory.

James Graham, who up to now has looked after the Victor interests for the Steinerts in suburban Boston and has been with the house nearly nine years, and is, therefore, well acquainted with the Steinert way of doing business, will step into Mr. Ryan's shoes. Charles Von Euw, who has been in charge of the record stockroom for five years and also saw service in the late war in France, will take over Mr. Graham's territory, while Fred O'Leary will be in charge of the wholesale record stockroom.

New Brunswick Accounts

At the Brunswick headquarters here in Boston one hears of splendid orders ahead, with the prospects most rosy for a very busy Fall. A new concern to lately sign up to carry the Brunswick line is the R. H. McWhirr Co., of Fall River, which has received its first shipment of late models. This is the first time that this Fall River concern has ever handled talking machines and, with a Unico equipment, the department is admirably adapted to take care of customers. The manager of the department is Robert Salmond, who is an experienced man in the talking machine business. Another concern to take on the Brunswick line is the W. G. Shaw Furniture Co., of Quincy, and at New Bedford there is E. J. Remillard, and still another of the new concerns to handle the Brunswick is L. N. Longe, of Springfield, Vt., and the Barton Co., of Manchester, N. H. The new

Don't Wait For The "Rush"

Exclusively



Wholesale

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Raleigh model of Brunswick is going big and dealers are constantly dropping into the Boston quarters to examine it and to place orders.

Enthusiasm Over New Columbias

There is considerable enthusiasm in the Boston headquarters of the Columbia Co. over the new models which have been received, eight of the fourteen having already reached the city.

(Continued on page 98)

Fall Business Is Here Are You Ready for It?



Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE

Victor Exclusively

will help you meet your problems.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain Localities Offer Dealership Opportunities. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison is FIRST with HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

There is equal enthusiasm over the new W motor with automatic stop and the new No. 12 reproducer, all of which, together with the new process records, are playing a conspicuous part in bringing the Columbia line to the fore. Manager Fred E. Mann, of the Boston branch, was over in New York toward the latter part of September, stopping in Bridgeport, Conn., en route. Manager Mann was accompanied by Frank Fiumara, who has the Connecticut and Massachusetts territory, the latter having succeeded Salesman Frederick C. Collins, who was recently transferred to the jurisdiction of the New York branch of the Columbia Co.

Many Hear Popular Brunswick Artist

Segrid Onegin, the popular artist whose Brunswick records are so popular, was in Brockton Sunday, September 30, where she was greeted by a very large audience, many of whom are familiar with her recordings. The concert in Brockton was under the auspices of the local Brunswick dealer. On October 2 this star appeared at Fitchburg, Mass.; Bangor, Me., October 4, and at Portland, Me., October 8.

F. E. Fiumara With Columbia Co.

Manager Fred E. Mann, of the Boston branch of the Columbia Co., announces that Frank E. Fiumara has been chosen as the successor to Frederick C. Collins, the Columbia representative in eastern Connecticut and western Massa-

chusetts. Mr. Fiumara has had a wide sales experience and is the son of Placido Fiumara, who was well known to the music lovers of a past generation when he was 'cellist with the Boston Symphony Orchestra for thirty-five years. Mr. Fiumara, naturally, brings to the Columbia Co. a fine appreciation of music and musical merchandise and an ability to co-operate with Columbia dealers in their merchandising problems. Mr. and Mrs. Fiumara and their two children will make their home in Springfield, Mass.

F. C. Collins Transferred to Gotham

Frederick C. Collins, lately traveling salesman for the Columbia's Boston branch in eastern Massachusetts, Connecticut and western Massachusetts, has gone to New York, from which he will cover southern Connecticut. This transfer is made at Mr. Collins' own request. His home is in New Haven, the headquarters city of the new territory. The dealers with whom he heretofore has been keeping in close touch regret his departure.

New Victor Red Seals Popular

Herbert Shoemaker, speaking of the Eastern Talking Machine Co.'s experience, says that the Victor weekly release system is meeting with marked favor among the dealers, who claim that it is far easier now to assimilate eight or nine records than it was the thirty or more

under the old conditions. It is easier under the new conditions, too, to become acquainted with the selling value of these fewer records and another splendid advantage is that the timely hits, especially those of current musical comedies, can be put out much quicker than formerly. Mr. Shoemaker is very enthusiastic over the prospects for a big Fall business.

Erismann Co.'s Handsome Display Rooms

Here are two views of the talking machine display room of the A. C. Erismann Co., 175 Tre-



Palatial Erismann Art Rooms

mont street, corner of Avery street, this city. The display room is one of the handsomest in the city and the instruments which one sees in



Another View of Strand Home in Boston

the picture are all Strand models, most of them in two-tone effects. The Erismann Co. is the distributor of the Strand line throughout New England.

D. M. O'Brien Ends Long Trip

D. M. O'Brien, in charge of the Columbia department of Smith Bros., Boston, is back home from a 2,600 mile automobile tour which he took through New England and into Canada, getting as far as Toronto, where he attended the Toronto Exhibition.

Heavy Demand for Okeh Records

Manager Smith, of the General Phonograph Corp., manufacturer of Okeh and Odeon records, has found business, in the Okeh line especially, moving so fast that the offices and stock-rooms have had to be rearranged so as to give more room. He says everything looks good for

We Serve New England!



PREPARE now for a busy Fall season. Examine your stocks and plan your campaigns for bigger and better business. Then, call on us. We can and will gladly be of service to you.

Our complete stocks of all Okeh Records, including the foreign language and Irish records, and the employment of modern methods of distribution assure you of speedy and accurate filling of all record orders. The benefits of our experience in, and the knowledge of, the New England market are at your service at all times in the solution of arising sales or business problems.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records

a big Fall business, and, what is better, collections are coming along more satisfactorily than for some time. There are several hits that are making heavy demand, among them "Hot Roasted Peanuts" and the Mariechen waltz, as recorded in Czecho-Slovakia by the Danubia Municipal Band. The "Laughing Record," so popular a year ago, is again coming into a large measure of favor.

Lester Jones a Busy Traveler

Lester Jones, in charge of the talking machine department of the Hallet & Davis Co., lately spent ten days in western Massachusetts and Connecticut in the interest of the product of this company. Mr. Jones has other trips planned for the near future by way of increasing interest in the Hallet & Davis line.

To Open New Victor Store

A new Victor store is soon to be opened in Rumford, Me. It is located on Main street and is to be conducted by H. W. Hanson, who has been a Victor dealer in that town for a number of years. The new store is beautifully equipped. The official opening is scheduled for October 15, when several trade members will go up from Boston for the inaugural.

Encouraging Sonora Outlook

Joe Burke, of the Sonora Co., makes a most encouraging report of business and says September was one of the best months in a long time, and the only thing that troubles him now is the possible difficulty of getting a sufficient supply of the low-priced models. A first shipment of the new two-tone Argyle model, which dealers are most enthusiastic over, has just come to the Columbus avenue headquarters of the Sonora Co. Joe's two brothers, Tom Burke and Ray Burke, are on a fortnight's trip through Maine, going up by automobile. They plan to thoroughly cover the territory from Portland to Fort Fairfield and will carefully study the needs of the trade in that territory.

Some Local Visitors

A Boston visitor the other day was Harry Yagoobian, who is associated with the Royal Piano Co., Worcester. He was a caller at the General Phonograph Corp., whose lines of Okeh and Odeon records this Worcester house is featuring.

Edward A. Welsh was a welcome visitor to Boston the other day when he dropped in from New Bedford, where he is associated with the M. Steinert & Sons' store in that city. Mr.



TODAY, Not TOMORROW,

is the time to send in your order for Victrolas.

A shortage on certain popular types already exists which we regretfully predict will spread to other models during the busy season.

Your order should NOW be on file with your Wholesaler, assuring you of participation in shipments as they are received from the Factory.

Do It Now

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Consult Us for Proposition on DeForest Radio Merchandise

ANYWHERE IN NEW ENGLAND

Welsh is pleasantly remembered from the old days when he was one of a live group at the Eastern Co. when the wholesale and retail departments were together on Tremont street.

Miss E. Armitage in New Post

Miss Ethel Armitage, under the expert tutelage of Mrs. Alice W. Graves, record and stock-keeping expert of the Boston branch of the Columbia Co., has become head of the record department of Lord & Co., Inc., Lawrence.

C. H. Farnsworth's Motor Vacation

Charles H. Farnsworth, head of the Eastern Talking Machine Co., Victor distributor, has just returned from an enjoyable vacation which he took with Mrs. Farnsworth via automobile. They motored to Lake Mohonk, N. Y., where they stayed for a few days, then to Stockbridge

and finally to Manchester, Vt., where they had a pleasant time with friends.

Robert Steinert to Go Abroad

Robert Steinert, of M. Steinert & Sons, has been spending a fortnight at Chocorua, N. H.,



Three Brunswick Boosters

From Left to Right—C. P. Shaw, of Baltimore, district manager for the Brunswick; O. F. Jester, district manager at Philadelphia, and Harry Spencer, manager at Boston and on October 10 he left for Europe, where he will join his mother, Mrs. Alexander Steinert, and his brother, Alexander Steinert, Jr., who are now in Paris. In the late Fall Mr. Steinert and his mother will return home.

Changes in Positions

Mrs. Cobb, heretofore with the talking machine department of the F. N. Joselyn department store in Malden, is now with Henry Kahn's Washington street store, Boston.

Le Roy Mann, formerly manager of the Conclave Store, 39 Washington street, Boston, is now operating a store of his own on Chelsea street, Charlestown, under the name of the Mann Music Co. He is handling the Okeh and Odeon lines of records.

Exhibits at Brockton Fair

The Trinity Radio Phonograph (maclite equipped) was on exhibition at the Brockton Fair, which came off early in October and is one of the great annual features of eastern Massachusetts.

Another exhibitor at the Brockton Fair was the C. C. Harvey Co., whose Brockton store is

(Continued on page 100)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY.** A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 99)



Getting
More
AND
Giving
More

The
CHENEY
The Master Phonograph

The success which the Cheney has achieved, the character of the merchants who sell it, the appreciation of those who have purchased it, and the fairness of Cheney prices bespeak a line of unusual merit.

Cheney success is undoubtedly due to the ability of a quality product and exclusive Cheney franchise to give more and thereby getting more.

If you are interested in generous and permanent phonograph profits, we urge you to write at once.

We offer the maximum of service to Cheney dealers in the above territory.



(Distributors) Cheney Sales Corporation

376 Boylston St., Boston

1015 Chestnut St., Philadelphia

1107 Broadway, New York

usually represented there. The exhibit was under the direction of V. Merrill Jones, manager of the Brockton store.

Discuss Exhibition Plans

Members of the New England Music Trade Association were invited yesterday at luncheon at the Adams House by the officers of the National Exhibition Association, Inc., whose headquarters are at 18 Boylston street, which organization, as mentioned several times in this department, is endeavoring to father a national music exposition at Mechanics Building the week beginning November 26. The special hosts of the luncheon were H. L. Katz, the president of the National Exhibition Association, and John A. Davis, one of the directors. Following the luncheon, Mr. Davis spoke at length, going into more or less detail what it was planned to do. He stated that several large concerns already had taken space in the exposition and it was planned to include every branch of the music industry. By way of interesting the general public there was a plan being carefully worked out whereby there would be frequent concerts, a voting contest which might start a few weeks in advance of the exhibition, and other features that might tend to keep up the interest of the public to the end. The luncheon was attended by piano men and by talking machine men, but the music publishing business was not represented.

Finds Business Good

P. J. Donovan, of the traveling staff of the General Phonograph Corp., has returned from a business trip which he took into Vermont and northern New Hampshire, finding time to run over the border into Canada. Mr. Donovan found business quite good in his territory.

Miss Barr Now in the West

Miss Grace Barr, whose home is in Worcester, who was long associated with the Victor interests in New England and who has a number of friends hereabouts, is now associated with the educational department of the Victor and at the present time is assigned to the Western territory and is making her headquarters in Chicago.

Hudson Dealer Commands Public Attention

In the latter part of September A. E. Champagne, manager of the Grafonola Shoppe, exclusive Columbia dealer at Hudson, put across a novel advertising stunt. He took the empty

talking machine cases which were piling up to an enormous extent in the rear of his store and placed them on carts owned by every boy that he could get hold of in town. These were lined up in parade formation and as the "Parade of the Wooden Boxes" the line was started from in front of the Grafonola Shoppe

immediately after the supper hour and filed down Main street. On the sides of the cases were painted such catch phrases as: "Why Girls Stay at Home," "If It's Music See the Grafonola Shoppe," "George Washington Did Not Own a Phonograph—Poor George," "Prohibition Has Not Killed Champagne," "No Champagne for Champagne." The idea took immensely in the town.

Kenneth E. Reed Reviews Situation

Manager Kenneth E. Reed, of the Victor wholesale department of M. Steinert & Sons, says that as he views the field during the month of September the retail business was a bit quiet, but the wholesale business was very good, and he was glad to say that dealers were taking the advice early given them and stocking up well for the holiday trade. Of course, there always are some backward ones and, naturally, they will be the losers in the long run. The weekly release plan, he says, is being favorably received and is making for bigger sales. The first shipments of the new double Red Seal records were sold out in a few days, so eager were the dealers to acquire them.

Secure Columbia Franchise

The Prince-Walters Bungalow Shop, of Lowell, has secured a Columbia franchise and will carry a complete line of new model Columbias and New Process Columbia records. Fred H. Walters, manager, is well known to the trade in New England, having been at one time representative of the Brunswick Co. for several years before entering the retail field.

Takes on Junior Operetta Line

Arthur C. Erisman, of Boston, has taken on the new Junior Operetta line of records which is put out by the Vulcan Record Corp., of New York, and the first of the series, "Little Red Riding Hood," is being eagerly called for by dealers who see in it a splendid holiday seller. Mr. Erisman also has received the first

(Continued on page 102)

Edison Dealers:—

Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

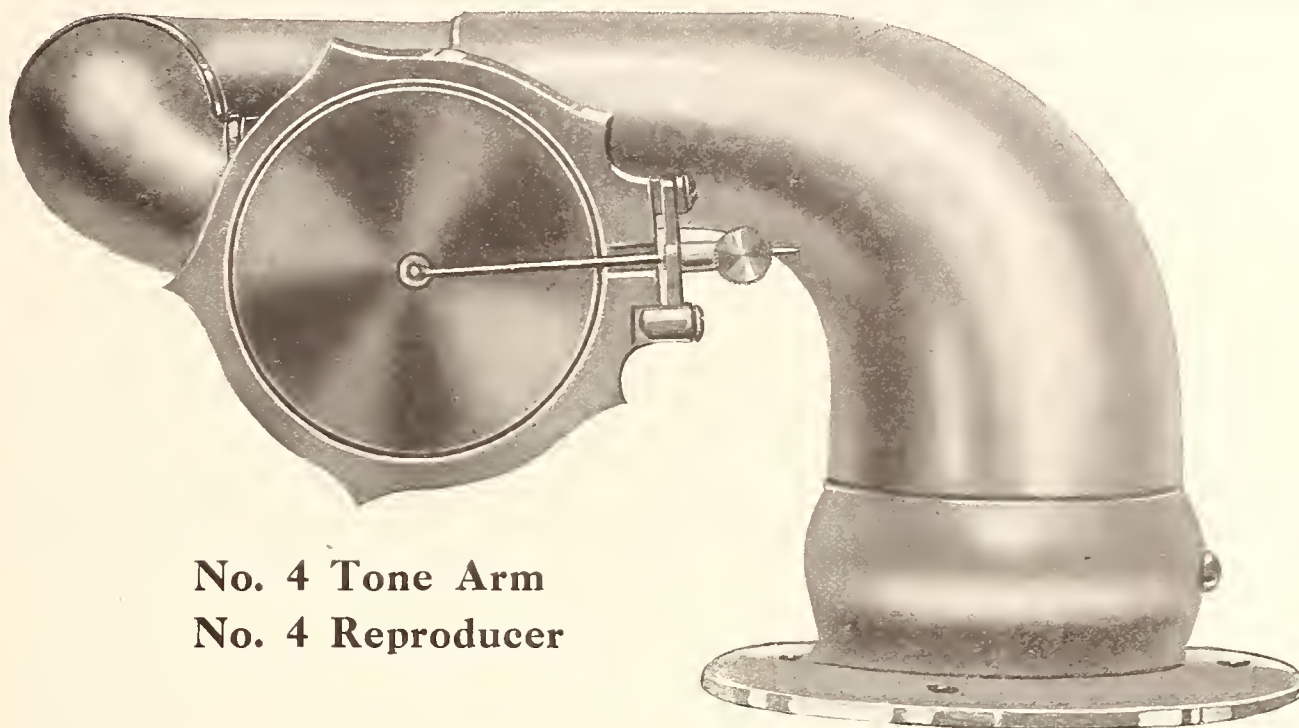
Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET
BOSTON, MASS.



No. 4 Tone Arm
No. 4 Reproducer

New Number Four Proves a Big Success

The initial announcement of the Number Four arm and reproducer resulted in orders from all over the country

The phonograph world moves in common with the rest of the universe. People are trying to get away from the conventional, always in quest of things new and better. Realizing this our engineers set to work to design a Tone Arm and Reproducer that is original, attractive and good.

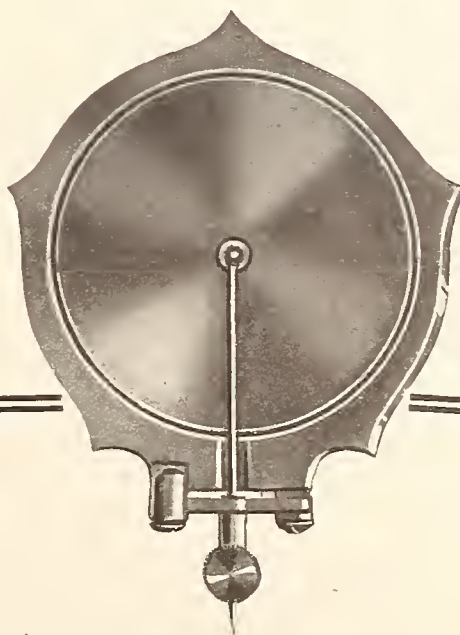
The result is our No. 4 Throw-back Tone Arm with Swelled Base and No. 4 Pentagon-shaped Sound Box—a welcome

relief from the staid equipment used heretofore. Its pleasing appearance lends an air of distinction to the best of phonographs, and appeals to the taste of the purchaser.

But the real achievement of our engineers was not alone in the design, for a phonograph cannot sell solely on its outward aspect. After weeks of experimenting they perfected a full, resonant-toned reproducer which defies comparison.

**MUTUAL PHONO
PARTS MFG. CORP.**

149-151 Lafayette Street
New York City



The Russell Gear & Machine Co., Ltd.,
1209 King St., West, TORONTO, CAN.

Exclusive Distributors for Canada and All
Other British Possessions

INDUSTRIAS UNIDAS, S. A.,
Balderas 110, MEXICO CITY,
Exclusive Distributor for Mexico

Another "McCarthy-Tierney" Masterpiece!—
SAWMILL RIVER ROAD
 That Irresistible Fox Trot

"You can't go wrong
 With any 'FEIST' song"



THE TRADE IN BOSTON AND VICINITY
 (Continued from page 100)

sample of the Outing, Jr., machine which is receiving much attention from dealers and which is to be put on the market in November. Mr. Erisman now carries forty-one different lines of talking machine merchandise.

Big Demand for the Strand Line

Mr. Erisman is finding the Strand business immense, and he says it is going to be difficult to fill the orders for Fall delivery. A new concern to sign up with him for the Strand is the R. A. McWhirr Co., of Fall River. Another concern to take on this line is the Tilden-Thurber Corp., of Providence, R. I. Miss Hennessey, who is in charge of the talking machine department at this latter-named store, is a bright and capable young woman with worthwhile ideas on merchandising.

Takes Over Stores in Haverhill and Portland

J. L. Prosser, of Boston, who already conducts stores in Athol, Fitchburg, Waltham, Somerville and Peabody, has taken over the talking machine departments in the two stores at Haverhill, Mass., and Portland, Me., conducted by Simonds & Adams, where he will carry the Edison and Columbia lines and general talking machine merchandise.

Vocalion Popularity Grows

The Vocalion business continues big in the New England territory. Oscar W. Ray, of the New York office, was over in town for a day the latter part of September and was the guest of Arthur Erisman. From Boston Mr. Ray went to Brattleboro, Vt., for a few days.

Columbia Dealers Active

Carbone Bros., Columbia dealers, Broadway, South Boston, have remodeled their store and installed new fixtures in preparation for the expected holiday rush. Mrs. Mary Cobb, formerly with the J. W. Philbrick Co., Malden, Mass., has been added to the record sales organization of this progressive concern.

The first New Process Columbia recordings of Leo F. Reisman and his orchestra are being received with enthusiasm by both the trade and the public here.

The Columbia September Sales Conference was held in this city on the fifteenth and plans for the Fall and Winter advertising campaign were thoroughly discussed.

Charles Morse, Lancaster, N. H., and J. D. Symons, Skowhegan, Me., were recent exhibitors at the county fairs in their territories. Salesman Ingalls, of the local Columbia branch, co-operated in making the exhibits a success.

News Gleanings

Otto Piesendell, of the Victor department of the Oliver Ditson Co., has been on his vacation, which was spent mostly around home.

John White, formerly with one of Henry Kahn's stores and with Carbone Bros. in South Boston, is now associated with the talking machine department of the Bahr Piano Co., Quincy.

Charles E. Hodgkins, one of the traveling staff of the General Phonograph Corp., is back home from his vacation, which was spent at Belfast, Me.

Lloyd Spencer, of the traveling staff of the Brunswick, is home from a good trip to Maine during which he visited dealers in Bangor, Augusta, Lewiston, Holton, Portland, Bath, Biddeford and Saco, in all of which places he found the Brunswick line going strong.

RESULT OF GOOD BUSINESS METHODS

The Song Shop, Lowell, Mass., Although in Business Only a Year, Has Become Established With Public and Is a Success

LOWELL, MASS., September 8.—One of the most successful dealers in this vicinity is H. B. Leggatt, proprietor of the Song Shop, 127 Merri-



Warerooms of Song Shop of Lowell
 mack street, this city. Although the store was opened less than a year ago, November 20, 1922, to be exact, the business has been a success from the start, largely through the aggressive policy inaugurated by Mr. Leggatt, and the Song Shop is now a favorite rendezvous for music lovers. The lines handled include Hallett & Davis talking machines, portable instruments, Okeh, Vocalion, Columbia and Banner records, as well as a complete line of sheet music.

John Di Fiore, of Red Bank, N. J., will soon open his large remodeled talking machine establishment at 126 Shrewsbury avenue.

A CLEVER DEALER SALES HELP

Talking Machine Toys Perform on Turntable on Rear of Ford and Create Sales

BOSTON, MASS., October 1.—The National Co., of this city, manufacturer of Ragtime Rastus, of the Magnetic Dancers and other well-known talking machine toys, has evolved an ingenious circulating dealer help that is creating con-



Novel Means of Creating Interest

siderable comment. A phonograph turntable has been set up in the rear of a Ford coupé where all the various toys perform their fun-making antics. The car is usually stopped in front of a talking machine store which carries the line, the salesman turns the crank and the crowd gathers. The National Co. reports that it is bringing very satisfactory results in the sales of these toys for dealers in the towns visited.

Victor Wholesalers



The House of Mellor in Pittsburgh since 1831



No. 35769/11
 Areca Plant, natural prepared, 36 inches high, with 11 leaves and pot, complete \$3.50 each, per dozen \$35.00.
 Our Fall Catalogue No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., Mailed Free for the Asking.

FRANK NETSCHERT, Inc.
 61 BARCLAY ST. NEW YORK, N. Y.



CONSOLIDATED SERVICE

quickly earns and retains the unlimited confidence of those Okeh dealers who partake of its many merits and advantages.

Why? Because we keep on hand at all times a thoroughly complete stock of all records listed in the Okeh catalogues. Because we use only the speediest of modern methods of distribution. Because we constantly offer new and valuable sales helps. Because we are always ready and cheerfully willing to lend a helping hand in the sensible solution of our dealers' sales and business problems. In other words, we are striving just as earnestly and just as conscientiously to *maintain* the present efficiency of Consolidated Service as we did to *attain* it.

A more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records
The Records of Quality

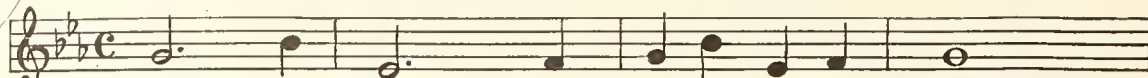
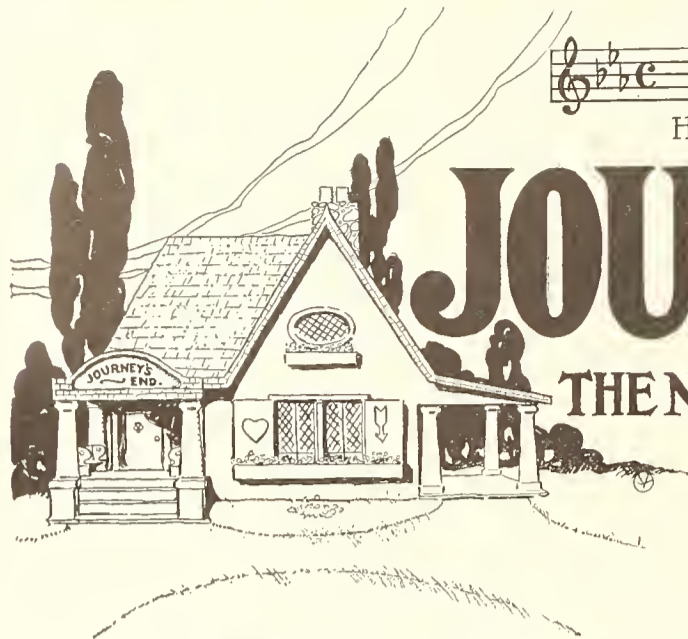
Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.



Home Sweet Home, We'll call it Journey's End.

JOURNEYS' END

THE BIG SONG HIT
from
"UP SHE GOES"
THE BIG SHOW HIT

THE NEW "ALICE BLUE GOWN" by the same Writers-

Music by Harry Tierney
Lyrics by Joseph McCarthy

"You can't go wrong
With any FEIST song"



CINCINNATI

*Machine Shortage Imminent as Business Maintains Its Volume—
Dealers and Jobbers Expect Busy Holiday Season—Trade News*

CINCINNATI, O., October 7.—The sale of talking machines in this city and the territory served by the Cincinnati jobbers has been excellent during the past month and a spirit of optimism pervades the trade. The last two weeks of September were considerably ahead of the first two weeks, but the whole month was very satisfactory from every angle. Local houses report that their volume of business during the past thirty days has run from 30 to 65 per cent ahead of the same period in 1922 and retailers are going so far as to express their opinions that the holiday trade in prospect this year will average about 30 per cent ahead of last year.

The one factor that will probably have more to do than anything else with the total volume of the holiday business is the delivery that may be expected on talking machines. The trade has held up so splendidly through the Summer months in Cincinnati that there has been no opportunity on the part of local jobbers or retailers to accumulate a surplus stock to be used for the holiday trade. Manufacturers are unable to keep sufficiently ahead of the current

demand for instruments to stock the merchants in anticipation of holiday rush.

The record sales during the last thirty days also have shown a big increase over last year and the volume of business will undoubtedly be greater during the next month.

Large Victor Sales

C. N. North, of the Ohio Talking Machine Co., Victor jobber, states that his company's sales during the past month have shown a large increase over the same period of last year. Victrolas are in good demand at present and the company is pushed to keep up with the constant demand for new stock from dealers in the Cincinnati territory.

Okeh Record Sales Hold Up Well

The sale of Okeh records in this city and adjacent territory has been holding up to a high standard the past month, with a fine outlook for business during October, according to Ben L. Brown, manager of the Sterling Roll & Record Co., local jobber for the General Phonograph Corp. There has been somewhat of a shortage of talking machines, but this condition is expected to be remedied very shortly. W. C.

Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., was a visitor to the city during the past week.

Special Festival Display at Widener's

Victrolas have been in steady demand at Widener's Grafonola Shop, according to Manager Fantele. Widener's, like other music dealers in Cincinnati this week, has a window display devoted to Cincinnati's Festival Week, commemorating the anniversary of Franz Schubert.

Satisfactory Edison Business

Edison phonographs and records enjoyed good sales through last month, with indications that there will be a still larger sale this month. B. H. Oelman, manager of the Phonograph Co., Edison jobber in Cincinnati, says that the volume of business done by his company during September was very satisfactory.

Gennett Records Convention Souvenirs

Odd Fellows and Rebecahs who attended the convention of the Sovereign Grand Lodge in Cincinnati, September 17 to 22, were given an opportunity to take home with them a memento of the sessions. Justin Huber's Orchestra, well known locally as one of the most popular dance orchestras, was selected as one of the official bands of the convention and arrangements were made to have some of the special program numbers played by the orchestra recorded on Gennett records. The records are being sold as souvenirs of the convention. Justin Huber's Orchestra made a number of records during the past Summer and has co-operated at different times with the Cincinnati branch of the Starr Piano Co. in advertising certain popular Gennett records.

Clever Chubb-Steinberg Windows

The Chubb-Steinberg Music Shop, East Sixth street, is one of the stores in Cincinnati which are constantly bringing out novel and effective displays in their windows. One of the latest features of this store was co-operation with the local Keith Theatre during the opening week of the vaudeville season. The first number on the Keith program was a Victrola concert with the music played on a Victrola loaned to the Keith Theatre by the Chubb-Steinberg Music Shop and the records also furnished by Chubb-Steinberg. In return for this publicity the latter store had its window devoted to pictures of the stars appearing at Keith's. This week the store is featuring a window display of pictures of the football team at the University of Cincinnati, advertising the opening game of the season. In the window is a large sign reading "Victrolas, like football teams, are winners when they harmonize." These up-to-the-minute window features have become very popular and the public always passes the Chubb-Steinberg store with the expectation of seeing something new and decidedly novel in window displays.

Marked Columbia Activity

Columbia records released in September registered a hit with the public in Cincinnati. Columbia machines also have been in demand locally. Sales on Columbia instruments and records, according to the testimony of several local dealers, have increased greatly during the month.



Net Profit—Counts!

*Edison Dealers Figure Net Profit
This Way*

- 1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
- 2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
- 3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road



Your Slice of Victor Business

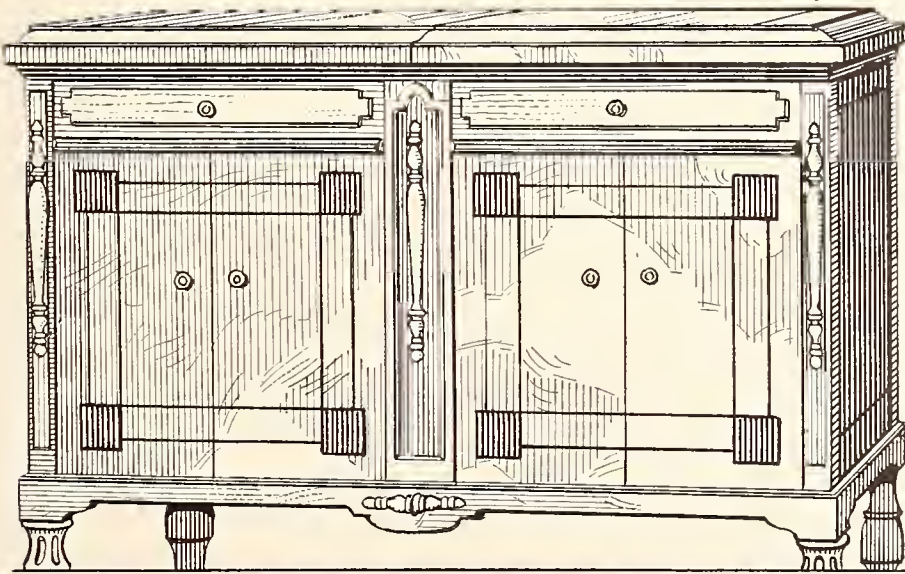
How Big will it be this Holiday Season!

THE man who wins success and fame in the prize ring or the man who wins success and fame in business — each gets out of his business in life just what he puts into it. Clear thinking and good hard effort are vital essentials.

You are now in training for the Holiday season. The size of your Holiday Slice of Victor Business depends on the consideration you give now to the formation of your selling plans.

W. B. Geissler

President



**NEW YORK
TALKING MACHINE Co
521 West 57th Street**

**CHICAGO
TALKING MACHINE Co
12 North Michigan Ave**

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Oct. 8, 1923.

GENERAL business continues to be prosperous, with signs that the expectations now rife about an equally prosperous Winter will not be disappointed. There certainly is no boom to be anticipated, but, at the same time, there can be no doubt that, short of some calamity which is not imminent at this time, nothing can stop the orderly flow of commerce and trade. The general economic situation of the country is clearing up and there is evidence that much of the political unrest of the last two years is gradually subsiding. When Congress next meets we are likely to find that some of the wild and woolly bewhiskered gentlemen, who have been pawing the ground with their hoofs and snuffing the air with their nostrils, are wondering just how they are going to bring about that revolution in Congress, if not in the Government itself, of which they were talking so lustily during the last elections. The European situation, of course, remains unfortunate, but it is also not quite so bad as the isolationists would have us believe. On the contrary, there is steadily growing an enlightened public opinion which sees that American prosperity and world prosperity are one and the same, and which perceives that for a real, genuine boom we must have the purchasing power of all the world in some way brought to a common denominator. With this growing feeling one must, for the moment, remain content, realizing that general business meanwhile will not suffer. As Roger Babson has remarked, however, next year the greatest of national industries will be flourishing; with possibly adverse effects upon other industries. This industry is the Manufacture of Lies, for 1924 is a presidential election year. Till then, however, let us be of good cheer; for if we continue to be cheerful, as at this time we well may, we shall perchance be able to go on during next year quite as well, despite the overtime operations of our quadrennial Greatest National Industry.

Now and
Next
Year

LARGE promises are made for the forthcoming Chicago Radio Show and much interest will doubtless be developed. Radio interests great numbers of people, but, from the viewpoint of our industry, distinction should be carefully drawn between the two chief divisions of this interest. Radio attracts a great army of small boys, young men and others who take delight in tinkering with mechanical devices of all descriptions. But this type of enthusiast is not keenly interested in complete sets, for it is the fascination of making a radio set that appeals to the high school boy, amateur or so-called inventive genius. It is that portion of the public which is interested in complete outfits that will prove a sales outlet for the talking machine merchant. If the radio set can be merchandised to the prospective purchaser as a musical media, and if the dealer can be impressed with the musical value of the radio set, the distribution problem is solved so far as this industry is concerned. If the talking machine merchant believes in radio then the forthcoming show will be well worth a visit. For the makers of complete outfits know that they need the music merchant quite as much as, if not more than, he is ever likely to need them. There should be then a large attendance of music men at the show who may thus obtain an opportunity to learn what will enable them to frame a logical opinion as to the sales possibilities of radio in this industry.

Music
Dealers
and Radio

IN a certain flourishing part of Chicago's uptown are three talking machine shops within one block. Each is well equipped and good to look at. Each carries a good line of standard machines and fine stocks of good records. Yet all that the proprietor of each can think of to attract attention to himself is to install a "loud-sounder" above the entrance of his store and play dance music all day long to the noisy street. The reproduction is bad, naturally, for the street is very busy and noisy. The musical effect

What's
the
Answer?

is worse than bad, for it is totally unlike the natural sounds of the talking machines which the music is supposed to be advertising. Moreover, the noises neutralize each other and the cumulative effect is simply nil. There, if you like, is a fine example of lack of imagination. Why on earth does not one of the young men in this trio of competitors stop his noise machine and try running a dance contest, or a daily afternoon concert of operatic vocal music, or a public demonstration of all the new numbers of each release as it comes out? In a word, what on earth is the matter with retailers of this type? Do they not realize that these practices are not only harming themselves but the entire trade as well?

THERE seems to be a shortage developing, if not already developed, in practically all types of console machines. About a year ago retail merchants began to put pressure upon manufacturers to design and produce consoles which might be sold at prices scarcely, if at all, above what standard uprights previously commanded. The manufacturers responded to this demand and many styles of moderate-priced consoles were quickly placed on the market. They immediately attracted the public's attention and it might be said that the public was attracted to them, perhaps, in too great a measure, for the manufacturers and the dealers soon found themselves unable to take care of the demand. The upright was comparatively neglected, which means that there is now a shortage of consoles, with a fair supply of uprights on the market. While this situation is causing considerable concern to manufacturers and dealers alike, at the same time it is somewhat of a blessing, for it may influence merchants to sell more uprights and thereby solve the manufacturers' production problems in addition to producing tangible profits from every sale. Within the past fortnight several prominent manufacturers have commented upon the tendency of their dealers to give more attention to uprights in ordering their merchandise for the holiday season. Musically and tonally the upright is certainly on a par with the console, and talking machine dealers who have been affected by the marked shortage of consoles will find it to their distinct advantage to apply their knowledge of salesmanship to the stimulation of the demand for uprights. It is a demand that is healthy and substantial, particularly when it is almost impossible to secure an adequate number of console models.

Dealers
Featuring
Uprights

ONE can never too often talk good sense or tell the truth. There are talking machine merchants who sometimes complain that there is too much preaching in the trade papers; but those who do the complaining are usually those who most need reminding of their faults. Talking machine merchants have vastly improved, during the last ten years or so, the general physical makeup of their stores. The old-fashioned gloomy, dingy room, conducted by the old-time music dealer, with its moth-eaten showcase in front and the two or three rather battered-looking pianos in the background, has about disappeared. The modern piano or talking machine store, even in small communities, is to-day commonly a place of business quite worthy the study of experts in merchandising methods. But there is one point in respect of which merchants dealing in any or all kinds of musical instruments still need to be reminded gently. And that is that a music store ought not merely to be physically as perfect as possible, but also to be a place radiating musical influence throughout the community. Music merchants are too often slow in realizing that they should be leaders, so far as they can, in the community's musical life. It is here that too often there is a lack. The talking machine man ought to think of his store as a place to which every person will naturally gravitate who has anything to say or do relating to the musical activities of the community in which he is located. It will be found to be good business viewed from any and every standpoint. The man or establishment that aids in musical culture is sowing seed that will inevitably yield a fruitful harvest.

Centers of
Musical
Influence

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CAPACITY PRODUCTION ON THE PART OF MANUFACTURERS INDICATES GREAT RETAIL ACTIVITY

Standard and Widely Advertised Products Prove Best Investment for Dealers—Console Shortage Here—Retailers and Wholesalers Busy With Fall Plans—General Activities of the Trade

CHICAGO, ILL., October 8.—Never, in the memory of the local trade, has there been such tremendous activity as is now going on throughout the individual plants in this section. This is particularly true of those plants which make parts. In them, generally, wheels of industry are spinning as fast as they possibly can. Many of the manufacturers of talking machine parts

are able at present actually to show unfilled orders which will keep them busy for weeks. This picking up of orders has in several cases necessitated putting on night shifts to take care of trade demands.

Truly, the past year and a half has been a severe test to all manufacturers throughout the industry in this section and one which has re-

sulted in the survival only of the fittest. The materials now being put into instruments are so superior to those which were used commonly during the war that there is practically no comparison. As a matter of fact, it is said by some members of the trade, particularly retail men, that the instruments selling to-day, say, for \$150 are parallel in quality to the machines which retailed for from \$250 to \$300 during the war.

In cold, plain facts, the day of the junk machine has passed and, like the small boy who touched the stove and had his fingers burned, the retailers of to-day have learned their lesson and refuse to be burned again. That, in a nutshell, is the reason why only machines actually worth the prices asked for them are being disposed of to-day.

From the retail standpoint we find that the dealers are actually going out and getting business. These men tell us that from present indications their inventories at the end of the year will show surprising results. The retail trade is more firmly establishing itself with the purchasing public and retail dealers are doing everything they can to maintain this standing. They are intensifying their activities by taking on lines of small goods. In numerous cases, moreover, these men who have made a practice of selling nationally advertised phonograph merchandise are so strongly entrenched in the communities they serve that they are beginning to take on nationally advertised lines of pianos and player-pianos. In other words, they are branching out so as to take in every line of activity in the music business.

This, in turn, is causing many music shops, which formerly were comparatively insignificant, to broaden out and become important factors, especially in the outlying communities of the Chicago territory.

On every hand plans are being made for a Fall business that will far overshadow any previous season in the history of this section. In other words, "Music in the Home" is here to stay throughout Chicago and the trade as a whole is about to cash in and reap the rewards due for long, hard labor.

Shortage of Consoles Apparent

Reports from all over the country indicate that the tremendous demand for console talking machines is already causing a shortage of these instruments. According to the views of J. G. Sills, manager of the wholesale department of the W. W. Kimball Co., the shortage is quite evident now, but dealers are making the best of it by boosting upright instruments. There are many dealers in the trade who wonder how there can be a shortage of consoles, for example, on one hand and on the other hand a good supply of upright cabinets. Some of them fail to see why, when a concern manufacturing talking machines sees a demand for a certain style, it cannot instantly quit making other styles and concentrate its energy on the particular model.

However, if these men take the trouble to look into the matter, they will soon appreciate the predicament of the manufacturers. When this is done there will be better co-operation all along the line. In taking cognizance of the demands made upon the talking machine manufacturer the questioning dealer can easily see that in some sections of the country there will be a demand for a certain type of console, where in others there will be a demand for certain upright models. Be this as it may, it will at times have a tendency to spread through the entire trade and, consequently, increase when orders for other models are decreasing.

(Continued on page 108)



For The New Edison



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

NOT
Just Another Equipment
BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

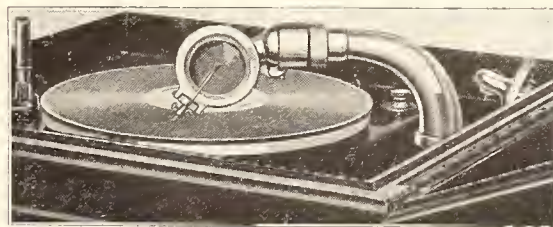
WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

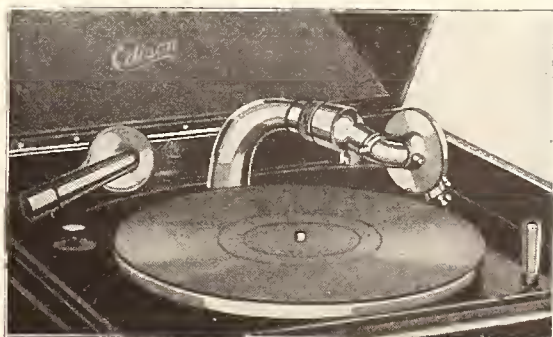
GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

So the basis of the shortage, after all, is merely a shortage in style which may develop overnight. The question, then, is what can the manufacturers do to take care of such sudden demand? The answer is that, while the popularity of a certain style may grow overnight, an entire production plant of a concern manufacturing talking machines cannot be changed without some lapse of time. In fact, it would be foolhardy for the manufacturer to readjust his plant every time demands are made upon him for certain instruments in large quantities, as it would necessarily increase his overhead expense. On the other hand, in making the changes gradually, if after careful consideration the demand for a particular style looks as though it were here to stay, the entire change of the plant is then warranted. Therefore, if the dealers will take note of the problems facing the manufacturer, they will appreciate the various situations governing the manufacture of talking machines and much good will come from the realization.

Death of Mrs. Grace Healy Woodruff

Cable news has reached Chicago from Algiers of the death of Mrs. Grace Healy Woodruff, wife of Frederick W. Woodruff, president of the First National Bank of Joliet, Ill., and daughter of Mr. and Mrs. Raymond J. Healy, of Chicago. Mr. Healy is a son of the late P. J. Healy, founder of Lyon & Healy, Inc., and is president of the Knabe-Edison Shop at Adams and Wabash on Piano Row. With her parents the former Miss Healy sailed for Europe on the Leviathan on July 4 and three weeks before her death she became the wife of Mr. Woodruff in Paris. Funeral plans have not yet been announced, but it is surmised that funeral services will be held at Joliet at the home of the bereaved husband.

Hall Needles Sell Where Raw Material Grows

Several months ago a deal was consummated between the Hall Mfg. Co., of Chicago, and

Okamoto, Ltd., of Tokyo, Japan, whereby the latter concern became distributors of the Hall fibre needle throughout the Japanese Empire. The deal was made by Okamoto, Ltd., after considerable investigation of the Hall fibre needle and the interesting part of the deal lies in the fact that the raw material comes from Japan, so that Okamoto, Ltd., might be supposed to be in a position to manufacture fibre needles for itself. The various items of manufacture are said to have been taken into consideration by Okamoto, Ltd., but after investigation the heads of this organization decided that nothing so good as the Hall fibre needle



Hall Fibre Needle Publicity in Japan could possibly be reproduced outside the Hall factories.

When the horrible details of the recent Japanese calamity reached Chicago the Hall Mfg. Co. sent Okamoto, Ltd., a cablegram inviting them to entirely disregard their contract for needles until the business situation of Japan had righted itself. A few days afterward the New York representative of Okamoto, Ltd., advised the Hall Mfg. Co. to continue its shipments, as there was every evidence that Japanese business is quickly recovering itself and that, although the business and residential districts of Tokyo and Yokohama were practically

in ruins, commercial activity was going on as well as ever. The communication also enclosed an advertising proof from a Japanese newspaper, which gives a sample of how enthusiastically the Okamoto Co. is going after business.

Celebrate Twenty-first Convention

The twenty-first annual convention of the International Lyceum and Chautauqua Association was held, from September 17 to Friday, September 21, inclusive, at the Auditorium Hotel, with a large registration and eighteen exhibits of sheet music publishers, who occupied the entire ninth floor of the hotel for exhibiting purposes.

The exhibitors had a separate room with piano and artist to play their numbers, of which they had complete selections on display. Among those exhibiting were the following: W. Witmark & Sons, New York, N. Y., with N. V. Joseph in charge of exhibit; Oliver Ditson Co., Chicago, with C. F. Manner in charge of exhibit; J. Fischer & Bro., New York City, with Joseph Fischer in charge of exhibit; Leo Feist, New York City, with Harry Coon in charge of exhibit; Jack Mills, Inc., New York City, with Clara Edwards in charge of exhibit; Will Roskiser, Chicago, with T. Van Gelder in charge of exhibit; Sam Fox, Cleveland, with L. Greenberger in charge of exhibit; the Heidelberg Press, New York City, with C. Harold Lowder in charge of exhibit; Jerome Remick, New York City, with Harry Holbrook in charge of exhibit; G. Schirmer, Inc., New York City, with E. G. Marquard in charge of exhibit; the John Church Co., Cincinnati, with W. L. Coghill in charge of exhibit and Chas. Gilbert Spross at the piano; Hinds, Hayden & Eldredge, New York City, with John A. Usher in charge of exhibit; Chas. E. Roat, Battle Creek, Mich., with F. W. Clement in charge of exhibit; Clayton F. Summy Co., Chicago, with Harriet Barnett in charge of exhibit; Sherman, Clay Publishing Co., San Francisco, with Ford Rush in



Style J Mahogany



Style M One of several beautiful console models

KIMBALL PHONOGRAPHS

Fall Buying Now Active

BE prepared for phonograph business that is sure to come at this season—Send your orders Now and avoid disappointment in getting the particular styles and designs that meet the demand of your local trade.

We manufacture a variety of models and have a wide distribution, but in your own field you know best the demand—therefore anticipate your needs.

The Kimball Phonograph, either of the Upright type, or Console type, has greater value for the money in comparison with others.

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs; Distributors of Okeh Records



Style G

One of several beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

charge of exhibit, and McKinley Music Co., Chicago, with E. Clinton and T. Henri Klickman in charge of exhibit.

G. P. Hough Visiting the Trade

G. P. Hough, sales manager of Westphono, Inc., left headquarters in Chicago on the first of the month for a visit to the South Central and Southeastern States. He will call on the various dealers and jobbers of that section, not only in the interests of Westphono, Inc., but also of the Bush & Lane line of talking machines. This beautifully artistic line was recently introduced to the trade by the Bush & Lane Co., which has gone over its product very thoroughly and has brought out some of the most desirable designs of talking machines that have appeared in the trade for a number of months. The Bush & Lane Co. is one of the oldest institutions in the country and manufactures a full line of upright, player and grand pianos.

Hold Annual Election

In the recently held annual meeting of the Hall Mfg. Co. the following officers were named: L. C. Wiswell, president; Columbus Healy, vice-president; Marquette Healy, treasurer; H. J. Fiddelke, secretary and general manager, and Mrs. Elizabeth S. Hall, assistant secretary and assistant treasurer.

Mr. Fiddelke's appointment as secretary of the Hall Mfg. Co. comes as a reward for services rendered during the past year as general manager for the company, during which time he has succeeded in increasing the sales of the Hall fibre needles to an extent which has necessitated enlarging the plant.

Mrs. Hall, who was appointed assistant secretary and assistant treasurer, is the widow of the late Frederick D. Hall, originator of the Hall fibre needle and founder of the factory, who at the time of his death was chairman of the board of directors.

New Orotone Reproducer

The Orotone Co., of this city, has announced a new model reproducer, the stylus bar anchorage of which carries some interesting features which, the Orotone Co. believes, will fill a long-felt want. The anchorage of the stylus bar contains a depression containing a stiff, oil-tempered spring which, in turn, is compressed by a plunger screw. This idea was devised to prevent side-shake, which sooner or later comes in many reproducers from wear upon the sharp screws of the solid sides of the anchorage.



Repair Parts
For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretine Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

These sharp screws in many instruments wear a depression in the side of the stylus bar, as a result of which there sooner or later comes a side-shake. With the compression spring, however, all danger of this side-shake is automatically taken up, whether the slack be due to wearing or from the shock of high notes during reproduction.

Coming Radio Show Will Be Big

Details for the Chicago Radio Show, to be held at the Coliseum November 25, inclusive, are practically perfected, according to James F. Kerr, manager of the Show, at his headquarters, 127 North Dearborn street. Mr. Kerr states that practically every manufacturer of high-grade radio receiving sets and accessories has already signed up and that the Chicago Radio Show this year will probably be the greatest of its kind ever held in this section, from both

the standpoint of exhibits and that of attendance.

Although last year's show was a big success, it did in some details fall a little short of expectations, but now all these shortcomings have been rectified and present plans indicate that the coming show will be 100 per cent perfect. Plans have been made this year to encourage dealers to attend and special stress is being laid by the management of the Chicago Radio Show on the talking machine dealer. Manufacturers of radio sets now realize that the talking machine man offers the logical outlet for high-grade receiving sets, owing to his familiarity with nationally advertised goods and music's close relation to radio.

It is due to these essential features, which are a part of the talking machine man's everyday life, that the radio industry has taken this step. Because of this reaction the Radio Show men feel that it is their duty to encourage the music dealers and jobbers to attend the coming Show in full force. Manufacturers of radio are appreciating this co-operation on the part of the Radio Show management and, in turn, are co-operating with the Show management in sending out special admission tickets to the music dealers.

Westphono Head on Trip

Ben Wood, general manager of Westphono, Inc., started on a business trip throughout the Central Western territory on October 1. Mr. Wood reports that dealers are still enjoying a splendid business with portable talking machines and that large numbers of them are taking advantage of this. Westphono is using individual hard packing boxes for the purpose of disposing of these portables during the

(Continued on page 112)

Positively
Eliminate
Surface
Noise



**HALL
FIBRE
NEEDLES**
U.S. PATENT

Cannot
Possibly
Injure
Records

Your Trade Wants These Wonderful Needles

Talking machine owners who appreciate the marvelous musical value of their machines want to bring out the best in records—the way to accomplish this is to play with HALL FIBRE NEEDLES.

Semi-permanent; play 30 to 50 records with each needle.
Profitable—will sell more better-class records.
HALL FIBRE NEEDLES Combine Quality and Service.
Stock them at once and avoid disappointment by not having them during the Holiday period.

Ask your wholesaler for circulars or send direct to us for The Needle the "Tongue of a Talking Machine" and "Records on Approval" for your trade.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

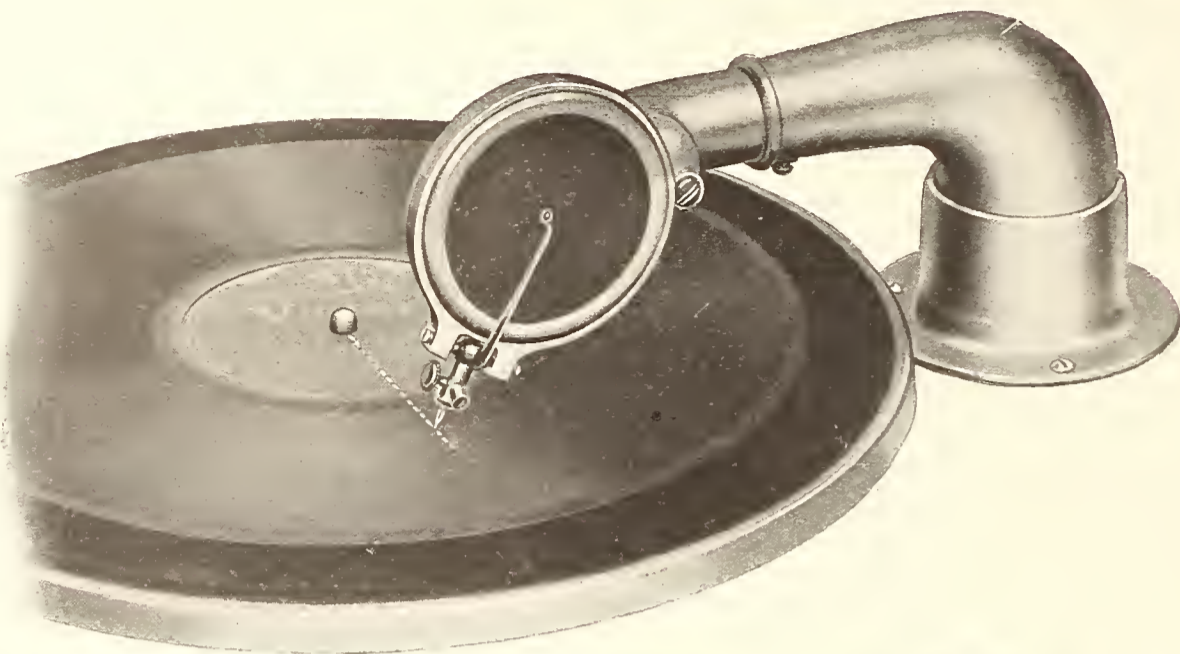
33-35 West Kinzie Street,
CHICAGO, ILL.

See what
\$2.85
will buy
Page 47

ORO-TONE AUTOMATIC No. 16

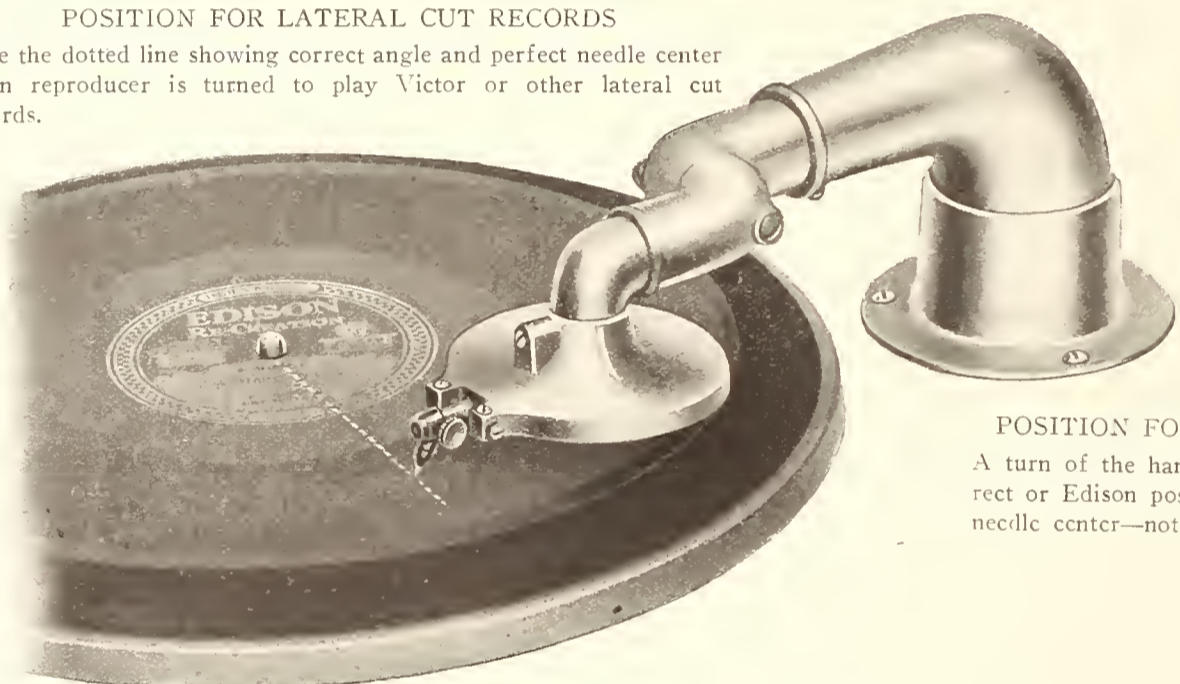
THE PERFECT TONE ARM FOR YOUR PHONOGRAPH

(PATENT PENDING)



POSITION FOR LATERAL CUT RECORDS

Note the dotted line showing correct angle and perfect needle center when reproducer is turned to play Victor or other lateral cut records.



POSITION FOR HILL AND DALE RECORDS

A turn of the hand and the reproducer is in the correct or Edison position with correct angle and perfect needle center—note dotted line.

AUTOMATICALLY

Adjusts reproducer to correct weight on record for both vertical and lateral cut records.

AUTOMATICALLY

Centers needle on record—no coasting to center.

AUTOMATICALLY

Adjusts reproducer to correct angle or position on record. No weights to shift, no adjustments to make.

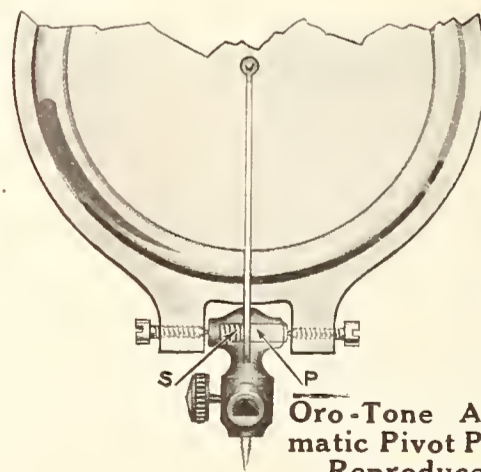
Give Your Phonograph More Selling Power

The Oro-Tone Automatic No. 16 Tone Arm and Reproducer represents the highest achievement in principle, scientific construction, operation and tone quality. The manufacturer who offers this arm on his phonograph will receive a quick response from dealers.

It is human nature to want something new and better. The most exhaustive tests have been made among dealers and phonograph users proving that the attractive appearance, perfect operation and rich, powerful tone of the Automatic No. 16 are preferred both by the dealers and the public.

Equip your phonographs with this perfect automatic tone arm and reproducer and note the increased interest your line will create.

We will send you a No. 16 Automatic on 30 days' trial. Write us on your letterhead today.



Oro-Tone Automatic Pivot Point Reproducer

This reproducer represents another big step in advance. No more trouble with loose pivot screws. Perfect, even contact under all conditions and temperatures. Softens high overtones, high notes, etc. This construction exclusive with Oro-Tone equipment.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street

Chicago, Illinois, U. S. A.

NEW ORO-TONE No. 4 AUTOMATIC

IT OPERATES WITH THE RAISING AND LOWERING LEVER THE SAME AS THE REGULAR EDISON REPRODUCER

(PATENT PENDING)

The Most Scientific Edison Equipment Ever Produced

The Oro-Tone No. 4 Automatic for the first time gives the correct weight or pressure on the record you are playing, the correct needle center and correct angle or position of the reproducer.

There are no weights to shift, no adjustments to make. A simple turn of the hand and the reproducer will play either lateral or vertical cut records perfectly. It will not damage the records due to the perfect automatic weight adjustment feature and the correct needle center and sensitive operation when playing.

All equipment is fitted with Oro-Tone Automatic Pivot Point Reproducers.

PEOPLE who buy an Edison do so because they are convinced that it does re-create the original. In comparison with the living artist there is no difference. This is not only admitted, it is a positive proven fact.

It is an established conclusion, therefore, that the customer who buys an Edison wants the best. They also want the best attachment for playing such lateral cut records as they want to hear.

The new Oro-Tone No. 4 Automatic is worthy of being associated with the wonderful Edison. It reproduces lateral cut records beautifully, giving a deep rich tone quality, eliminating the thin mechanical tones often so pronounced in ordinary phonographs.

With the No. 4 Automatic you can play Edison records with the ordinary fibre needle.

Dealers who are selling the new Automatic say that it is a valuable asset in closing sales for Edison phonographs.

A sample No. 4 Automatic equipment will be sent to you on 30 days' trial. All equipment packed in fancy boxes with our two-year guarantee seal on every box.

Prices are as follows:

Nickel	\$7.00
Gold	\$9.00
Oxidized (Antique Bronze)	\$9.00

Less Usual Discount to Dealers



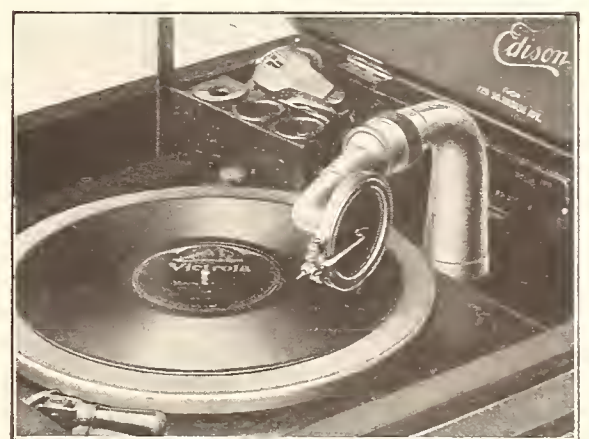
SHOWING POSITION FOR PLAYING VICTOR OR OTHER LATERAL CUT RECORDS

Turn reproducer to play Victor or other lateral cut records and you automatically secure the correct weight on the record, correct needle center (see dotted lines), and correct position of reproducer.



SHOWING POSITION FOR PLAYING EDISON OR OTHER HILL AND DALE CUT RECORDS

Turn reproducer to play Edison or other hill and dale cut records and the weight of reproducer is automatically decreased to the Edison weight, the needle is centered and the reproducer assumes the flat or Edison position.



SHOWING CONVENIENT POSITION FOR CHANGING NEEDLES

The clever height adjustment arrangement insures the perfect operation of the No. 4 with the regular raising and lowering lever of the Edison.

Order Your Sample Today on 30 Days' Approval

The Oro-Tone Co.
QUALITY FIRST

1000-1010 GEORGE STREET :: CHICAGO, ILLINOIS, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

Christmas holiday trade. This special package is of cardboard and is beautifully decorated with holly leaves, etc., in color, making a very neat Christmas article.

Change in Lyon & Healy Management

After many years of active service as manager of both the wholesale and retail Victor departments of Lyon & Healy, Inc., L. C. Wiswell has relinquished a part of his duties, particularly those of manager of the wholesale department, and will, in the future, confine his



Walter F. Roche

activities exclusively to handling the retail Victor department of this concern. As wholesale manager, Mr. Wiswell is succeeded by his former assistant, Walter F. Roche, who for the last several years has been Mr. Wiswell's right-hand man.



THE LIDSEEN FIBRE NEEDLE CUTTER

Is the Only Cutter which will sharpen the needle without necessitating its removal from the tone arm.

It thereby overcomes the only objection to the fibre needle.

Selling Lidseen Fibre Needle Cutters will not only be profitable to you, but will greatly increase your fibre needle sales.

Write today for further details and prices

LIDSEEN PRODUCTS
830-846 South Central Ave., CHICAGO

This separation in the Victor department was occasioned by the increased demands made by the retail department upon Mr. Wiswell. Release from activities in the wholesale field comes as a relief to him. When he first came with Lyon & Healy Mr. Wiswell's activities were devoted practically entirely to the retail division and his success was very noticeable. Through his unremitting efforts, in fact, Lyon & Healy's retail Victor department became a very important factor in the musical merchandising field in this territory.

Mr. Roche comes not as a stranger to fill the position vacated by Mr. Wiswell, as he has been connected with Lyon & Healy for the past eighteen years. He began as a stock boy and was rapidly promoted to the retail department, thence to the wholesale department and from there to traveling salesman. Then he became assistant to Mr. Wiswell. His long

activities and good work in these various positions have now obtained complete recognition in his appointment to succeed Mr. Wiswell in the Victor wholesale department.

New Cole & Dunas Catalog

A sixty-four-page catalog, one of the largest ever published by local distributors in the Chicago section, has just come from the printers for Cole & Dunas. This catalog has everything from talking machine parts and accessories to small goods of every description. It is being mailed out to dealers throughout the country.

Everything handled by the Cole & Dunas Co. is shown within the pages and many of the items shown are among the best of their kind throughout the music industry.

Doing Well With the Pooley Line

Cole & Dunas report very favorable progress with the Pooley instruments, of which they
(Continued on page 114)



Vitanola 46
List Price, \$175.00
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
List Price, \$125.00
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

VITANOLA
The Phonograph of Marvelous Tone

The Biggest Dollar for Dollar Value on the Market

There must be a reason why our factories are working to capacity.

Quality machines at prices that allow dealers to make their necessary profit.

Write for catalogue "F" and dealers' prices, from which you will understand why Vitanola dealers stick to the line and prosper.

VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

"It is easier to sell the Vitanola than to compete with it"



Net Profits— and United Motors

SERVICE Departments can soon eat up profits, and in the phonograph business most troubles are motor trouble.

Users of United Motors have cut and cut the number of employees in their service department until today they are mere skeletons of the old departments.

All because United Motors do not require attention.

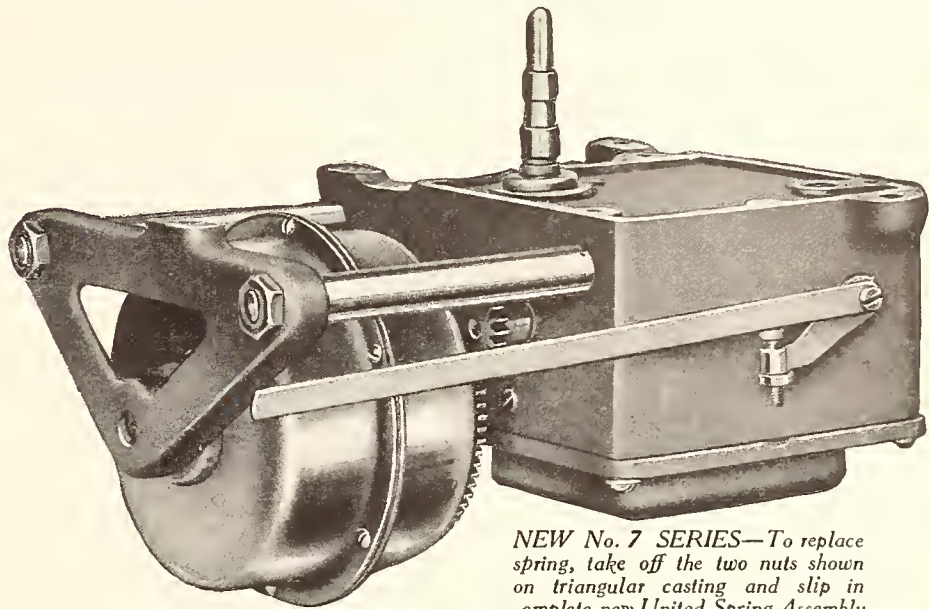
Dust-Proof — Air-Tight. The entire mechanism is housed in a dust-proof, air-tight cast iron box. Dust and needles cannot get in. Air is kept out, with the result that the oil in United Motors does not dry up or become full of grit, but stays moist and does not have to be replaced. Our automatic self-feeding oiling system keeps oil on the gears at all times.

This means longer service to the user — less servicing by the seller.

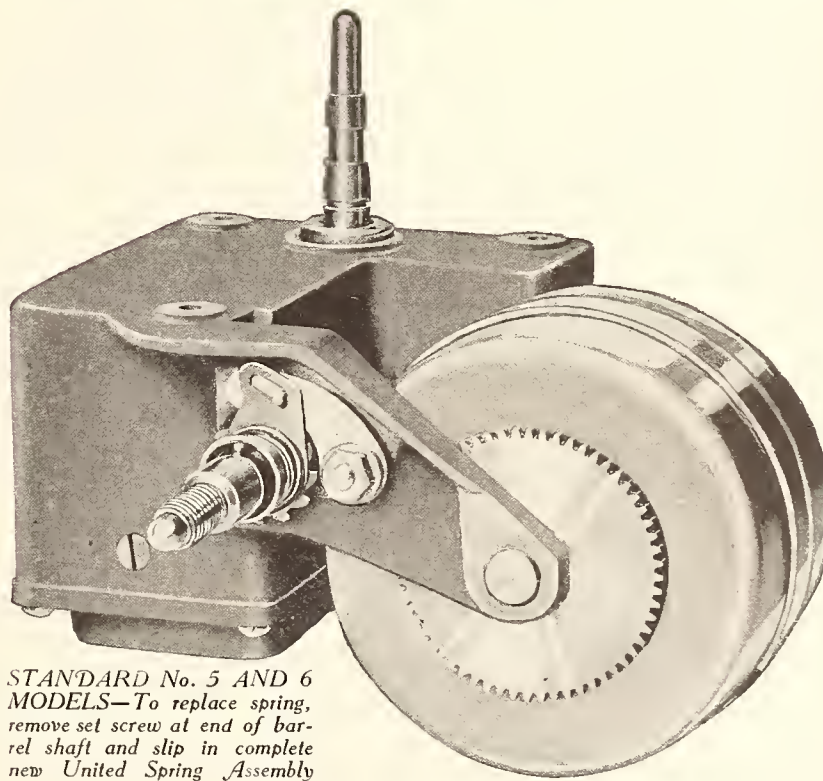
Our special spring construction enables spring to be replaced in a few minutes. We supply our customers with complete spring assembly—all that is necessary is to slip out the old barrel and slip in a new one.

So it is that United Motors increase the net profits.

Is it any wonder that we are working day and night to fill orders from the world's best phonograph makers?



NEW No. 7 SERIES—To replace spring, take off the two nuts shown on triangular casting and slip in complete new United Spring Assembly



STANDARD No. 5 AND 6 MODELS—To replace spring, remove set screw at end of barrel shaft and slip in complete new United Spring Assembly

Send for Samples, Prices and Discounts

UNITED MANUFACTURING AND DISTRIBUTING COMPANY
9705 Cottage Grove Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

recently have been named distributors. A large part of the show space located in the front of their warerooms has been devoted to the Pooley line and at present the exhibit consists of a large number of Pooley console types, which have met with much favor by the Chicago trade. The territory handled by Cole & Dunas consists of Wisconsin, northern Indiana and a considerable part of Missouri.

Jackson Talking Machine Shop Chartered

The Jackson Talking Machine Shop, Inc., 11 West State street, this city, was recently incorporated under the laws of Illinois, with a capital of \$25,000. The concern deals in talking machines, records and musical instruments. Incorporators are Paul Stich, P. F. Jackson and E. H. Jackson.

Returns From Northern Trip


F. R. Decker, sales manager of the Ampli-phone Co., has returned to Chicago headquarters in the Republic Building from a protracted trip which took him throughout Canadian and

northern States territories. Mr. Decker reports increased demand for instruments in every section he visited, and this is especially true of American-made goods in the Canadian territory. There is every indication that the coming Christmas will see one of the biggest sales periods for talking machines, according to Mr. Decker, and many of the dealers believe that this increased activity will continue well into the new year.

Broadcaster Corp. in New Home

From S. S. Zax, general manager of the Broadcaster Corp., we get the information this month that the terrific moving job on the hands of this concern is practically finished and that the corporation is now comfortably housed in its new plant at 2414-2430 North Cullerton street.

During the move there was no let-up in the manufacturing of Broadcaster instruments, as the old plant was kept working steadily while the new one was being fitted up. The new



Patented Aug. 14, '23
Other Patents Pending

Secret of Success

lies in ability to make turnovers. About all you must do is to show the *Triplex*. It sells better than the ordinary type of talking machines.

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

plant, by the way, is said to contain the most modern and up-to-date woodworking machinery obtainable, and when everything was in readiness it only remained for the workers to hop on a street car and begin activities at the new manufacturing headquarters.

There has been a sort of a mysterious air enveloping the offices of the Broadcaster Corp. for the past week or so, but no one seems to know exactly what it is all about. Of course, there are many rumors, etc., but at the same time no one will officially state what his opinions are. Anyway, we know this much, Manager Zax says that the president of his concern is spending quite a bit of time around the photographic galleries lately. For the benefit of the unmarried ladies who read *The Talking Machine World*, we should say that it might be well for them to look carefully through their mail during the next week or so, as it may be possible that one of them is going to get a handsome photograph. "A word to the wise is sufficient," girls, so watch your step.

Some Record as a Fisherman!

Harry D. Schoenwald, sales manager of the Consolidated Talking Machine Co., of this city, is generally recognized in the trade as a mighty good salesman, but on a recent visit to Long Lake, Wis., he demonstrated that his ability as a fisherman must also be given due recognition. The accompanying illustration presents Mr. and Mrs. H. D. S., together with Mrs. Carl Bruch. The photograph was snapped by Carl Bruch,



Yes, We Have No Bananas

one of Mr. Schoenwald's "buddies" overseas, who is a direct descendant of the founder of Brooklyn. The latter statement has been questioned several times, but Mr. Schoenwald maintains that it is absolutely correct.

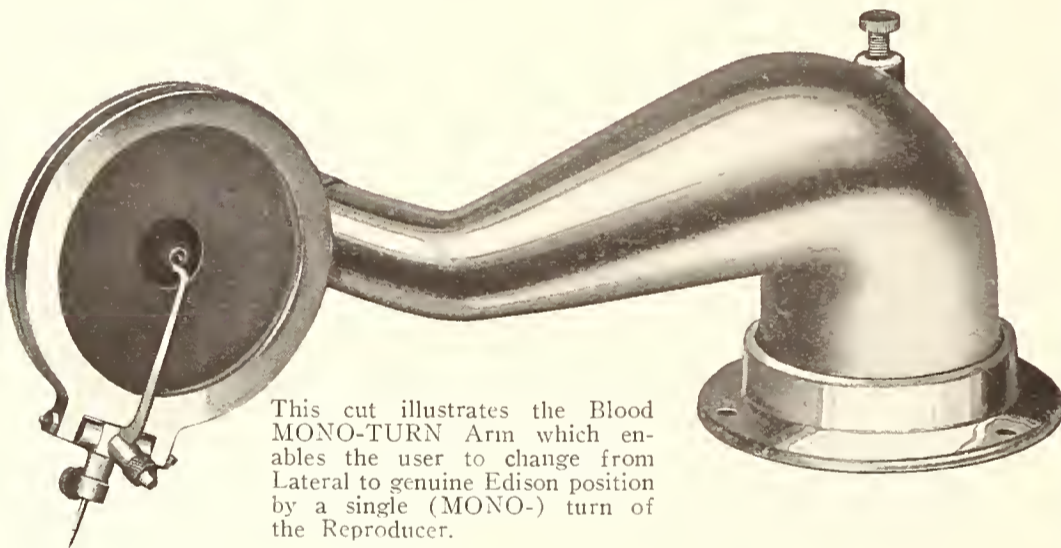
New Brunswick Cut-out List

The sales promotion department of the Brunswick-Balke-Collender Co. has announced the new one-for-one cut-out list to dealers. Any record listed in this cut-out list can be exchanged for any other number listed in the catalog up to and including the September supplement. This department is also supplying

(Continued on page 115)

WHY NOT

Look about you and see the number of very successful concerns marketing original or modifications of original BLOOD ideas—there's a reason:



This cut illustrates the Blood MONO-TURN Arm which enables the user to change from Lateral to genuine Edison position by a single (MONO-) turn of the Reproducer.

BLOOD ideas and products are accepted and recognized by the trade as being mechanically perfect—that's why they're big sellers and keep our factory working night and day.

When in need of high grade tone arms and reproducers why not come to the original source of production.

**Save Money—Worry—and
Confusion**

The Blood Tone Arm Company

326 River St. CHICAGO, ILL



"BROKEN-HEARTED MELODY"

By Isham Jones

THE MOST ORIGINAL-MOST HAUNTING-SWEETEST WALTZ PUBLISHED

FORSTER MUSIC PUBLISHER INC.
 233 SOUTH WABASH AVE.
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

dealers with beautiful window and store hangers of both the Lyman Ambassador Hotel Orchestra and Paul Ash and his Grenada Theatre Orchestra.

Cheney President Optimistic

There is every indication of a most remarkable Fall business, according to views of W. A. Harper, president of the Cheney Talking Machine Co. "We are getting reports," said he, "from every part of the country from our dealers, who assert that prospects never looked so good. Furthermore, the dealers are backing up their assertions with orders and it is remarkable that, although the demand for consoles is very heavy and, no doubt, will lead to a shortage of these instruments, the upright types are holding up also very well."

In further emphasizing his views, Mr. Harper pointed out an article appearing in the October issue of the Cheney Resonator from the pen of G. Dunbar Shewell, of the Cheney Sales Corp., of Philadelphia, Boston and New York, Eastern Cheney distributor, who has the following to say regarding the outlook for the coming months:

"Undoubtedly, every person who reads this issue of the Resonator has one idea uppermost in his or her mind, an idea which may be expressed in the form of a question: What will the Fall business be like, good, bad or indifferent?"

"Now, I do not pretend to be a prophet. I am only an analyst. But from much recent contact with business men, and especially with phonograph dealers from Maine to Washington,

D. C., I have come to certain conclusions, or, rather, am able to condense opinions heard on all sides, into two or three sentences.

"First: Everybody is optimistic. That is very good to begin with.

"Second: Most dealers seem to feel assured that public buying power is as great as it ever was, if not actually greater than ever.

"Third: The recent chill in the phonograph industry has roused dealers to see that they must work harder to get business. This in itself will build business.

"Fourth: The phonograph market has gone through a thorough house-cleaning and consequently sales resistance should now be markedly less than it has been.

"In our territory Cheney orders are greater in number than they have ever been at this time of the year. In checking up we find everywhere that dealers are individually ordering much more than they did last year. The Cheney business has ever grown slowly, but steadily. Once a Cheney dealer always a Cheney dealer.

"Merit and a good merchandising policy—these are the elements which count.

"The weak-kneed merchants never get there, but those who make bold and aggressive efforts will surely this Winter have all the success they can hope for."

Returns From Eastern Trip

E. A. Fearn, of the Consolidated Talking Machine Co., spent the first week of the month visiting the trade in New York, where he went to make arrangements to take on several well-known lines of small goods, the details of which

will be announced within a short time. On the return trip from New York Mr. Fearn stopped off at the Detroit headquarters of the Consolidated Talking Machine Co. and spent some time in going over plans for the coming Fall season.

Splendid Up-town Store

One of the most progressive outlying music stores in Chicago is that of the J. M. Dvorak Music Co., 3844 West Twenty-sixth street. An idea of the rapid growth of this concern may be gathered when it is taken into consideration that only three years have elapsed since the company was organized, and that since its organization it has built up one of the most progressive and up-to-date music establishments in Chicago, as well as building and owning its own home, a two-story building.

The Dvorak Music Co. is located in the Bohemian center of Chicago. An idea of the character of the company's business may be had when we learn that this concern in carrying out its business is not depending upon any of the local banks to carry its paper. Not only does this concern devote a great amount of its time to the handling of retail Victor business, but, on the other hand, it has built up a considerable wholesale clientele all over the United States in Bohemian musical instruments.

Plans are being made by the concern to extend its holdings further by the erection of an additional building in the rear of its present one. The various branches of this organization are looked after by O. E. Pribyl, Frank Karlick and Joseph Halama. Mr. Pribyl was for

(Continued on page 116)



Model No. 3
 BROADCASTER
 50" High, 20" Wide,
 20 1/2" Deep. Guaranteed
 two-spring motor.
 Finished in mahogany
 and walnut. French
 polished, finish or dull.
 A Rare Buy!

The BROADCASTER CORPORATION

A Bigger Plant

A Greater Organization

Facilitates a larger and more
 Superior Talking Machine
 Production at LOWER PRICES

Users of either large or
 small quantities of talking
 machines are urged to
 write for information re-
 garding our line — useful
 for special sale purposes.

Write for price list and speci-
 fications of our other models



Model C-3
 Specifications:
 39 inches wide, 23 inches deep,
 35 1/2 inches high. Gold plated.
 Three-spring motor. Plush-vel-
 vet turntable. Piano hand-
 polished finish. Finished in Ma-
 hogany and Walnut. 5/8-ply
 Veneers

BROADCASTER CORPORATION

(SUCCESSOR TO THE LINERPHONE T. M. CO.)

New Plant 2414 to 2430 N. Cullerton St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

thirty years associated with Lyon & Healy, Inc., and has a wide acquaintance all over the United States. This experience has made him thoroughly familiar with both the retail and wholesale end of the business.

Parts Makers Show Tremendous Activity

In every direction we turn, and no matter with whom we come in contact, we have been hearing lately of the tremendous increases in business. From no one with whom we have come in contact have we heard anything that was other than highly optimistic. But the question arises, is there really business being done or is it "a lot of talk." After thinking the situation over seriously, it came to the mind of The World representative that it might be a good idea to step out and go through the plants that manufacture parts and accessories for talking machines, the idea being that if these men were busy surely the manufacturers of the completed instrument must be busy. So, in order to get at the real facts of the case, an expedition was carried out by The World representative and here's what he found:

At the plant of the Orotone Co. the actual working force has been increased 100 per cent, the shipping force and the office force both have been increased and the working hours have been lengthened. This concern is working to its full capacity in turning out Orotone sound boxes, tone arms and attachments. In the department devoted to the manufacture of portable instruments there is also much activity and the working force of this department has been considerably augmented within the last couple of weeks. Inspecting shipping tags, The World man found them to be directed not only to local and other talking machine manufacturers throughout the United States, but to foreign countries as well, particularly Australia, New Zealand, England, Japan and various South American countries.

At the plant of the United Mfg. & Distributing Co. The World representative beheld a sight truly amazing. Tally sheets in the various departments showed that this concern is turning out nearly 1,000 motors per day and there are still a few bits of space throughout the plant where additional machinery is being erected. Due to the activities of H. L. Mills, vice-president and general manager of the company, assisted by F. F. Paul, general sales manager, the various departments have been arranged so that there is a continuous flow of material from one department to the other without the least interference or lost motion. Since taking over the new plant the United Co. has cut down its overhead to an amazing degree and at the same time has built up its efficiency in a like manner.

A visit to the plant of the Jewel Phonoparts Co. disclosed activities which were far greater than could have previously been imagined. A. B. Cornell, sales director of the company, was found to be in a very optimistic frame of mind and under his guidance a trip through the Jewel plant was made. The impression left by this

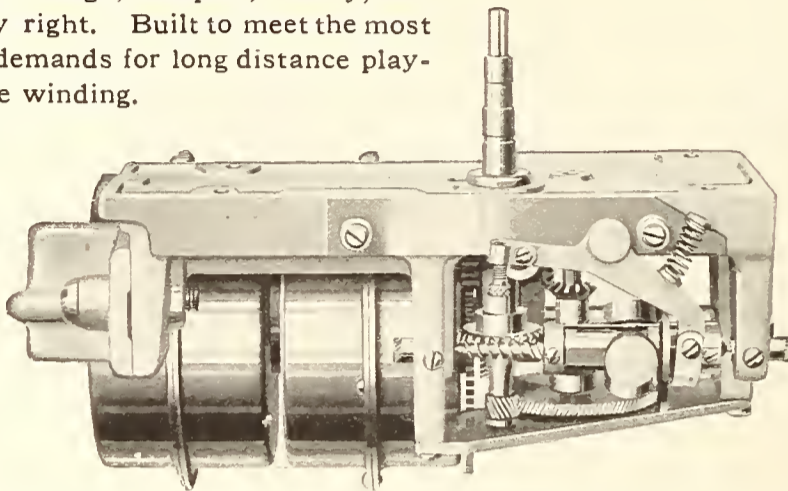
The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

The Hall Mark of Dependability, Service and Quality

"KRASCO"

A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

visit was that the Jewel plant, which one heretofore had thought capable of taking care of a very large part of the business of the trade, was, after all, strained to the utmost in trying to take care of orders that were far behind shipping dates. Every employe was working at top speed and spaces that were previously very ample for each individual worker were now crowded by the addition of newcomers on the working force.

In its new home at 116 West Illinois street, the Fletcher-Wickes Co. is closing the most active season in its history. The company's recent move was necessitated by the increased demand for its product from manufacturers and dealers throughout the country, as well as an exceptionally large export demand. The old quarters on Lake street were inadequate over a period of several years, but in its new home the Fletcher-Wickes Co. has ample room to take care of its expanding business and give its clientele maximum service and co-operation.

Several important contracts with prominent manufacturers have been closed during the past months and what is more important is the fact that business on hand for 1924 is far greater than in previous years.

The same kind of activity prevailed throughout the plant of the Krasco Mfg. Co. Everywhere in this plant there was the buzzing of machinery, and the pounding of hammers in the shipping departments could be heard all through the plant. A great deal of this activity is due to the good work of Mervin F. Ashley, vice-president of the Krasco Co., who is making a trip throughout the Pacific Coast territory. Mr. Ashley has been very successful in closing quite a number of new Krasco accounts while on this trip and the addition of these new orders coming on makes it necessary for the working force of this concern to be enlarged by the addition of many new skilled mechanics.

In an effort to take care of its constantly

W. W. KIMBALL CO. SERVICE

Oké Records
Records of Quality

We have the records, best sellers, latest "hits," famous singers and instrumentalists.

W. W. KIMBALL CO., Wholesale Distributors.

306 So. Wabash Ave.

Kimball Building

CHICAGO

All the year around the ready, friendly Kimball Service is available for the dealer anywhere who has established his connections here. Our experience helps to solve his selling problems.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

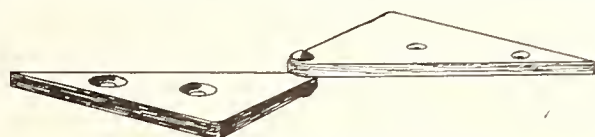
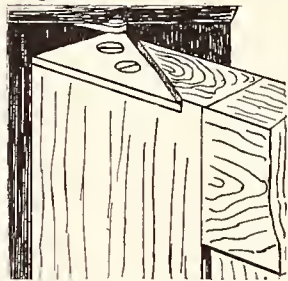
growing business the Blood Tone Arm Co. has found it necessary to look about for increased room and has been successful in obtaining additional space in the building where it is already located. This company's force of mechanics has lately been largely augmented by additional workers, and several of the departments, particularly the soldering and plating department, which heretofore were at some distance from the factory, are now under one roof, which permits greater efficiency throughout the entire plant. This concern is working two shifts a day at present in an effort to meet the influx of orders for its products.

Upon arriving at the plant of the Sterling Devices Co. we discovered Fred. Keller, Jr., up to his ears behind a pile of correspondence which cluttered up the whole top of his desk. Upon asking the "whyfor" of all the literary efforts we were escorted into the assembly department of this concern. Here we found activities going on at full tilt in spite of the fact that every bit of assembly space was being utilized to turn out Sterling devices. This concern recently announced to the trade its new Edison attachment and as a result orders have been coming in from every section of the country, which have in turn caused the intensified activity.

Our next venture was through the plant of Barnhart Bros. & Spindler, manufacturers of the well-known Scotford tone arms and superior reproducers. Accepting the kind invitation of R. N. McArthur, sales manager of the phonograph parts division and advertising manager of the company, we were escorted through the various departments of this institution. This concern places on the market perhaps the greatest assortment of types and designs used in the printing arts that is being made in this country. In the manufacture of this material the most complicated die castings are made use of and it is due to this long experience in die casting that Barnhart Bros. & Spindler have come to

Improve the appearance of your doors by using our No. 1008 semi-concealed hinge

Hinge in Position



Cut Above Shows Exact Size of Hinge

Regular finish is in nickel, but other special finishes may be had upon writing for samples and prices.

This little device is especially sturdy in construction and is made so that the screw holes are set in a position to readily adapt themselves to practically any sized door without fear of losing screw grip solidity. Can be used on any door from five-eighths inch to seven-eighths inch in thickness.

LAKESIDE SUPPLY COMPANY

73 W. Van Buren Street

CHICAGO, ILL.

be famous throughout the world. It was therefore an easy matter for them to take up the matter of die-casting for tone arms and reproducers and in the years they have been doing this sort of work they have added to their recognition.

In our rounds throughout the various departments we found the die-casting machines squirting out the metal just as fast as could be done. At the same time we visited the plating and assembly departments and here the work is given utmost care, in spite of the terrific rush. In his comments on the present tendency of the trade, Mr. McArthur remarked that he did not know where all of the talking machines were going. Nevertheless, the orders continue to pour in every day and this has necessitated lengthening labor hours throughout the plant in an effort to take care of the steadily increasing demand.

How A. J. Peterson Builds Trade

The illustration produced herewith shows a single shipment of instruments piled in front of Peterson's Milford Music Shop, 3301 Milwaukee avenue, Chicago, Ill. When one considers that this concern's store measures only seventeen feet by fifty feet this is a considerable order and it also means that here is a dealer

who is making sales. According to Andrew J. Peterson, proprietor, he is doing a nice business.

In answer to an inquiry as to how he secures prospects and other information concerning his methods the following statement may prove of value to other merchants who find business below par:

"How do we get prospects? Work—work—



The Psychology of Advertising the Store

work—in other words, give the shoe man plenty to do. We usually find a few hours every week to ring about fifty bells. This nets us about five pretty live prospects to follow up by per-

(Continued on page 118)

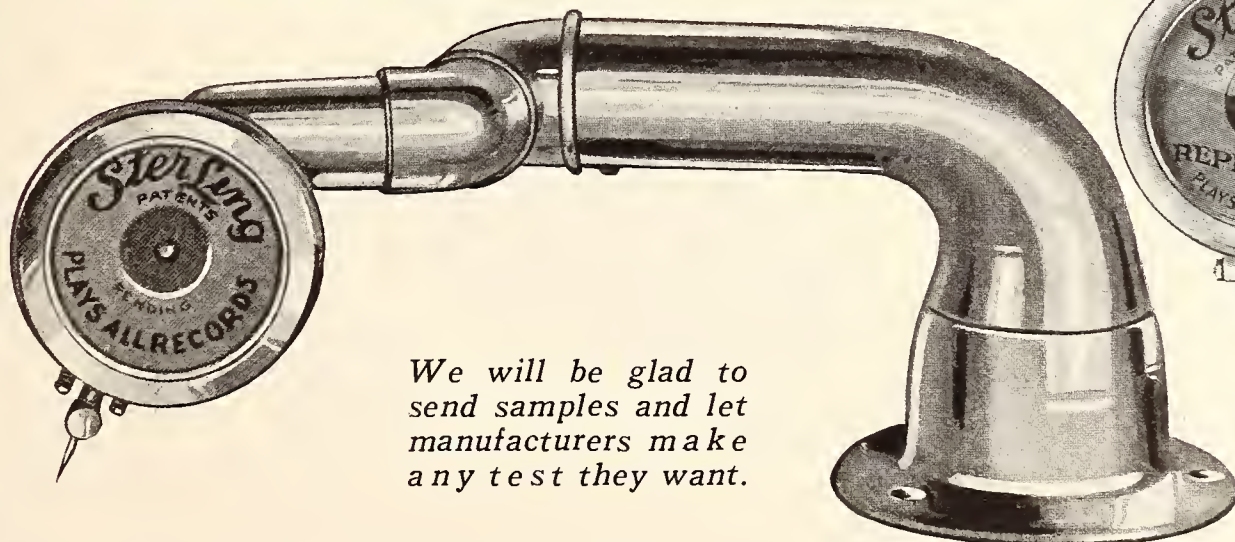
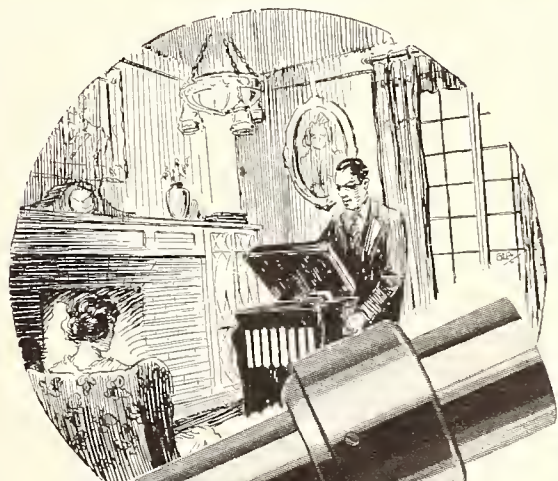
Sterling Attachments and Tone Arms

STERLING Edison Attachments operate with the lever the same as the Edison. Needle is always central. Made in heavy nickel, gold and oxidized. Satisfaction guaranteed or money refunded.

STERLING Tone Arms are made in several different styles to satisfy all requirements.

STERLING Tone Arms combine Quality, Appearance and Price.

STERLING Reproducers play Victor, Edison or any other record perfectly.



We will be glad to send samples and let manufacturers make any test they want.

It pays to be an Edison dealer. See your jobber or write us.

STERLING DEVICES MFG. CO. 412 Orleans St., Chicago, Ill.

**An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND**



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".

These high-grade Consoles come in Mahogany and Walnut finishes.



No. 20



No. 30

Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

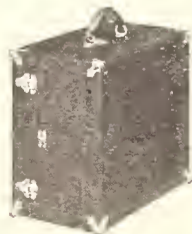
Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.



No. 40



STYLE No. 4
48" high, 21" wide,
23" deep; 5-ply.
Genuine
Mahogany or Oak



STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

sonal calls. The others are followed up by mail. "As to handling collections, this is the easiest part of our work. If one will insist on at least a 10 per cent down payment and a like amount every month one will always get a sale that is worth while having. If we cannot get these terms from our prospects we let the other fellow have the sale and, incidentally, the worry of collecting from one who we believe cannot afford that certain instrument.

"We are great believers in direct-by-mail advertising. Occasionally we get up a circular descriptive of our line and put one in each letter box in our immediate neighborhood. This is rather expensive, so far as direct results are concerned, but the publicity we get is well worth the money and effort."

New Retail Store in Chicago

The latest retail establishment in this city is the new and attractive store recently opened at 11015 South Michigan avenue, better known as Roseland, by J. O. Twichell, formerly connected with the Wade-Twichell Co. Mr. Twichell has been in the business for over forty years. Some time ago he retired from the Wade-Twichell Co., but evidently finds it hard to leave the field of battle, for he has opened one of the handsomest stores in this section, carrying a full line of uprights, grands, reproducing pianos, talking machines, records and radio. Charles R. Newman, widely experienced in the business, is manager of the store.

To Manufacture Portable Talking Machines

The McKenzie Co., 311 River street, this city, was recently incorporated in this State with a capital of \$5,000, to assemble portable talking machines. Incorporators are W. S. McKenzie, D. W. McKenzie and E. B. Burger.

Enthusiastic Welcome for B. E. Bensinger

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., received an enthusiastic welcome at the offices of the organization recently upon reaching his desk, after a ten weeks' stay in Europe. Mr. Bensinger, accom-

panied by Mrs. Bensinger, arrived on the French liner "Paris," after a delightful European trip devoted principally to a well-earned vacation. The accompanying photograph was



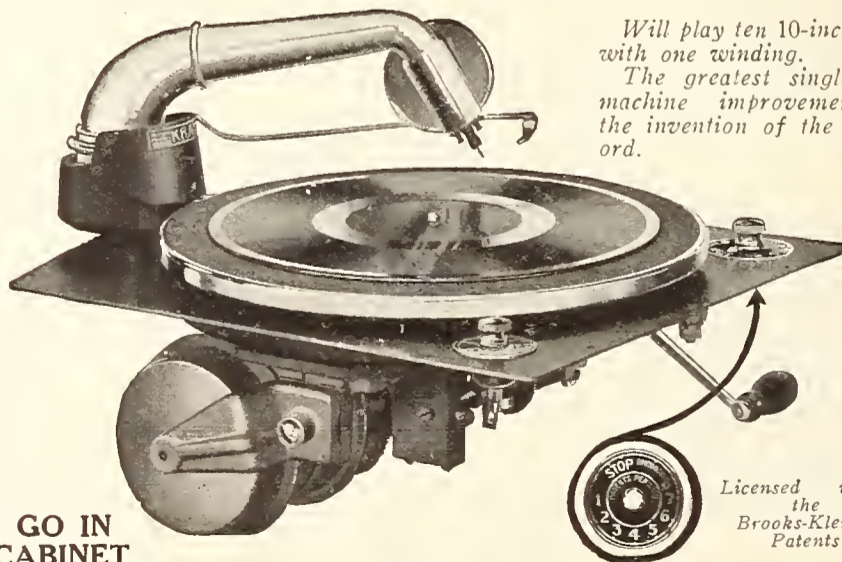
B. E. Bensinger Arriving in New York
snapped on the "Paris" just as she approached the Statue of Liberty and, apparently, Mr. Bensinger is well pleased at the fact that he is approaching an American harbor.

The "Turntable" Appears

The Turntable is the name of a house organ issued by the Reincke-Ellis Co., of this city, for the use of the sales staffs of the nineteen Vic-

**INTRODUCTORY OFFER
OF
THE KRASCO ASSEMBLED UNIT**

\$24.³⁰ For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.



Will play ten 10-inch records with one winding. The greatest single talking machine improvement since the invention of the disc record.

Licensed under the Brooks-Klemm Patents

WILL GO IN ANY CABINET

MANUFACTURERS, JOBBERS and DEALERS using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

tor jobbers who carry the sales and publicity helps conceived by the Reincke-Ellis organization. Arno B. Reincke, president of the Reincke-Ellis Co., is in personal charge of the production of the Turntable, assisted by his editorial staff. The issue of September 15 contained a number of interesting articles, together with personal items and a group of semi-humorous contributions.

The Okeh Record Football Team

E. A. Fearn, president of the Consolidated Talking Machine Co., 227 West Washington street, is considered one of the foremost wholesale men in the country, but he is also keenly interested in outdoor sports. For several years past Mr. Fearn has been the manager of a champion football team, which in 1921 won the pennant in the Midwest League. With a keen insight for timely publicity Mr. Fearn has named his organization "The Okeh Record Football Team" and a mammoth Okeh record is the official mascot. The team opened its 1923 season with a tie game against one of the



Some Record Football Team in Chicago

strongest organizations in the field and, without being unduly optimistic, it is predicted that the "Okeh Team" will finish either first or second in the Midwest League this year.

Another Association Formed

For the purpose of promoting interest and good-fellowship throughout the Chicago trade a number of well-known members of Chicago's retail dealers met on the evening of October 1 at the Kunz-Remmler Restaurant and formed an organization which will be known as the Chicago Musical Merchandise Association. The meeting was called to order and presided over by George M. Bundy, general manager of Tom Brown's Music Co., to whom much credit is due for his activities in bringing about the organization.

Dinner was served through the courtesy of the Tom Brown Music Co., after a preliminary announcement to the gathering was made by Mr. Bundy. A motion was put before the body for the permanent founding of the Association and election of officers. This motion was followed by the election of C. H. Flint, manager of the musical instrument department of Lyon & Healy, Inc., as president and J. D. (Cap.) Henderson, of the Conn Chicago Co., as secretary.

It was spread on the minutes of the Association that meetings were to be held every second week on a Monday evening until after the holiday season, at which time the final work in the formation of such an Association shall be completed.

It was further moved that C. D. Greenleaf, president of the American Band Instrument Manufacturers' Association, be invited to ad-

dress the first regular meeting of the new Association, which will be held at the City Club on the evening of October 15 at 6 o'clock.

The following dealers were present at the initial meeting: Harry C. Reinwald, of the Rudolph Wurlitzer Co.; C. H. Flint, of Lyon & Healy; John R. Dubbs, of Lyon & Healy; W. H. Scouton, of Lyon & Healy; Howard J. Wallace, of Tom Brown Music Co.; Wm. H. Lyons, of Tom Brown Music Co.; J. D. Henderson, of Conn Chicago Co.; M. Berlin, of Musical Instrument Co.; J. H. Robinson, of Harry B. Jay Co.; Fred W. Plain, of Harry B. Jay Co.; Louis B. Malecki, of Carl Fischer; C. H. Taylor, of C. H. Taylor Co.; John L. Luellen, of Conn Chicago Co.; Frank L. Gault, of Dixie Music House; George C. Diver, of Holton Sales Co.; Harry Brooks, of Brooks Band Service; John Burch, of Burch & Ponder; George M. Bundy, of Selmer, Inc., New York.

Windsor Does Fine Publicity Work

One of the most beautifully designed catalogs that has ever been gotten out in the Chicago

district has just been issued by the Windsor Furniture Co. The book is got up in folder style, with a beautifully embossed cover. On one of the inside leaves of this cover is a tabulation of the various Windsor models shown within the catalog. The folder is a sixteen-page affair, each page of high-grade stock and printed in four colors. The instruments shown are all of the console type, made famous by the Windsor Co. and considered by many in the trade to be the most artistic consoles ever offered. The reproductions are not made from retouched photographs, but are reproduced from the original drawings and designs of the Windsor designing department.

On the back of each picture are printed descriptive data concerning the instrument pictured.

Another interesting piece of literature which is at present being gotten out by the Windsor Co. is a chronological chart of art in furniture. This chart dates back to the antediluvian ages

(Continued on page 120)

**The Second Annual
Chicago Radio Show
Coliseum, Chicago**

November 20-25, inclusive

Every dealer in musical instruments is interested in Radio, either directly or indirectly, and this exposition of all that is newest and best in the Radio field will afford a positive demonstration of the fact that the general public no longer regards the Radio Receiving Set as a toy or novelty, but as a

Music in the Home Instrument

Acquaint yourself with every detail of this new industry!

Be prepared for the calls you are certain to receive for information, supplies and service!

The field is far broader than was the talking machine field twenty years ago!

Are you taking steps to reap your share of the harvest?

Manufacturers who have not as yet obtained space allotment are advised to get into immediate touch with the Management of The Show.

Office: Suite 520
127 N. Dearborn St.
Chicago

James F. Kerr
Manager
Telephone State 4161

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

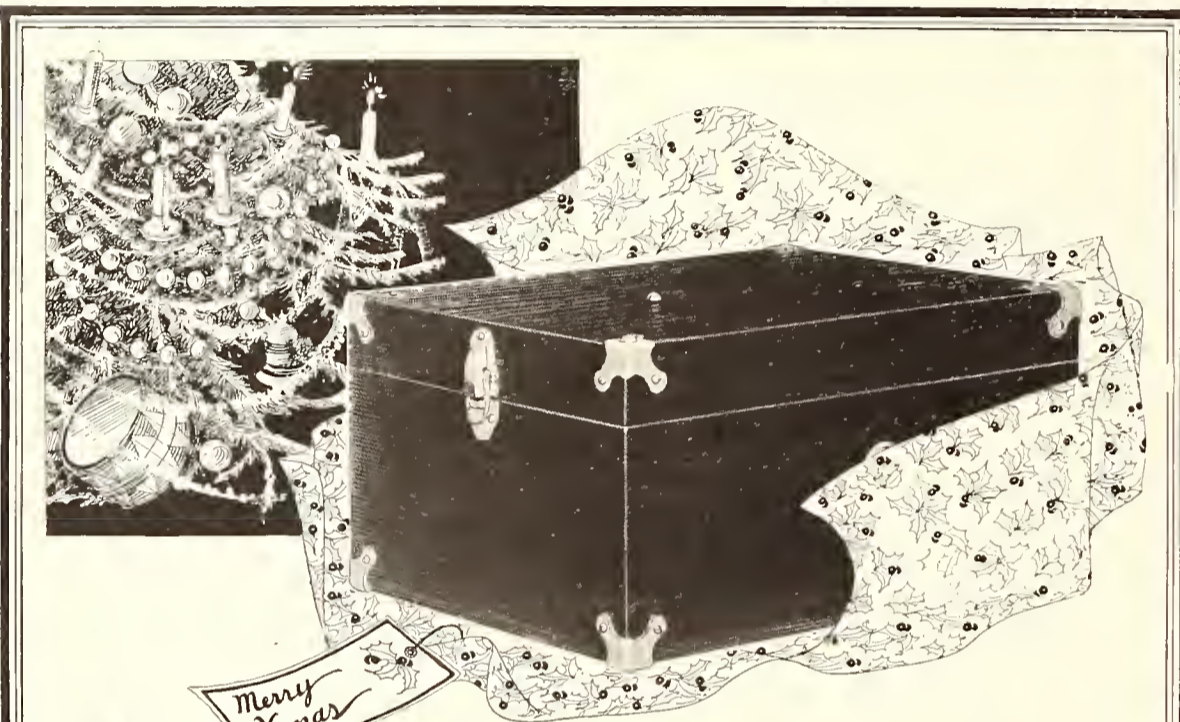
and begins with the first furniture ever made, the date of which is said to be 5000 years B. C. In bringing this out the Windsor Co. has developed the well-known graphic scheme of the "family tree." The graphic lines go forward from the origin and branch out, from time to time, into the various ages, until the chart has shown every period up to the present. By following this outline one can easily appreciate the various influences governing the history of art in furniture.

The Windsor Furniture Co. is a pioneer in the making of console cabinets. In fact, it is said that this concern can lay claim to being the originator of this type of instrument.

For many years the Windsor Co. has been internationally known for its artistry in furniture and practically every employe has been "born and raised" in the factory. There is a homelike feeling prevailing throughout the entire plant, due to the long associations of the employes with each other, and methods of in-

struction have been handed down from father to son. For example, it is said that the general manager of the plant learned the trade from his father, who was, in turn, an employe of the Windsor Co. Both father and son are still in that concern's employ. The same holds true of the general foreman and many other employes throughout the institution. An idea of the long service record of the Windsor employes may be gained when it is taken into consideration that there are ninety-two employes now in the concern who have seen continuous service ranging from twenty-five to thirty-eight years.

When this record is taken into consideration it can be easily seen that there is bound to be a thorough appreciation of art work. It predominates throughout the Windsor plant, and it is because of this appreciation on the part of its employes that the Windsor Co. has been able to maintain its high standards throughout the present era of increasing art appreciation in talking machine designing.



Merry Xmas

SPENCERIAN for Holiday Trade

In a
Christmas
Box

Each Spencerian comes packed in a beautiful holly designed Christmas box. Get your share of this big portable holiday business.

AT \$30 the Spencerian has an unequaled gift appeal. It places a standard phonograph within the means of every purse.

The Spencerian is a useful gift the year around—a joyous companion to the entire family in winter as well as in summer. A practical portable that is essentially a table phonograph.

Swell your Christmas sales by pushing the Spencerian. Rapid turnover, minimum investment, cash sales and liberal discounts assure big profits.

Hurry a letter to us now.

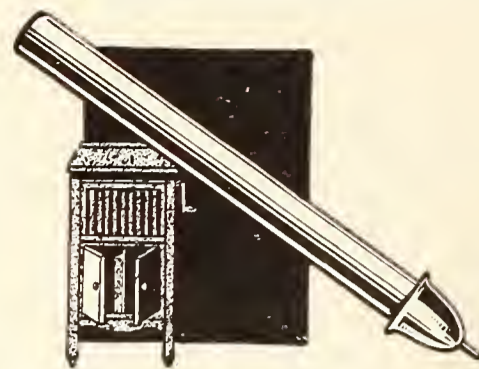
Liberal trade discount. Splendid dealer proposition.

Cole & Dunas Music Co.

430 South Wabash Ave.

Chicago, Ill.

"Tonofone"



Semi-Permanent Needles are now being sold by over 8,000 dealers.

Play 20 to 50 selections each.

Give Accurate Reproduction.

Absolutely DO NOT DAMAGE the Finest Records.

Play with Minimum Surface Noise.

Medium

For all Vocal and Instrumentals Records.

Loud

For all Dancing and Band Records.



Packed in Colored Display Cartons

One hundred packages to carton.

Red and White cartons contain 25c packages; Blue and White, 10c packages.

RETAIL PRICES

Package 12 needles.....25 cents

Package 4 needles.....10 cents

100% Profit to Dealers

Jobbers' proposition on request.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

Eastern and Export Representatives:

South Atlantic Export Co.

25 Broad St., New York, N. Y.

VALUABLE SALES AID FOR DEALERS

Health Builders, Inc., Provides Pictorial News Service for Use in Dealers' Windows Bearing on Walter Camp's "Daily Dozen"

Health Builders, Inc., producer of the Health Builder record sets of Walter Camp's "Daily Dozen" exercises, has provided an exceptionally attractive sales aid for its dealers. This new aid is a pictorial news service to be pasted on the dealer's window. The first of a long series that has been prepared is entitled, "Merton Has Ten Minutes Fun Each Day." Merton Gill, in the big comedy hit, "Merton of the Movies," does Walter Camp's "Daily Dozen" in each performance of the show. The picture shows Merton Gill in the stage scene doing the "Daily Dozen." The "Daily Dozen" is receiving considerable publicity through this comedy, as it has played in over 400 performances at the Cort Theatre, New York, to capacity audiences, and there is a second company on the road also playing to filled houses.



List \$225
The "Bergundy," an Emerson Console
World's Greatest Phonograph Value
 A wonderful example of the Louis XV period. Choice of warm Ale Brown Mahogany or sumptuous deep toned American Walnut. Width 40 inches, height 37½ inches, depth 21 inches.

Greater Profits from the New Emerson Console Line

Live merchants are finding the new Emerson line the most valuable Console line ever created.

Because we are building and delivering the most practical and attractive period designs which at list prices of from \$110 to \$225 are unequaled by competition.

Because Emerson exclusive features, such as the "Fount of Pure Tone," are sales makers.

Because our remarkable discounts allow you long profits on "quick turnovers" popular-priced Consoles.

Order promptly to insure prompt delivery

Since we offered the new Emerson Console our distribution has increased beyond expectations. This valuable merchandising opportunity has attracted carload orders from Coast to Coast. To insure full advantages of special service and discounts order now.

List of Models and Prices

- | | |
|--|---|
| List \$110—"Wayne"
Adam design. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches. | List \$150—"Blenheim" 17
"Queen Anne" Special. Brown Mahogany or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches. |
| List \$125—"Lady Churchill"
"Queen Anne" Period. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches. | List \$175—"Beverly"
"William and Mary" design Brown Mahogany or American Walnut finish, gold trim. Height 35 inches, width 36 inches, depth 21 inches. |
| List \$135—"Piedmonte"
Italian Renaissance. Brown Mahogany finish or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches. | List \$200—"Alaric"
"Gothic" design. Brown Mahogany or Walnut finish, gold trim. Height 40 inches, depth 27 inches, width 22 inches. |

WASMUTH-GOODRICH COMPANY Peru, Indiana

Manufacturers of Emerson Phonographs

<i>Eastern States Distributor</i> Emerson Phonograph Co. 105 West 20th Street NEW YORK, N. Y.	<i>Central States Sales Representative</i> L. C. Samuels 22 Quincy Street CHICAGO, ILL.
<i>Southern State Sales Representative</i> L. W. Freeman 306 Candler Building ATLANTA, GA.	<i>Western States Sales Representative</i> Thomas W. Hindley New Montgomery and Howard Sts. SAN FRANCISCO, CAL.

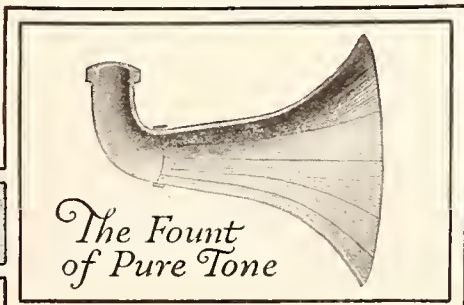
WASMUTH-GOODRICH Co., Peru, Indiana
 Gentlemen: Please send me complete catalog and your special introductory offer.

Name

Address

City State

The cross section of the "Music-Master" horn shows how the fibres of spruce lie paralleled. Only in this manner can the rich, warm resonance of the famous Stradivarius violin be obtained.



The Fount of Pure Tone



The New Columbia is Superior!

True to international pitch!

The New Columbia Reproducer is absolutely true to international pitch.

This is the pitch to which pianos and other musical instruments in the home are tuned. It is the pitch to which the ordinary voice is accustomed. With the New Columbia, music lovers can accompany their favorite artists without inconvenience or tonal discord—an immensely appreciated feature.

COLUMBIA GRAPHOPHONE CO.
New York

INDIANAPOLIS

Industrial and Agricultural Prosperity Made the Basis of Sanguine Expectations—Dealers Ordering Heavily—News of Month

INDIANAPOLIS, IND., October 9.—The month of October opened with the most favorable indications for a record-breaking business for talking machine dealers. Indiana is an agricultural and mining State, the central part being chiefly agricultural. The southern section, which is generally included in what is considered Indianapolis territory, is interested mainly in mining and agriculture. The extreme northern, or industrial, section is more properly included in Chicago territory, although Indianapolis houses draw much business from this district. Large crop yields mean greatly increased buying power in the agricultural communities. The mining communities are generally active and in good circumstances.

Dealers, as a rule, have enjoyed a good volume of Summer business, in most cases their sales for the first nine months of the year being far in excess of their sales for the same period of preceding years. As F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., points out, "This business is not done in any sensational way. We go along at a steady gait and when our final

reports for the month are completed we find that we are far ahead of previous months. We have placed the largest order for machines in the history of the Pearson house to take care of expected Fall demand."

The Baldwin Piano Co., of Indiana, Brunswick dealer, has also placed a large order for machines, anticipating a rush season. According to C. P. Herdmann, sales manager of the talking machine department, this order will not be sufficient to cover their needs for Fall business. The Raleigh console has been a particularly popular model and there is a great demand for this machine.

Sonora has added two Indianapolis dealers during the month, the Banner Furniture Co. and Widener's Grafonola Shop, now handling this line, in addition to the Charles Mayer Co., which has heretofore been the only retail representative in the city. The Banner Furniture Co. has not handled any talking machines in the past and the new department will be in charge of P. E. Leffler. The Widener Co. now handles Victor, Sonora and Columbia machines and Victor, Columbia and Vocalion records.

Victor dealers report business in excess of last year's sales. The console model selling at \$150 is the best seller at this time, according to R. M. Follis, manager of the Victrola department of L. S. Ayres & Co., one of the city's leading department stores.

Miss Minnie Springer, who for some time has been manager of the Victor department of the Taylor Carpet Co., has resigned this position, which in the future will be taken care of by W. A. Armstrong. The Taylor Carpet Co. featured "Gold Diggers," by Dornberger's Orchestra, in a large window display, which had considerable effect on sales.

The Brunswick Shop featured the appearance of the Oriole Terrace Orchestra at a local function on October 5 and 6.

L. P. Brock and H. G. Anderson, of the Phonograph Corp. of Indiana, recently called on the Edison dealers in the State and report splendid prospects for an unusually good Fall business. The Meskill Music Co., local Edison dealer, recently placed Edison machines in every ward of the Central Indiana Hospital for the Insane.

This house was represented by an exhibit at a local Industrial Show, held last week. F. C. Pullen, manager of the Phonograph Corp., is moving his family to this city from Orange, N. J. He will make his permanent home here.

The Pettis Dry Goods Co., celebrating the seventieth anniversary of its founding, as a novel advertising feature for the week, offers to deliver any model Victor for a 70-cent cash payment.

Albert Graham has been appointed manager of the Indianapolis Talking Machine Co., taking the place of W. G. Hawkins. Mr. Graham comes from Philadelphia. This house handles the Victor line and has recently added the Unique Gift Shop to its store.

Miss Ida Gear has resigned her position in the sales department of the Baldwin Piano Co. to become the bride of C. F. Silver, of Duluth, Minn. Her place with the Baldwin organization will be filled by Miss Roebina Sample. Miss Sample was for some time with the wholesale branch of Columbia.

C. B. DUNBAR NOW SALES MANAGER

The American Radio & Research Corp., Boston, Mass., producer of the well-known Amrad sets, has announced the appointment of C. B. Dunbar as general sales manager of the organization. Mr. Dunbar, for the past fifteen years, was connected with the office appliance field and has taken over entire charge of sales while the corporation is changing its selling plans and building a substantial national organization for merchandising Amrad products. The country is being divided into territorial divisions, with division headquarters, from which sub-branches will be directed. Twelve offices have already been opened in various parts of the country and this part of the company's reorganization schedule is rapidly being perfected.

SALES RESISTANCE is more easily overcome by confining Sales Effort to a Standard line of merchandise



The Edison Line gives any merchant

Prestige-Profit-Progress

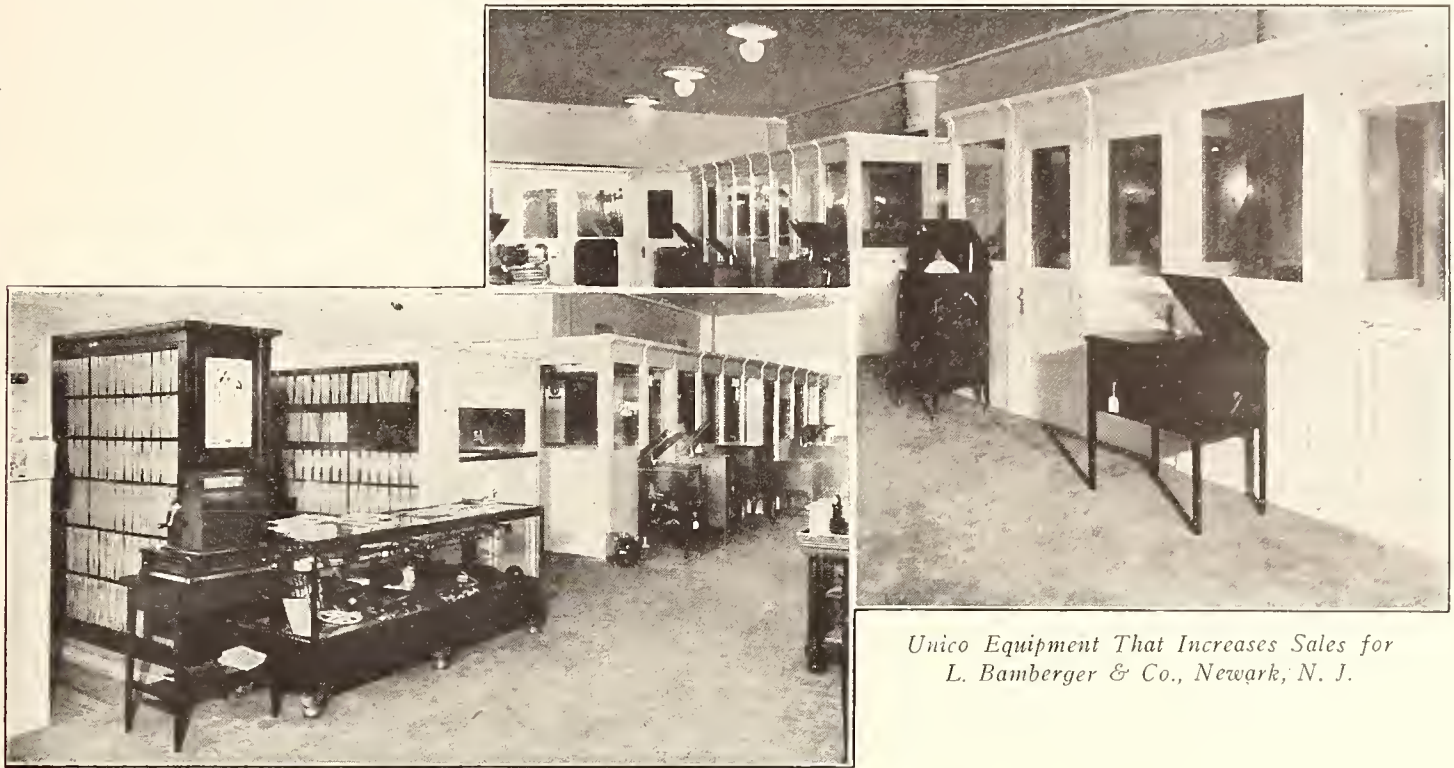
Better get in while the getting-in is good!

Your inquiry will receive prompt attention—without obligation to yourself. Write right now!

Phonograph Corporation of Indiana

325 North Delaware

Indianapolis, Indiana



Unico Equipment That Increases Sales for L. Bamberger & Co., Newark, N. J.

Clothes Make the Man

*—and Good Equipment “Makes” the Store—
Increasing Its Value as a Profit Producer*

THE reason that attractive stores make more sales is simple enough. A Music Store sells to the best homes in town—homes where quality is appreciated.

A Quality Atmosphere in your store, in line with the Quality Product you sell, begets confidence—and that lessens sales resistance, increasing sales.

Unico Service specializes in attractive Equipment, creating an environment that instills confidence.

Take advantage of Unico confidence building, sales increasing service now. Prices are moderate, and deferred payment plan enables you to pay out of profits.

SPECIAL PRICES ON TWO UNICO PRODUCTS

Unico Efficiency Bench—especially manufactured for Phonograph Repair Service—accommodates all necessary repair parts, eliminates loss, promotes efficiency.

Former Price \$135.00, Special Price on Limited quantity \$50.00.

Special Price solid mahogany Unico Stand for Victrola No. 50—\$5.00. Less in quantity lots. All prices f.o.b. Philadelphia.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

KERN DODGE, *Receiver*

58th Street and Grays Avenue,

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd.

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

English Sales Agents — H. A. MOORE & CO., LTD., Premier House, London, England.

Branches:

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
SAN FRANCISCO, CALIF.
275 Post St.

S. African Sales Agent—PHILIP M. COHEN, Johannesburg, South Africa.

Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.



THE TWIN CITIES

*Campaigns of Retailers and Wholesalers Bring Up Sales Volume—
Cardozo & Bros.' Fine New Store—New Agencies and Other News*

MINNEAPOLIS and ST. PAUL, MINN., October 6.—One of the most prepossessing talking machine shops in the Twin Cities opened in St. Paul September 22 when R. N. Cardozo & Bros. introduced its exclusive Victor store. Great festivity and gratifying purchasing activity featured the store's opening, which is situated at 136 East Seventh street, adjoining the big furniture store owned by Cardozo's. A five-foot horseshoe of flowers, the gift of the Victor Co., occupied prominent space and conveyed greetings from Camden, N. J. A large bouquet from the George C. Beckwith Co., jobber, and a profusion of garden flowers provided further decoration. At the formal opening Saturday roses were given to women visitors and balloons to the children. An oil painting of the Victor dog was displayed, as well as paintings of four famous Victor artists.

The event was heralded in the newspapers by full-page advertisements featuring the Victor console, 210. An interesting sidelight was that the firm on the opening day sold a half dozen models No. 215, retailing for \$50 more than the advertised machine. The record sales, according to report, went into three figures.

Roy Swanstrom, popular and experienced, is in charge of the Victor shop. The place is equipped with fourteen hearing rooms fitted with electric fans and other conveniences. The whole is decorated in old ivory in paneled effects. The place is given prominence by an electric Victor sign which can be seen for two blocks in either direction. Cardozo's, which is noted for its enterprise in selling not only furniture, but talking machines, also operates the Brunswick Shop.

Victor Dealers Ordering Heavily

"Business in Minnesota and Wisconsin is very good," states Charles K. Bennett, manager of the George C. Beckwith Co., Victor distributor. "The new Victrola art models are selling very well and the only concern of the dealers is that they may not be able to get enough to supply the demand," he continued. Fred. H. Strum, salesman, reports business much improved after a trip through Wisconsin and Minnesota, where he booked many orders. He was particularly

impressed with the prosperity in Wisconsin.

F. K. Dahlberg, sales manager of the Victor Co., spent two days in the Twin Cities and left encouraging assurances for Victor deliveries for the balance of the year. C. C. Hicks, of the Victor Co., has been in town for a fortnight.

Victor Educators Lecture Here

Miss Grace Barr and Miss Conn, representing the Victor educational department, have been arranging meetings with the Teachers' Institutes all over Minnesota. Miss Barr spent two days in Faribault, where she gave talks not only before the grade and high, but before the well-known private schools, these including St. Mary's School for girls and Catholic institutions. She also talked at the State School for the Blind.

Brunswick Business Improves

"Doc" O'Neill, of the Brunswick Co., states that conditions are improving, especially along collection lines. The dealers in the larger towns are starting to build up their holiday stocks. The purchasing power of the dealer in the very small town is a very dubious question. Most of the smaller town merchants have extended credit to the farmer up to their capacity and their purchasing power will depend largely upon collections during the next sixty days. One real trouble with the farmer is that he bought land during war time at from 50 to 100 per cent above its real productive value when grain alone is raised. The tendency, however, is upward.

Fred Nelson, Brunswick salesman, in his travels finds conditions better in Wisconsin than in Minnesota and pretty fair on the Iron Range.

Big Brunswick Advertising Drive

The Brunswick full-page advertisement appeared in Sunday, September 30, Minneapolis Tribune with tie-ups with most of the local dealers. Large advertisements also appeared October 1 in the St. Paul Pioneer Press and Dispatch, the "Duluth Herald and the Butte (Mont.) Miner, as well as special advertisements in connection with the appearance of Frederic Fradkin, violinist, playing on the Orpheum Circuit, the week beginning September 30 in Min-

neapolis and the week of October 7 in St. Paul.

The Brunswick two-page spread in the Saturday Evening Post, September 15, has been posted in the windows of a number of dealers. The trade is enthusiastic about the new "Raleigh" model.

Meanwhile the Brunswick girl, familiar to all readers of the company's advertisements, has been fitted with a motor by the ingenious "Doc" O'Neill and apparently places records on the nearby phonograph. The girl has been on display in the Davis and Ruben windows and will move about, visiting the various Brunswick stores.

Many New Edison Agencies

"Business the first half of September has been very good," according to J. Unger, of the Laurence H. Lucker Co., Edison distributor. "The warm weather caused a falling-off the middle of the month, but the results of the entire month have been pretty good. The wholesale business is fine and results in Wisconsin are very good. Record business is improving throughout the country, I believe."

The Edison people have a great list of new accounts during the past month, including C. P. Buzzell, Cleveland, N. D.; C. C. Eikeness, Edinburgh, N. D.; F. L. DeMark, Catawba, Wis.; A. E. Stult, Iron River, Mich.; McDonald Furniture Co., Hancock, Mich.; C. A. Henk Drug Co., Waverly, Minn.; J. L. Boline, Parkers' Prairie, Minn.; O. M. Erickson, Evansville, Minn., and William De Grote, Clara City.

Thousands of names were added to the list of Edison prospects as the result of the State Fair contest conducted the first week in September at the annual Minnesota Fair. Ten machines have been sold in Minneapolis as the result of this exhibition and in St. Paul sales have been equally as good.

Milton H. Lowie, of the Edison retail store, the Minnesota Phonograph Co., has returned from a hunting trip to Silver Lake, Minn.

Recent visitors at the Lucker offices were R. E. Kreader, Cogswell, N. D.; T. L. Lee, Mable, Minn., and Mrs. W. W. Christianson, Winona.

George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro., jobbers, has no complaint to make of business and states that local dealers are doing a nice trade in talking machines.

Death of W. L. Harris

Of great concern to talking machine men was the recent death of W. L. Harris, president of the New England Furniture Co., one of the earliest dealers here and a Victor jobber until about ten years ago. Mr. Harris dropped dead in the midst of a very busy, public-spirited life at mid-day on the corner of Sixth street and Hennepin avenue. He was born in Boston and came here thirty-five years ago.

Bequests of Late C. L. Waldo

The late Carlos L. Waldo, of the Foster & Waldo Co., which deals in Brunswick, Cheney and Victor machines, left in excess of \$100,000 to local charities, regardless of denomination. His foster-son, Walter P. Nestler, of Flaxton, N. D., to whom Mr. Waldo bequeathed a half million, is expected to come to Minneapolis to make his home.

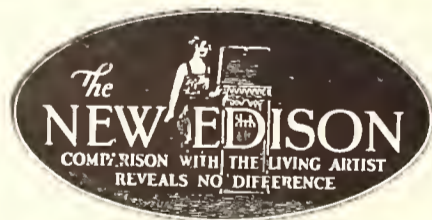
Festival Tie-up Pays

Joe Nylin, aggressive Victor dealer in East St. Paul, recently co-operated in celebrating the Payne Avenue Merchants' Annual Harvest Festival. Joe had two window displays, one an appropriate setting of the Victor model 400 with a background of pumpkins, corn stalks and the other with smaller Victor instruments. Several sales were made and many prospects obtained.

The Victor dog will be on exhibit at the Winter circus which the St. Andrew's Club, an organization of northeastern Minneapolis merchants, is arranging for the near future.

Many Prospects From Fair

The Hennepin County Fair, at Hopkins, yielded M. B. Hagen, Hopkins Victor dealer, a raft of prospects for Winter work as the result of a contest which the firm conducted in



The New Edison is recognized as the foremost phonograph of all time. It means prestige to the merchant who sells it.

The new low priced models—upright and console—new increased discounts, quick turnover and timely release of the latest hits offers steady increasing profits.

We have a liberal proposition and open territory for live merchants of the Northwest. Write now. Cash in on the Fall and Holiday demand.

LAURENCE H. LUCKER

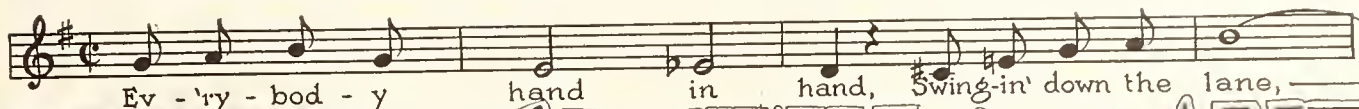
Northwest Edison Distributor

Established 1902

17 South Sixth St.

Minneapolis, Minnesota

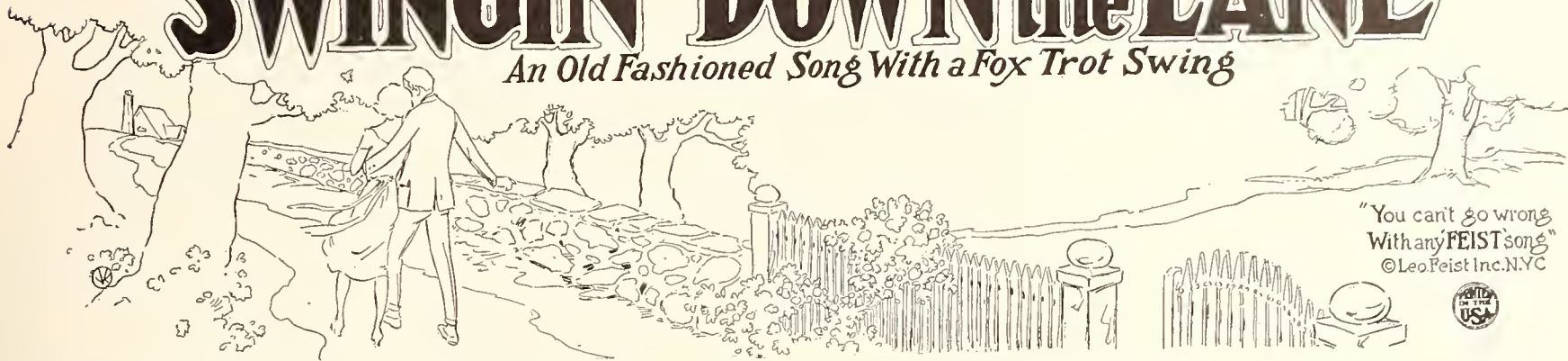
**Edison
Dealers
Enjoy
Every
Advantage**



Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing



"You can't go wrong
With any FEIST song"
© Leo Feist Inc. N.Y.C.



its display booth a fortnight ago. Among the entrants was the new Senator Magnus Johnson, farmer-senator from Minnesota. Mr. Hagen has left for Los Angeles to join his family, which has been in California for some time, leaving the store in charge of his sister, Miss Lillian Hagen.

Biggest Per Capita Business

Lucas Knese, of Roscoe, Minn., which boasts a population of 186, claims the championship for per capita sales in Victrolas. His sales ran more than \$5 per capita for 1922 and so far this year the figure has been doubled. It is said that hard work is his secret and that he does not consider he has done a day's work until he has traveled 100 miles in his car.

News Gleanings

Sewall D. Andrews, of Doerr, Andrews & Doerr, Sonora distributors, left September 29 for the East, accompanied by Mrs. Andrews and their daughter, Miss Mary Andrews. Miss Andrews will sail Wednesday from New York on the "Conte Rosso" for Naples, where she

will attend Miss Moxley's school. Mr. and Mrs. Andrews have closed their Summer home at Ferndale, Lake Minnetonka, and will remain in the East for some time.

Milton Swanson, who has been with the Beckwith Co. for some years, is representing the firm in central and northwest Minnesota.

John Lang, manager of the phonograph department at the Dayton Co., is the proud parent of a new eight-pound daughter. Congratulations!

Harold Ruben, of Davis & Ruben, has just completed a new home on a bluff overlooking Lake Harriet.

TAKES ON THE SONORA LINE

The Ober Furniture Co., at Chagrin Falls, O., has taken on the Sonora line of talking machines, and alterations to the store to permit the opening of a Sonora talking machine department have been started. Modern fixtures will be installed throughout.

C. H. DITSON BUYS BUILDING

The New York building which houses the music publishing firm of Charles H. Ditson & Co., 8-12 East Thirty-fourth street, has been purchased by that organization from the estate of William Waldorf Astor. The Ditson Co. occupies the ten-story building built in 1912, close to Fifth avenue, near the shopping center. Although the Ditson Co. held a long lease on the land, it deemed it more advantageous to control the ownership of both land and building.

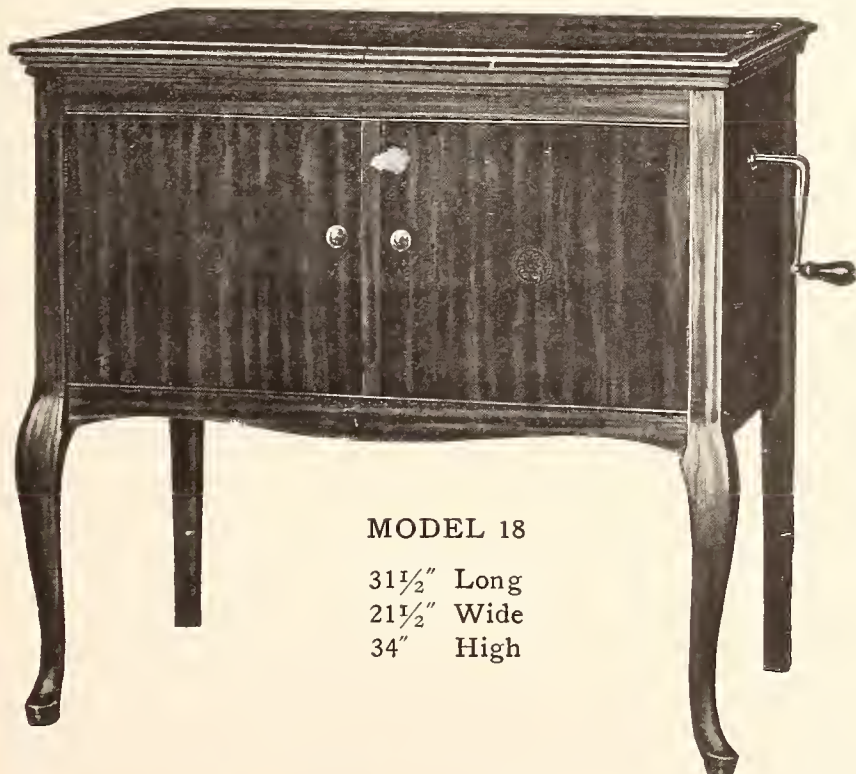
NEW STORE OPENS IN AKRON

AKRON, O., October 5.—A complete talking machine department will be a feature of the new music store of the Smith & Mitten Piano Co., which will open late this month at 78 East Mill street, in the new Masonic Temple Building. Ernest E. Smith and Carr E. Mitten, both long experienced in the music game, are interested in the new firm.

THE SEASON'S BEST BUY

Dealer's Price, \$45.00

CHARMAPHONE No. 18



MODEL 18

31½" Long
21½" Wide
34" High

This offer for the new Charmaphone has placed this high-grade product in hundreds of stores. Send for sample at once and get your share of sales.

Fine mahogany finish—excellent workmanship—double spring motor—fine nickeled parts—Charmaphone tone arm and sound box.

This is a fast seller—act at once.

Immediate Delivery.

CHARMAPHONE CO.

39 W. 32nd St., New York City

BALTIMORE

Dealers and Jobbers Hard at Work Making Sales—Growing Demand for Popular Models Bringing About Machine Shortage—The News

BALTIMORE, Md., October 8.—Business is good in the talking machine line here, and, according to the majority of dealers, has steadily increased. Dealers generally are looking forward to one of the best Fall and Winter seasons in several years. The only thing that now bothers practically all jobbing firms is the question of being able to supply the orders already booked for early delivery.

Another encouraging feature of the retail trade is the fact that the public is now turning to the higher-priced machines and in a great many cases is paying cash for them or on short terms of thirty, sixty or ninety days. The retail record business on all makes of records has been going forward by leaps and bounds and on some of the more popular pieces it is practically impossible to supply the demand.

W. F. Roberts, manager of F. F. Droop & Sons, Victor distributors, said his business is limited only by the number of machines he is able to get, as he has been oversold on practically all popular types for several months. "I have been making 'curbstone' deliveries of some models for so long that I hardly know what one looks like myself," he declared. "In our retail department I find a very noticeable increase in the sale of the higher-grade models and many of these are for cash."

Cohen & Hughes, Inc., Busy

Practically the same condition prevails with the firm of Cohen & Hughes, Inc., another local Victor jobber. I. Son Cohen, head of the firm, said he had not opened any accounts during the past month for the reason that he wanted to take care of his old customers and orders on the books now before going after new trade. He also reports shortage of 80's and 210's but feels that he will be able to catch up on deliveries before long. September business, Mr. Cohen said, was about the same as last year and that it did not run ahead considerably more was due entirely to the fact that the firm could not get enough machines to fill orders already booked.

"The new double-faced records are going big and it is about impossible to supply the demand on some of the more popular pieces," said Mr. Cohen. "Our business has just about doubled in the past month and orders keep coming in faster than we can fill them." Mr. Cohen has just returned from a trip to Canada by auto and reports one of the most enjoyable trips he has ever taken.

William Biel, son-in-law of Mr. Cohen and a member of the firm, is coming to take charge of the business here and in Washington as soon as he closes up his affairs in New York, where he is now located.

New Columbia Agencies

The Columbia Wholesalers, Inc., report very gratifying results in all parts of their territory on the new model Columbias. Dealers generally are very enthusiastic over the machine, according to L. L. Andrews, president of the company. The big Columbia advertising campaign has resulted in a stimulation of business in this city and vicinity.

The following new accounts were opened recently: W. E. Jacobs, Bedford, Va.; Banner Furniture Co., Charlotte, N. C.; Butler Furniture Co., Roseboro, N. C.; Weaver Music Co., this city; E. D. Hubert, Victoria, Va.; Cobb Furniture Co., Newton, N. C.; T. J. Truitt, Salisbury, Md.; Carver Furniture Co., South Hill, Va.; J. J. Bolling, Blackstone, Va.; W. B. F. White, Richlands, Va.; C. L. Totten, Saltville, Va.; Kenbridge Drug Co., Kenbridge, Va.; Imperial Music Co., Salem, Va., and Bertha Mineral Co., Austinville, N. C.

The record business, according to Mr. Andrews, is showing a marked increase since the

first of the month, especially on the Bessie Smith records, which have had the biggest sale in the Southern territory of any record ever put out by the company.

Recent visitors to the office of the Baltimore Columbia branch in the last several weeks include Mr. Thompson, of Thompson Bros., Anacosta, D. C.; James Cowan, of Colonial Piano Corp., Richmond; Sol. Friedberg, Grafonola Shop, Inc., Norfolk, Va.; Morris Baron, of Cumberland, Md.; H. W. Hall, of Emporia, Va.; W. F. Cheers, Sanford, N. C.; Mr. McDaniels, of Adkins & Co., Lynchburg, Va., and Tony Durso, Washington, D. C.

Columbia dealers in Baltimore territory celebrated the wonderful sales they have been getting on records for the colored trade by holding a big "Bessie Smith Week" during the second week of September.

New Kranz-Smith Manager

Edward Keefer, who has just been appointed manager of the talking machine department of the Kranz-Smith Piano Co. here and is only twenty-two years old, has been in the talking



Edward Keefer

machine business for four years, starting with Kranz-Smith as an outside salesman. He is a violinist of note and leader of a jazz orchestra, and he has the distinction of being the youngest manager of a music department in the city.

Brunswick Ad Drive Resultful

The local Brunswick branch is gradually catching up on deliveries, according to Manager C. F. Shaw, who hopes soon to be in a position to fill Fall orders more promptly. The advertising campaign which the Brunswick has been conducting in this territory is producing big results and dealers generally are placing larger orders than has been the rule in the past. New accounts opened during the past month included the Reynolds Music Co., of Clifton Forge, Va.; Martin Music Store, of Annapolis, Md., and the Sprinkle Piano Co., of Norfolk, Va., which firm has just opened its handsome new store at 440 Grandby street. The whole first floor of the establishment is devoted to the sale of talking machines with twenty-four booths and one of the largest window displays south of Washington. The opening was attended by H. A. Beach, of the Brunswick Co., and Manager Shaw, of the local branch.

Store Rack System of Sales

The Record Distributing Co., a recently incorporated firm, which is handling Pathé records and machines, reports big results from a store rack system of sales which it inaugurated a few months ago. Taking in small stores throughout the residential sections of the city which are supplied regularly each week by auto trucks, it has placed handsome racks holding twelve records in hundreds of places where

they are brought to the attention of customers when they make their daily purchases at the various stores. According to Frank Cozzens, president of the company, the firm started out with one truck and the business has increased to such an extent that it now operates four trucks daily on regular schedules throughout the city. The firm also reports very good results from a block carnival recently held for the benefit of a local hospital, at which it had a large Pathé machine playing records which were sold from a booth.

To Hold Columbia Dealers' Meeting

As soon as a complete line of Columbia machines has been received, which is expected to be about the latter part of this month, a dealers' sales meeting will be held in the Columbia salesrooms, at which G. W. Hopkins, general sales manager of the Columbia Co., will give a series of talks on salesmanship. Dealers from all parts of the territory, which includes Maryland, District of Columbia, Virginia and North Carolina, have signified their intention of attending.

William H. Swartz, secretary and treasurer of the company, has been confined to his home by illness.

Here and There in the Trade

Miss Agnes Hopper, billing clerk at the Brunswick agency, will be married on the twentieth to Charles Elwood Gross, of Belair. Miss Hopper, who is one of the most popular employes of the company, was the recipient of a linen shower when she tendered her resignation this week.

Josef Hoffman and Isa Kremer, Brunswick artists, appeared here this month and dealers took advantage of this to boost sales of their records on both occasions, featuring them in window displays with good results.

W. N. Kuhn is now the North Carolina representative for the Brunswick, with headquarters in Richmond, while D. W. Causey is representing the company in the Virginia territory.

T. Ralph Clark, sales manager of Cohen & Hughes, Inc., resigned on the first of the month.

Edward Keefer, manager of the talking machine department of the Kranz-Smith Piano Co., has augmented his sales force since the first of the month. With the assistance of Samuel Fink he has worked out a new sales plan which he believes will produce big results.

President Andrews, of the Columbia Wholesalers, Inc., is looking for big results from the extensive campaign of advertising that the Columbia Co. is going to start on the twenty-first of this month and continue until after the Christmas business season.

The Lexington Talking Machine Shop is making a drive on the single-faced Red Seal Victor records.

The Cheney Westminster and Salisbury models are being featured in the advertising in the daily papers of the Chickering, Kranz-Smith and Knabe warerooms.

THE PORTABLE AS A CHRISTMAS GIFT

The Plaza Music Co., New York, manufacturer of the Pal portable phonograph, has been sponsoring an aggressive sales and publicity campaign among its dealers, based on the idea that this phonograph is an appropriate Christmas gift. The response to the campaign has been far beyond expectations and the orders placed by the Pal dealers indicate that the company will receive practical co-operation from its representatives in making the campaign a signal success.

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City



“Being there” when wanted is another attribute of Cohen & Hughes service. It is not thrust unwillingly on the retailer, but is ready at all times when and as needed.

Cohen and Hughes, Inc.
Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[EDITOR'S NOTE.—This is the thirty-first of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

TALKING MACHINE AND THE TEACHER

The musical possibilities of the talking machine are commonly understood by almost any class of the community better than by the one class of men and women which is naturally expected to know most about them. Musicians, as a rule, are vastly ignorant concerning anything more than the veriest superficialities of the matter and, in consequence, both they themselves and the music industries fail to obtain advantages which await being grasped.

The failure of musicians generally to recognize the beauties of the talking machine and its power as a teacher and inspirer is largely due, of course, to the innate conservatism of the profession; a conservatism which itself is to be traced mainly to the narrowing effects of the current system of musical education. Musicians are trained to play the piano or the violin, the 'cello or the organ. Commonly they are trained to do little else. The body of professional musicians is, therefore, not unnaturally narrow and prone to scornful skepticism in its attitude towards all musical innovations, especially to any which can easily and safely be brought under the general, the sweeping and the inaccurate charge of being "mechanical."

Some musicians, fortunately, see further than this and many have admitted the talking machine to their studios. In so doing these followers of the tone-art have been guided by an intense desire to make their teaching a living thing and not merely a dry-as-dust drill in the technical complexities of fingering, pedaling and phrasing this or that piece of music. There are teachers, unfortunately, who insist upon each pupil learning a set method of playing every piece which he or she undertakes to master. There is, of course, no warrant for so absurd a proceeding, save in the hopelessly inartistic belief that the one perfect way of performing any art work can be set down in formulas which must not be subjected to any change or modification. Such teachers—and they are many—are responsible for the stagnant condition of musical art in most communities.

What the Talking Machine Offers Them

Now, the talking machine comes and offers something new and living to these threshers of dead straw, these grinders of old bones. Today the best voices, the best instrumental artists offer to the music student an almost unlim-

ited quantity of examples in every kind of musical interpretation. The best singers in the operatic field give us a variety of examples in the interpretation of almost every one of the better known arias and scenes. One can get half a dozen renditions of the "Lucia Sextette," of the "Celeste Aida," of the "Jewel Song" from "Faust," of the "Maiden's Wish," of Schubert's "Du Bist Die Ruh'," of Liszt's "Lorelei," of Gluck's "Che Faro." One can get rival readings of a dozen Chopin Nocturnes, Etudes, Preludes and Scherzi. One can get the glorious Andante of Goldmark's Concerto for the violin in A from two masters, and the Romance from the Tschaikowski violin concerto at the hands of three. Month by month additions are made to the lists of master interpretations available to the owner of a talking machine in every branch of musical performance. Already there are rival renderings of great orchestral works. I possess four orchestral interpretations of the great introduction to the third act of Wagner's "Valkyr," that which is generally known as the "Ride of the Valkyries." And any such list, by search of the catalogs, can be vastly increased.

Adding Weight to Authority

With all this wealth of interpretative material cannot a musician, and especially a teaching musician, gain immensely in the life and value he can give to his work by having at his disposal an instrument which permits him to illustrate his precepts by actual examples of the inspiration of men and women who have made world-wide reputations for themselves as expositors of the practical art of musical performance? In a word, if one desires to show a pupil the inner beauty, the deepest significance of a certain idea in music which that pupil is striving to render through the keyboard or the bow, how much easier is the task when to one's personal authority can be added the authority of Paderewski, of Hofmann, of Cortot, of Heifetz, of Kreisler, or of Casals!

Even more obvious is the strength of the idea when we are dealing with voice teaching. Allowing for every criticism which can safely be made on the score of defects in reproduction, no voice teacher has ever yet denied that, when it comes to style, phrasing, breath-control and attack, the talking machine and its records provide auxiliaries simply unsurpassable. They give the details of the vocal work of, perhaps, half a dozen great artists who have preserved their personal interpretation of a passage, of a scene, or of a song, in as many individual records. They thus provide what otherwise could not possibly be provided: a living example always at the disposal of the student and ever ready to point the way to attainment.

The use of talking machines and their records by teachers of vocal or instrumental music should not, however, be conducted in any unsystematic manner, if the utmost good is to be had from them. The teacher must study this material as carefully as he studies any other teaching aid, as carefully as he studies a score for fingering and phrasing marks. Records abound, but they have not been prepared, in the majority of cases, specially to be used by musicians for teaching. Consequently, they will usually have to be carefully studied, printed music in hand, in order that any cuts may be noted and especially that the music reproduced on them may be collated with the printed text and the interpretation thus made valuable.

Making the Material Practical

From a practical standpoint it will probably be necessary to study every record in this manner and so relate it to a printed text as to make the interpretation it represents practically as well as aesthetically valuable. For instance, if one wishes to compare a recorded interpretation of a piano piece with the pupil's own attempts at the keyboard the very first thing to be done will be to adjust the speed of revolution of the talking machine until the pitch of record and of studio piano is identical. Once such an adjustment has been made the speed should be noted on the label of the record. It will also usually be necessary, and always advisable, to note such facts as (a) speed of revolution needed, (b) relation of record to printed text, with notes of where record begins and ends, what cuts if any are made, etc., and (c) special places where interpretation requires explaining or points a lesson in artistic handling of musical material. A book of such notes might, in fact, be kept, with the proper entries made against each title of record.

Then it becomes possible to use the talking machine as a constant companion to the teacher, drawing upon its unrivaled store of musical material for illustrations and examples. Music teaching is likely to be dreary to many, but the talking machine offers a relief, if it be rightly used, of fascination and power.

If the makers of records felt that musicians appreciated the talking machine they would be only too willing to listen to requests for special material of the kind described and to do their best to supply it. Until, however, such a request is made—and more than once—it is too much to expect that they shall take the first step themselves.

Retail merchants, too, who are looking out for fields to conquer may see in these paragraphs the indications of a way to the hearts of the musicians in their communities.

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

Leaders *in the* Orsenigo Line



WREST GOTHIC



BERESFORD



BUCKINGHAM

DONATELLO
DESK



CHINESE
CHIPPENDALE



BELMONT



LORETO

JUNIOR OPERETTAS IN THE SCHOOLS

Records Made by Vulcan Record Corp. Endorsed by School Authorities—Robert Foresman Joins the Vulcan Organization

The Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, has been attaining excellent results in the introduction of these records to the various educational authorities throughout the country. Robert Foresman, a well-known educational authority, has joined the forces of the Vulcan Record Corp., and in conjunction with F. E. Hedinger, secretary and treasurer of the company, has been responsible for the endorsement of the records by many well-known educators.

The "Little Red Riding Hood" records in the Junior Operetta Series have been carefully tested by the different departments of education in the leading cities and the letters of endorsement received by the company have been highly gratifying. An interesting letter received recently from Edwin N. C. Barnes, director of music for the public schools of the District of Columbia, Washington, D. C., read as follows: "I have listened to the new operetta, 'Little Red Riding Hood,' with absorbing interest and a great deal of satisfaction. I believe that your new Junior series of operettas is destined to fill an important place in the musical development of the children of the land. I am delighted with your initial number. The members of my department are all equally pleased with it. Of course, the home is the real place for the operettas as they come along, but I see a place for them also in the schools, and I shall be very glad to recommend the purchase of 'Little Red Riding Hood' for the schools of the city by our department. I shall watch the development and growth of this new movement in amusement and music education with great interest. You can count on my cooperation and assistance at all times. Very truly yours (Signed) Edwin N. C. Barnes."

From New Rochelle, N. Y., an interesting communication was received from Albert Leonard, superintendent of schools, who referred to the Junior Operetta series as follows: "I am delighted with the idea on which 'Little Red Riding Hood,' a Junior operetta, is based. In these days of endless so-called pedagogical devices it is refreshing to find one certain to be so useful to the school and home as this appeal to the literary sense of the child through music. This will be particularly useful in the literature work in the elementary grades. I am so confident that this will prove helpful in our schools that a set will be placed in each school in this city. It is my opinion that the authors and publishers of this plan to foster in our school children a love of folk-lore and story through music are to be congratulated on the service they are rendering. (Signed) Albert Leonard, superintendent of schools."

The National Council of Women, Inc., which is affiliated with the International Council of Women, and which is recognized as one of the most important and influential women's organizations in the world, is keenly interested in the "Little Red Riding Hood" records. Mrs. Ola B. Campbell, chairman of the department of music of this organization, after hearing the records, wrote as follows: "I have just listened to the records of 'Little Red Riding Hood.' The operetta is a revelation. The adaptation of the story is equal to any of our dramatists, while the music has a remarkable charm. The whole thing is a creation of highest standard. I congratulate you on the co-operation you have received in the manufacture and make-up of the records. Too often the commercial interests come in and break down the finest conception. You have surely been fortunate in this respect. When the operetta is completely finished I will be glad to have you send me a set for the office where I can bring it to the attention of the various women's organizations throughout the country that make my office a sort of national headquarters. I thank you for

bringing this beautiful work to my attention. The country is ready for it and I am positive the venture will meet with the commercial success its artistic qualities merit. Yours sincerely, (Signed), Ola B. Campbell, Chairman Music Dept., National Council of Women."

"AD" SECURES SPEEDY RESULTS

Gourlie Music Co. Sells Columbia Phonograph Five Minutes After Ad Appears

The general sales department of the Columbia Graphophone Co. received an interesting communication recently from the Gourlie Music Co., of Tampa, Fla., referring to the consummation of a remarkably quick sale. Within five minutes after an eighty-inch advertisement had appeared in the Tampa Times a lady came into the store and purchased a Columbia Grafonola No. 2, referring directly to the advertisement. The following day the company sold twenty-nine Columbia phonographs as a result of the advertising and the response to the campaign was so great that further insertions of the copy were found inadvisable.

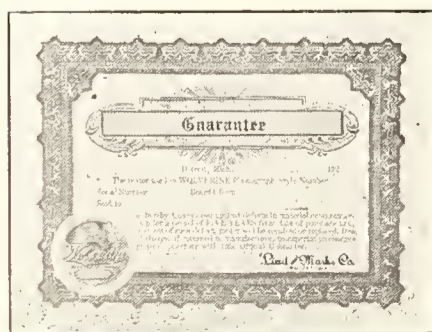
OKEH RECORD HAS NEWSY CONTENTS

The October issue of The Okeh Record, the house organ issued by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, contains a number of interesting items that can be used to advantage by the company's dealers. The first page of the house organ features the complete recordings of the overtures to "Der Freischütz" and "Oberon," now issued in a special album in the Odeon library. The Markels Orchestra, an exclusive Okeh organization, is presented to the dealers through the medium of a good-sized photograph, and photographs are also shown of Kiraly Erno, Hungarian tenor, and Thomas La Rue, a negro singer, who has made records in the Hebrew, Polish and Russian languages.

THERE is another of the nine 1924 WOLVERINE PHONOGRAPH models that are showing the trade what can be done when a manufacturer really sets out to give value received.

A Portable machine listing at \$35.00, upright conventional models listing at \$100.00 and \$150.00, and period console models listing at from \$100.00 to \$215.00, the Wolverine Line furnishes a range of price and design to fill any demand.

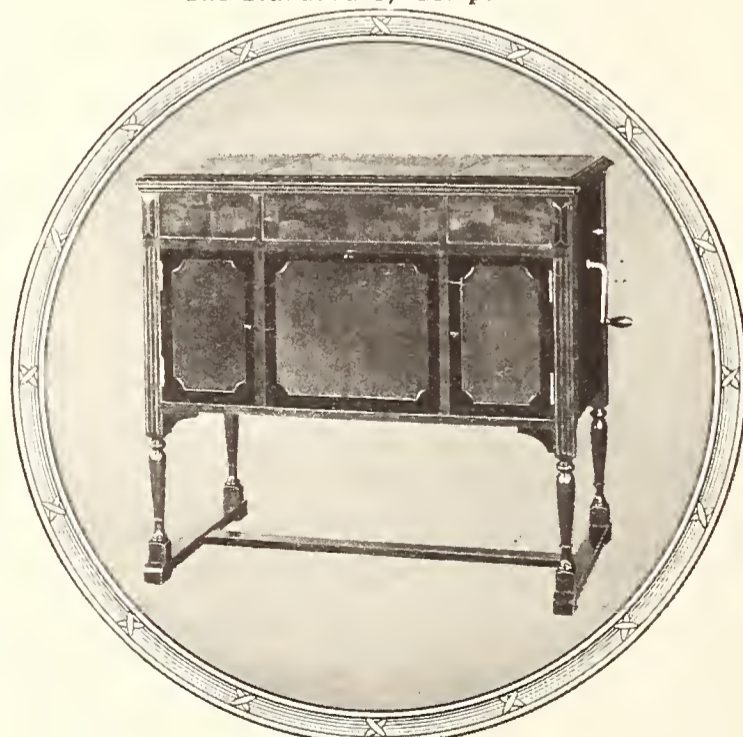
ALL Wolverine Phonographs are covered by a manufacturer's Guarantee that enables the dealer to sell Wolverines with the utmost confidence. Customers appreciate the protection of the manufacturers of the goods they buy.



The New 1924

Wolverine
PHONOGRAPH

"The Standard of Comparison"



Style No. 800

\$175.00

Tudor Period Console

Dimensions—Height, 35 inches. Length, 38 inches. Depth, 22 inches.

Motor—Guaranteed for five years.

Equipment—Universal Tone-Arm (plays all records), Automatic Stop, Scientific Tone Modifier. All exposed metal parts heavily gold-plated. Full set of record albums; drawer for accessories. Plush-covered Turntable.

EVERY instrument in the Wolverine Line is built to the same standard. We have only one manufacturing standard. Materials and workmanship must be the best that money can buy. All equipment must be of a quality that we can stand behind without fear or qualification. Final list prices must be low enough to place and keep the Wolverine Phonographs in a class by themselves.

WHO SHALL IT BE? For the first time since we started manufacturing the Wolverine Line three years ago, our production has caught up with and passed the local demand for our product. This permits us, for the first time, to cover a wider range of territory and open some very desirable territories to dealers. Somebody will sell Wolverine Phonographs to your trade—WHO SHALL IT BE?

For catalogue and particulars write

LIND & MARKS COMPANY

Manufacturers

Congress and Bates Sts., Detroit, Mich.

Wholesale Distributors Aeolian Vocalions and Vocalion Red Records

A. H. Curry Signally Honored by Associates

Testimonial Dinner Given to Retiring Vice-president of Thomas A. Edison, Inc., by His Friends in the Edison Organization—Presented With Loving Cup—Will Devote Time to Texas Business

As reported more extensively in the September issue of The Talking Machine World, a very sumptuous testimonial dinner was given on Thursday evening, August 20, to A. H. Curry by his friends in the Edison organization, who

large private dining room of the Washington Restaurant, Newark, N. J.

At the conclusion of the dinner all those at the speakers' table and several others made short speeches, in which much warranted em-

son, in view of his having been out of town the night of the dinner.

Dan Haggerty, secretary to Charles Edison,



A. H. Curry and Edison Executives at Testimonial Banquet

have been associated with him during the two-year term he has served as vice-president in charge of the phonograph division of Thomas A. Edison, Inc. The dinner was held in the

phasis was placed upon the superior qualities of Mr. Curry as a man, as a friend and as a business executive. A telegram of similar purport was read, which was sent by Charles Edi-

Loving Cup Presented to Mr. Curry acted as toastmaster. When the speeches had been ended a formal presentation was made to Mr. Curry of a loving cup in token of the love and friendship and good wishes which his associates wish him to take with him to Texas, on the occasion of his retirement from an official capacity in the Edison Co. and a resumption of his duties as head and owner of the Edison jobbing institution located in Dallas, well and favorably known as the Texas-Oklahoma Phonograph Co.



ADVERTISING HELPS SPECHT'S CASE

Orchestra Director Wins Lawsuit by Showing Buescher Publicity—Window Cards and Hangers Used as Evidence in the Case

Paul Specht, well-known orchestra director and exclusive Columbia artist, recently filed a damage suit against the Recreation Amusement Center Corp. of Baltimore, Md., during the course of which his attorney was obliged to prove to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and His Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that he had fulfilled his obligations in every possible way.

PLANS TWO NEW DAVEGA STORES

The S. B. Davega Co., prominent New York chain store concern, in line with its policy of expansion, is planning to open two additional establishments, one at 102 West Thirty-second street, and the other at 10 Wall street. The first store will be located in one of the busiest shopping centers in the city and the second will be in the heart of New York's financial district. The Victor line of talking machines and records will be handled here, as in all of the Davega stores.

UNIQUE ODEON RECORDING

Dajos Bela, the famous European gypsy conductor, has made a complete recording of the "Light Cavalry Overture," which is featured in the November Odeon record list, issued by the General Phonograph Corp. Practically all of the recordings of this famous overture that have heretofore been presented have been made by bands, but the Odeon record is presented by a symphony orchestra featuring the complete overture, including the Hungarian motif, which has seldom been recorded.

BRUNSWICK EXHIBIT AT FAIR

RIVERHEAD, N. Y., October 8.—Charles McCabe, well-known Brunswick dealer here, staged an attractive exhibit at the Suffolk County Fair, which was one of the centers of interest. Mrs. Florence Haenle, of the record promotion department of the Brunswick-Balke-Collender Co., assisted at the booth.

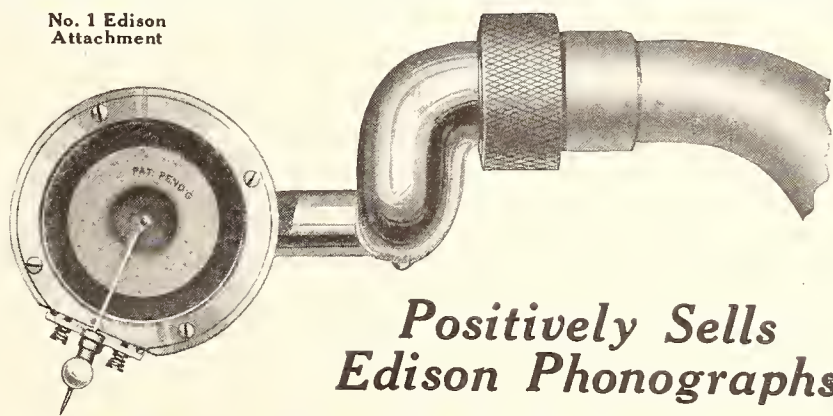
ROSE BUYS ROCKFORD CO. STOCK

The M. J. Rose Co., operating furniture stores in Canton and Akron, O., has purchased the entire stock of the Rockford Phono. Co., Rockford, Ill., including several hundred machines.

The Morris Music Shop, 659 Lenox avenue, New York City, has added the Brunswick line.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

No. 1 Edison Attachment



Positively Sells Edison Phonographs

CLARAVOX

Correctly Plays Lateral Cut Records on Edison Phonographs

Edison dealers everywhere recognize this attachment as best ever. Claravox Diaphragm gives results never before heard on lateral-cut records.

One Edison dealer in a small city averaged a phonograph sale a week, during August and September, directly credited to demonstration of this No. 1 Edison attachment. Every dealer customer repeats.

Usual discounts to dealers. Retail price complete, nickel-plated, \$7.50.

STANDARD DIAMOND POINT

Original Claravox Reproducer. Employs a genuine flawless diamond and CLARAVOX stylus and diaphragm.

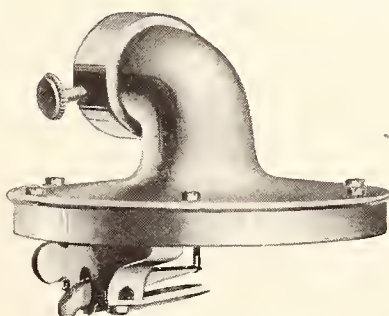
Usual discounts to dealers. Retail price, nickel-plated, \$12.50.

SPECIAL JEWEL POINT

Special jewel which nearest approaches permanency of diamond. New CLARAVOX diaphragm and stylus.

Usual discounts to dealers. Retail price, nickel-plated, \$7.50.

A post card will bring any of these products on ten days' trial.



Correctly Plays Edison Records on Talking Machines

THE CLARAVOX COMPANY, Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPHS SOUND REAL

Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

Our guarantee adds to the value but not to the cost.

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

ALBANY

Edison Dealers Hold Annual Convention — Tie-up With Artist — Other News and Trade Activities

ALBANY, N. Y., October 8.—The annual convention of the Edison dealers of the American Phonograph Co., serving this section of the State, Massachusetts and Vermont, met at the Ten Eyck Hotel Wednesday, October 3, with about sixty dealers in attendance. N. D. Griffin, of the American Phonograph Co., directed the meeting and conducted the question box of merchandising ideas, which were informally discussed, as well as sales plans for the promotion of business. The latest models of talking machines were shown, concerning which the dealers were enthusiastic as to the sales prospects. Since the last convention more radical changes have been made in the models than ever before, thereby increasing the demand for

the latest styles as well as introducing the problem to the dealers of handling used machines taken in trade. The spirit of optimism prevailed among all the dealers without exception as to the outlook for Fall business and this was backed up by the heavy orders placed for records. F. C. Beatty, Lawrence L. Scholl and R. R. Karch were the representatives present from Thos. A. Edison, Inc., Orange, N. J. A luncheon was served at noon and in the evening the dealers and their wives were the guests of Mr. Griffin at a banquet. Set speeches were tabooed and the singers present were heard in solos as well as an improvised quartet. The health of Thomas A. Edison was drunk with a cheer.

Pommer & Sons have established a sub-agency at 306 Central avenue, in charge of George Kluck, who will handle the Brunswick machines and records exclusively. This is in the up-town section of the city, where there is little competition in the sale of talking machines and records.

The appearance of John McCormack in con-

cert and the delightful Schubert musical scores in "Blossom Time" at the opening of the new Capitol Theatre led to a general window display of the McCormack and Schubert records by most of the Albany dealers. The Baker Music House, Inc., had a window display advertising the new popular song, "Cut Yourself a Piece of Cake," with a real cake, a piece of which was presented to each purchaser of a record of the song. General Manager Kellogg says many records were sold and he is planning unique window displays each week.

The first of the Vocalion Red records, "Zampa Overture," made by the Metropolitan Opera Orchestra, conducted by Gennaro Papi, has arrived among the dealers and is having large sales, owing to extensive advertising.

Among the new corporations recently chartered at the Secretary of State's office during the month was the Advance Metalized Records Co., Inc., to manufacture phonograph records in the Borough of Manhattan, with a capital stock of \$50,000. Directors are: Robert Quait, Jr., 210 Fifth avenue; John E. Leddy and Elizabeth Hagan, 120 Broadway, New York.

Leader's Music Store, Inc., to deal in musical instruments at Liberty, N. Y., with a capital stock of \$20,000. Directors are: Harry Kaufman, Helen Cohen, Joseph Steinbrink.

W. M. Whitney & Co., department store, featured a special three-day sale of Sonora, Columbia, Victor, Edison and Pooley machines.

O. W. RAY VISITING DISTRIBUTORS

Discussing Plans for Coming Vocalion Red Record Campaigns With Wholesalers

O. W. Ray, manager of the Vocalion Red record department of the Aeolian Co., returned recently from a short trip to Boston, where he conferred with A. C. Erisman, the local distributor, regarding plans for Fall and particularly as to arrangements for increasing shipments of Vocalion records to New England territory, which have been perfected by the Aeolian Co. Mr. Ray will leave shortly for Chicago to confer with the officials of the Vocalion Co. of Chicago regarding sales plans for Winter.

NEW VOCALION RECORD CATALOG

A complete new Vocalion Red record catalog, including all previous single-faced listings, together with the new double-faced listings of Vocalion records, is now in the hands of the printers and is expected to be ready for distribution in about a month. The volume will be a most comprehensive one, of over 100 pages.

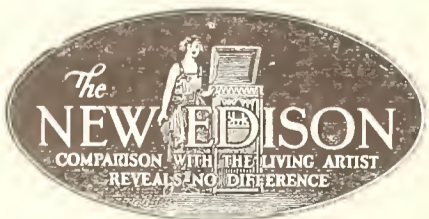
EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

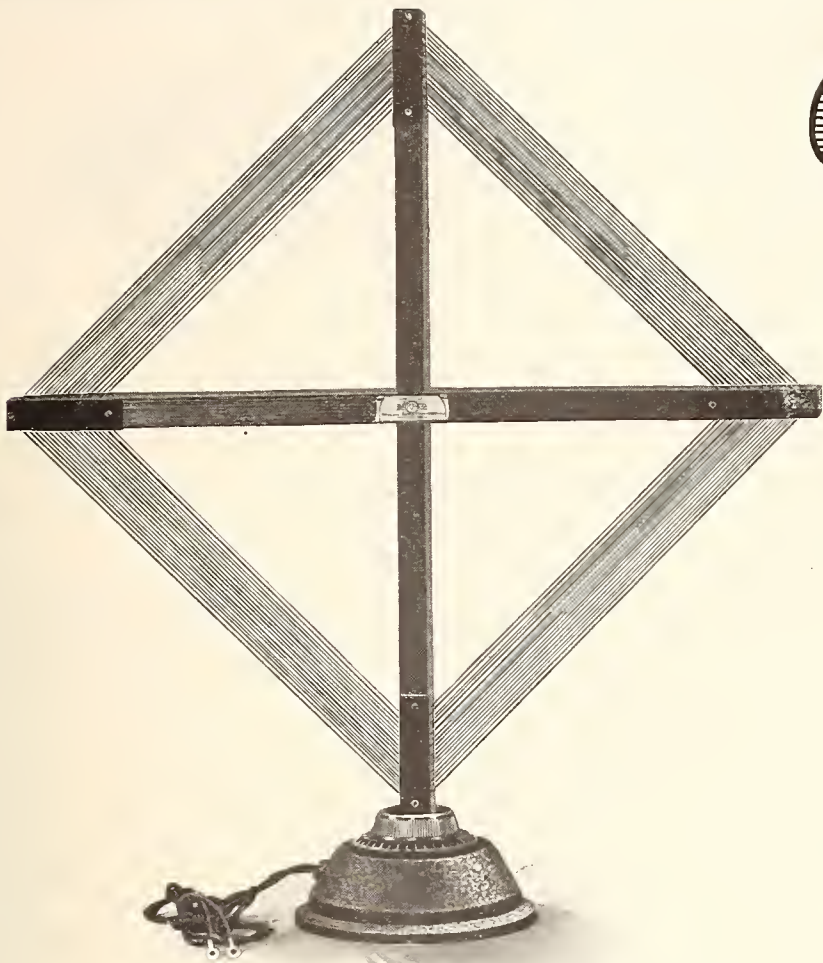
Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.



Frame, antique mahogany. Wire, our own specification (green, silk-covered). Stand, lustrous black, crystal finish. Equipped with standard plug-connection and dial, stand, jack and leads.

Price..... \$10

distance!

New GERACO LOOP AERIAL Solves the Antenna Problem

The new GERACO LOOP AERIAL has perfect "aim" and extraordinary "reach." It brings into the home broadcasts from distant cities easily and quickly.

Users of radio-frequency sets report receiving distances up to 2,000 miles with the GERACO LOOP. Also loud-speaker reception of as many as fourteen stations in one evening. Works with ordinary regenerative sets for local programs and with crystal sets if close to broadcasting station.

Its range includes all present-day broadcasting wave-lengths. Takes the place of the usual antenna and ground connection. Neat and compact, measuring only 20 inches over all.

The GERACO LOOP is the only indoor aerial with a dial. This makes direction-recording easy. Local stations are tuned out readily when D-X stations are wanted.

Send today for full information and trade prices!



Base, antique mahogany. Cover, lustrous black, crystal finish. Serves as a perfect sub-base for the MUSIC MASTER Reproducer.

Price..... \$50

volume!

And here is another recent radio improvement—the MUSIC MASTER POWER UNIT, one of the most highly developed items in radio.

It has three uses: 1—as a one-stage amplifier in connection with any detector; 2—as a two-stage amplifier with any detector or with a receiving set that already has one stage of amplification; 3—with the ordinary two-stage amplifier, thus greatly increasing signal strength. One or two of its steps may be used as desired.

Contains "A" Batteries. Requires two UV 199 Raditrons, but price does not include tubes. No field-current required; operates on "B" batteries used with set.

Write at once for further description and prices to the trade.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

Makers and Distributors of High-grade Radio Apparatus

CHICAGO

PHILADELPHIA

PITTSBURGH

S. W. Cor. 10th and Cherry Sts.

Music Master POWER UNIT

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



S A I N T L O U I S

Early Holiday Gift-buyers Selecting Instruments—Concerts by Record Artists Help Trade—Dealers and Jobbers Busy—The News

St. Louis, Mo., October 8.—With the air in and about St. Louis early in October filled with a mixture of jazz records, vocal records and airplane speed records, there seems to be growing a record call also for a "console for Christmas." Early holiday planners are already visiting the talking machine shops in this district trying to select the "best to be found" model of talking machine to present to "the folks" or some other recipient-to-be of the "big present." And the console models are much in demand at this time.

The first talking machine artist concert of the season was on October 4, when the Eight Famous Victor Artists—Henry Burr, Rudy Wiedoeft, Frank Croxton, Billy Murray, Albert Campbell, John Meyer, Frank Banta and Monroe Silver—appeared at the Odeon. Victor dealers made capital of the event.

This seems to be the season for the local appearance of artists. Ben Bernie and His Orchestra, Vocalion artists, recently appeared in a local theatre. Paul Whiteman's Collegians, Victor artists, are playing at the Hotel Chase

and others are scheduled to make their appearance here during the present season.

The Silverstone Music Co., Edison distributor, with headquarters in this city, is rushed to meet the growing demands of dealers. Edison dealers are unanimous in their expressions of good business and expectations of a busy holiday trade, according to Manager Gold. The more expensive Edison models are the leaders at the present time.

The Artophone Corp., jobber of Okeh and Odeon records, is enjoying its busiest season of the year. H. S. Schiele, vice-president, has just returned from a ten days' trip through the Arkansas and Louisiana territory.

The St. Louis Symphony Orchestra announces the signing of a contract with the Victor Co. to make records.

Miss Marie Auberger has returned to her work in the Victrola department of Scruggs-Vandervoort-Barney after a very pleasant vacation spent in Colorado.

The Todd Jewelry Co. is doing some splendid advertising with the help of its multigraph. A

recent card sent to the mailing list and used as handbills announces a popular record in this manner:

"Yes! We Have No Bananas"

but

"Tell Me, Gypsy" is "Stella"

"That Red Head Gal" "Swingin' Down the Lane"

"Beside the Babbling Brook" to get a "Kiss in the Dark" from "Aggravatin' Papa" or from

"Barney Google" "After Every Party"?

Signed "I Love Me."

In Rolla, Mo., each year a fair is held in August. The James A. Spilman Hardware Co., which has a Victrola department in the very efficient charge of Miss Lillian M. Allen, had a large booth this year in which some 12,000 people gathered.

The Artophone Corp., located temporarily at 1213 Pine street, will return to its old quarters at 1103 Olive street as soon as repairs are completed at the old store. The removal was necessitated by a fire. It is expected the remodeling of the Olive street store will be completed this month, adding greatly to the service facilities of the Artophone Corp.

Miss Wallie Griesedieck, formerly with the Kieselhorst Piano Co., is a new member of A. W. Hosier's Victrola selling staff, of Scruggs-Vandervoort-Barney.

Miss Ruth Graham, for several years in charge of the record department of the Adams Music Co., Victor dealer, Canton, Ill., lost her life in an automobile accident recently. At a dangerous turn in the road the car in which Miss Graham was riding overturned, pinning her beneath.

A. Crossen, Victor dealer, of Mounds, Ill., is cashing in on educational work in the schools. Recently he loaned an instrument and records to the Music Institute held in Mounds for use in the music appreciation classes held under the direction of Miss Golda Airy, of the Koerber-Brenner Co., and he also offered to loan a machine and records to any teacher who desired to conduct similar classes.

During two days of the week Miss Airy was asked to appear before the Alexander County teachers in their institute at Cairo, Ill.

At the close of the institute at Mound City the committee on resolutions incorporated the following in their list of resolutions adopted by the Association: "Whereas, practically all of the progressive schools use the Victrola for different purposes, we urge the teachers to purchase a Victrola, if possible, and use it in the many ways we have seen it used in this institute."

Mark Silverstone, of the Silverstone Music Co., left on September 29 for a ten-day visit to the Edison Laboratories, Orange, N. J.

Mr. Perkins, of the Keach Furniture Co., Hopkinsville, Ky., arrived in St. Louis October 3 for a one week's schooling in the sale of Edison phonographs and records.

THE Artophone CORPORATION

Complete stock of all

OKEH and ODEON Records

The OKEH policy of "Hit numbers when they are Hits" is a tremendous advantage to the dealer. There are still some very valuable OKEH agencies open. WRITE FOR FULL PARTICULARS.

THE Artophone CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

A Lovely Adaptation from the Work of Sheraton and Shearer

Top measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

A Beautiful Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION, Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 86 Third Street, San Francisco, Cal.

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon



Give the Public the Best Value

That's the secret of the most successful dealers! Give them Gilt Edge, the needle that plays ten records—gives ten times the satisfaction and ten times the value of the ordinary kind!

From the first record to the tenth, each Gilt Edge Needle will bring out every tonal beauty originally put into the record—a feature that creates many more satisfied customers.

100% PROFIT BRINGERS

Besides being a quality product that once introduced, becomes a steady repeater—Gilt Edge allows you a liberal profit. Our assortment (four tones) of 100 packages sells for 10c each—\$10.00 total—Costs you \$5.00—and we furnish the most attractive Counter Display Stand—solid metal—that catches attention and doubles your needle business! A trial is more convincing than anything we could say!

Reflexo

The blue steel Needle that plays every tone, loud, soft or medium, is a scientific achievement that wins all phonograph fans! Stand of 100 packages sells for 15 cents each—\$15.00 total. Costs you \$7.50.

WRITE FOR SAMPLES
ASK YOUR JOBBER

REFLEXO PRODUCTS CO., Inc.

Selling Agents for
W. H. Bagshaw Company
347 Fifth Avenue, New York



FINE "TREASURE CHEST" WINDOW

Many Sales of Records and Several Machines Result From Special Display Staged by M. Rappaport, Gotham Victor Dealer

M. Rappaport's Music Shop, 880 Westchester avenue, New York, has been featuring the "Treasure Chest," twelve selected Victor records of the music of the world packed in special containers originated by C. Bruno & Son, Inc., New York Victor jobber, in a big way through the medium of a special window display and the distribution of prizes to customers. The window display is probably one of the most effective, from the standpoint of sales of both the "Treasure Chest" and other records, and even talking machines, that have ever been staged in this section of New York. The floor of the entire window was covered with white sand. In the center was a "treasure chest" filled with coins and scattered about were the colorful containers of the records. During the evening "Captain Kidd," a man dressed as an old-time buccaneer, stood in the window and the curious of the entire neighborhood gathered outside to gaze at the display. They crowded the sidewalk and street in front of the store and many came in to secure further information, a number going out with "Treasure Chests" under their arms, as well as various other records which they remained to purchase. During the first evening several talking machines were sold. Such is the power of a desirable product, plus a good window display!

During the first evening a number of prominent members of the trade visited the store, including W. J. Haussler, general manager of C. Bruno & Son; Miss H. Marjorie Brown, E. G. Evans and Phillip Silverman, of the same concern; B. F. Bibighaus, of the New York sales organization of the Victor Co., and Mr. and Mrs. N. Shilkret. Mr. Shilkret is in charge of the Victor foreign record department, with headquarters in New York.

SPECIAL COLUMBIA PUBLICITY

Complete Advertising Campaign Features Records by Race Artists—Bessie Smith and Clara Smith Among Headliners of the Company

Special material, including monthly supplements, hearing-room hangers, special fliers and a complete campaign of advertising material, is now being issued by the Columbia Graphophone Co. in connection with its "blues" recordings made by negro artists. For more than two years the sales volume of this class of records has increased rapidly and among the Columbia headline artists to-day are Bessie Smith and Clara Smith. Records by these artists are meeting with popular reception everywhere, especially in the South, where it is not surprising to hear of dealers ordering as many as 2,000 of a selection within a period of a week or two.

In preparing these special monthly supplements and hangers to feature the records made by its various race artists the Columbia Graphophone Co. recognized the remarkable strides in popularity attained by this type of record during the past few years. The Columbia library includes records by many well-known negro artists, and their distinctive rendition of the leading "blues" selections have won enthusiastic praise from Columbia dealers.

COLUMBIA ARTIST IN STORE CONCERT

VICKSBURG, MISS., October 6.—The Delta Furniture Co., of this city, sponsored recently an interesting concert by "Lasses" White, Columbia artist, who with his company arrived in this city for a two days' engagement. Manager Franklin, of the Delta Furniture Co., invited the public to visit his store during Mr. White's appearance in Vicksburg and, following the rendition of several of his hits on a Columbia phonograph, Mr. White sang "Sweet Mama" and his own composition, "Broken Blossoms," which has not yet been recorded.

The Ellis Reproducer Stands Supreme



The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adaptable to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by

Arthur Brand & Co.
1602 Race St. Cincinnati, O.

Distributors of Talking Machine
Repair Parts and Supplies

FEATURING THREE MODELS

Mayer Bros. & Bramley Concentrating on Three Period Designs—Walnut Finish Proving Popular—Many Dealers Adding Fischer Line

Mayer Bros. & Bramley, Inc., New York, manufacturer of the Fischer phonograph, is concentrating all of its activities upon three models, designated as the "Peter Pan," a compact design for metropolitan homes where floor space is limited; the "Rosemary," a phonograph in the popular two-tone wood effects, and the "Isabelle," a high-grade instrument of exceptionally artistic design. The company states that walnut finishes are gaining rapidly in favor and in many sections of the country are running mahogany a close race for first honors.

The early part of this year Mayer Bros. & Bramley adapted a policy whereby its factory and sales facilities were concentrated on the three period models mentioned above and this policy is working out very satisfactorily. New dealers are being established in all of the important trade centers and, in addition to closing a splendid Fall business, the company states that the outlook for the new year is very gratifying.

CLEVER CARD BOOSTS RECORD SALES

PEORIA, ILL., October 8.—The P. A. Bergner Co., this city, has issued an interesting card advertising Victor records. A list of two dozen records is given on a card of shopping list size and each record number is followed by some mysterious letters, such as V.V.G.—W. A key at the bottom of the card explains this to mean "very-very good waltz." It certainly holds the attention long enough to register the idea.

John Chas. Thomas, the popular concert and operatic star and Vocalion record artist, arrived from England on October 3, after filling an engagement at Albert Hall, in order to appear in recital at Aeolian Hall, New York, on October 14.

Federal RADIO

helps the Phonograph Dealer

THE beauty, finish and workmanship of Federal radio sets place them on a par with the finest phonographs made. And just as piano dealers, years ago, learned that the sale of phonographs stimulated their business—phonograph dealers today have learned that the sale of Federal radio sets helps their business to an even greater degree.

Phonograph dealers also know that the day of experiments in selling radio apparatus has ceased; that they may now buy with assurance, and safely take on the Federal line.

Today the Federal Telephone and Telegraph Company has an offer of great interest to dealers who can qualify. It is suggested that dealers who are interested write to the Federal Telephone & Telegraph Company at Buffalo, New York.

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England

SALT LAKE CITY

Trade in Healthy State—Dealers Reorganize to Increase Efficiency During Holiday Rush—General Prosperity—Month's News

SALT LAKE CITY, UTAH, October 6.—The talking machine business here seems to be in a very healthy condition. Most of the leading musical organizations of the city have been reorganized for their Winter activities and this has created a demand for records and machines, too. But good as business is, it is only good to those merchants who go after it. Most of the local houses have staffs highly trained in both salesmanship and musical directions. These are the firms that are getting the business.

As regards the industrial situation, there seems to be nothing one could say that is not of a highly optimistic nature. Even wheat, which is not an altogether vital crop in this State, but the low price of which many thought would affect the purchasing power of the farmer to an appreciable extent, is bringing more money than it did some weeks ago and wheat is about the only agricultural crop here that did not turn out entirely satisfactory. Mining, manufacturing and building are in good shape, furnishing employment for all who care to work, while the tourist business this season has been the biggest in the history of the State.

Miss Beth Erickson, representative of the John Elliot Clark Co.'s educational department, is very active these days. She recently returned from Medicine Bow, Wyo., where she went to talk to the delegates to an educational convention and demonstrate the possibilities of the Victor machine. Miss Erickson is in great demand at these conventions.

Walter Robinson, of Robinson Bros. Co., with stores in Salt Lake City and Provo, will hereafter run the Provo establishment on his own account. Victor talking machines and pianos are handled.

The Bates Stores Co. is to have a fine new display room for its "period" models in connection with its Provo store. It handles Brunswicks and Edisons. P. S. Heilbut, secretary-treasurer, and manager of the phonograph department, was formerly with the O'Loughlin people, of Salt Lake City, Brunswick dealers.

W. P. Berry, assistant manager and head of the phonograph department of the Glen Bros.-Roberts Piano Co., has just returned from a duck-shooting expedition. He was accompanied by A. L. Card, of the firm.

The O'Loughlin store on Main street, until about a year ago an exclusive phonograph

establishment carrying the Brunswick line, but later adding musical merchandise and pianos, has done considerable remodeling of late. There is an entirely new floor—a very small affair—and a neat, attractive mezzanine floor for offices and display purposes. The phonograph booths on the ground floor have new French windows and the entire establishment has been redecorated and improved.

The Clayton Jewelry Co., of Sugar House, is adding a piano and talking machine stock.

The Dixon-Taylor-Russell Co., of Provo, has moved its phonograph department from the front to the back of the store, where it occupies more space. It recently added the Sonora line. Miss Jessie Russell, a cousin of S. W. Russell, of the firm, has been placed in charge of the department.

R. F. Perry, of the phonograph division of the Brunswick Co., has returned from a trip into the Idaho territory and reports business as most satisfactory.

The local Brunswick office announces the appointment of two new Brunswick dealers in Idaho, the F. M. Williams Co., of Montpelier, and the Frank Popma Music Co., of Boise.

The Jenkins Furniture Co., Brunswick dealer, Boise, Idaho, which operates the radio broadcasting station KFBJ, has arranged for weekly concerts, featuring radio programs of Lyman's Ambassador Orchestra with new Brunswick record releases.

Edward Thoreson, of the Palace Drug Store, Brunswick dealer, Blackfoot, Idaho, was a recent visitor to the local branch.

O. C. Sheppard has joined the sales force of the T. C. Martin Music Co., Pocatello, Idaho.

The Bruce Music Co., Brunswick and Sonora dealer, Pocatello, expects to be in new and larger quarters by the tenth of this month.

The Ferry Furniture Co., Brunswick dealer, Glenn's Ferry, Idaho, expects to be in its new building soon.

The Boyden Drug Co. has arranged for an attractive Brunswick display at the Coalville Utah Fair to be held the last week in this month.

Frank Cerne, Columbia dealer, of Cleveland, O., has opened a new store at East Seventy-ninth street, in which the complete Columbia line is carried.

Our A A A Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

STOHR & FISTER'S NEW HOME

Scranton Victor Retailer Now Located in Million-dollar Building—Prominent Victor Distributors Present at Opening

SCRANTON, PA., October 5.—Quite a number of representatives of the various Victor wholesalers were present last Saturday at the opening of the new million-dollar building of Stoehr & Fister, in this city. This establishment is considered one of the finest furniture and music retail stores in this section of the country and the members of the firm have been congratulated upon their progressiveness and initiative in erecting a building of this magnitude.

In the talking machine department Victrolas and Victor records are handled exclusively and this department, which is located on the main floor of the building, is one of the most attractive spots in the entire building. Among the representatives of the New York Victor wholesalers who were present at the opening were the following: Chas. B. Mason, sales manager; L. E. Francis, credit manager; Ernest Fontan, traveling representative, and A. J. Wilckens, traveling representative of the New York Talking Machine Co.; J. J. Davin, of the Musical Instrument Sales Co., and S. W. Williams, of the American Talking Machine Co., Brooklyn, N. Y.

NEW STORE IN EL DORADO, ARK.

EL DORADO, ARK., October 2.—Terry's Music Shop started business operations here recently in its new quarters and is now one of the most modern and complete music establishments in the State. The store is equipped with five booths for phonograph demonstrations and additional booths are being completed for pianos. Four makes of talking machines will be carried by Terry's Music Shop, including the Victor, Edison, Brunswick and Columbia lines. R. H. Blanton is manager of the establishment.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS

A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
CABINET & ACCESSORIES CO., INC.....3 West 16th St., New York, N. Y.
GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
YAHR & LANGE DRUG CO.....Milwaukee, Wis.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export:—CHIPMAN, LTD.

New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York



GLEANINGS *from the* WORLD *of* MUSIC

DOWN SOUTH MUSIC CORP. FORMED

Opens Offices in Roseland Building, New York—Fletcher Henderson and Andrew Sissle the Managers of New Publishing Corporation

The Down South Music Publishing Corp. has opened offices in the Roseland Building, 1658 Broadway, New York, and will henceforth devote itself to the exploitation of characteristic "blues," by race artists and composers and stage and record stars.

Fletcher Henderson will be general manager of the company and Andrew Sissle, formerly connected with the Clarence Williams Music Co., will be business manager. The leaders of the new company's catalog will be "Down South Blues" and "I Want My Sweet Daddy Now." Now in preparation are "It Won't Be Long Now," "Every Woman's Blues," "Kind Lovin' Blues," "Potomac River Blues" and "Awful Moanin' Blues."

NEW OFFICES FOR JACK MILLS, INC.

New offices have been opened by Jack Mills, Inc., in Chicago and Boston. The Chicago office is located in the Grand Opera House Building and is managed by Roy Thornton.

MARKS CO. NEW BERLIN OFFICES

The Edward B. Marks Music Co. has just opened offices in Friedrichstrasse, Berlin. It is the purpose of the company to gather a series of German songs which will later be exploited in the American market.

BRINGS RESPONSE FROM DEALERS

Feist Window Display Contest on "Saw Mill River Road" Participated in by Many Dealers

The sales campaign and window display contest recently announced by Leo Feist, Inc., has already brought a heavy response from sheet music retailers throughout the country. The window competition will be in effect during the entire month of October and the number selected for this special exploitation and publicity is one of the biggest successes in the current catalog of the publishers, namely, "Saw Mill River Road." Some unusually effective advertising material is being placed in retailers' hands and the campaign under way, considering the enthusiasm, promises to be one of the most successful ever arranged by this enterprising organization.

NEW NUMBER BY IRVING COHN

Irving Cohn, who collaborated in the writing of "Yes! We Have No Bananas," has placed with Jerome H. Remick & Co. a new song, entitled "Sweet Butter" (I'd Love It On My Toast). The Remick organization has decided to exploit it on a wide scale. Orchestrations will be released at once and several weeks later it is to be placed with vaudeville artists.

Jack Mills, Inc., has accepted a song from Mickey Caleo, a young composer from Utica, N. Y. Mr. Caleo's first production is entitled "In Old Bombay," a novelty Oriental number that promises well.

STRONG PUBLICITY FOR FOX SONGS

"Nights in the Woods" and "Just One More Kiss" Being Backed by Publicity Campaign. Including Richly Lithographed Cut-outs and Special Symphonic Orchestrations

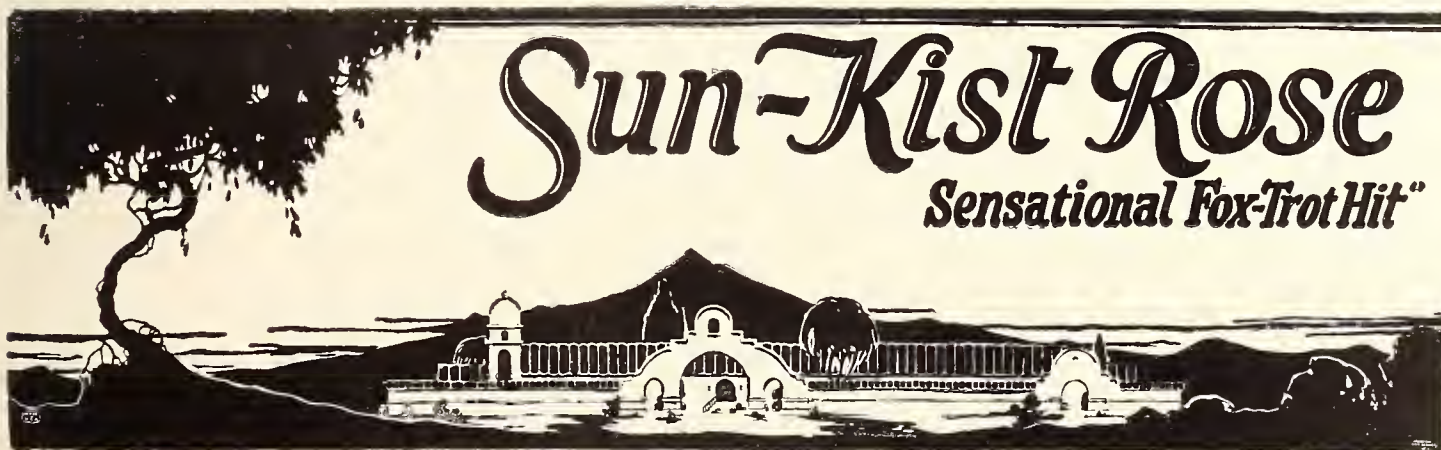
The Sam Fox Publishing Co. is now concentrating on two distinctly promising numbers, namely, "Nights in the Woods" and "Just One More Kiss," which have been taken up strongly by dealers. The campaign of the Fox Co. includes particularly attractive advertising matter such as large and small cut-outs lithographed in several colors and supplied free to dealers all over the country. The leading orchestras have been provided with symphonic dance arrangements which have been well received and the regular straight dance arrangements have been made available to the smaller orchestras.

The Fox Co. ballad "Maid of the West" was featured recently at the I. L. C. A. convention held in Chicago, where it was introduced before several hundred Lyceum and Chautauqua artists from all sections of the country attending the convention. The number was sung by the well-known Chicago tenor, Walter Pontius.

NEW LEO FEIST, INC., NUMBERS

Among the new songs issued by Leo Feist, Inc., is "Tell Me a Story," a fox-trot by the writers of the well-known "Whispering." Another new issue added to this catalog is "Every Night I Cry Myself to Sleep Over You." The writers are Howard Johnson, Leo Wood and Irving Bibo. Others are coming.

Stasny's International Hits



Featured by
Vincent Lopez
and his
Hotel
Pennsylvania
Orchestra

The Biggest
Selling Waltz
of the
Season
Featured
by
Ray Miller's
Orchestra



ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET, NEW YORK CITY

Released by Leading
Record and Roll Companies

HIT HARRY VON TILZER'S HIT

DEAR-OLD-LADY

A BEAUTIFUL FOX TROT

Sung By Hundreds of Vaudeville Acts. Played By Thousands of Orchestras.

NEW HEARST OFFICES ARE OPEN

Fall Campaign on at New Quarters at 1658 Broadway, New York City

The new quarters of Hearst Music Publishers, Ltd., 1658 Broadway, New York City, are now open to the profession and the Fall campaign for performers and bands and orchestras in Eastern territory is well under way. Among the numbers that are being featured through the New York offices are "Wonderful Child," "Beautiful Rose," "Always Looking for a Little Sunshine" and "She's Got Another Daddy."

Among the orchestras featuring the above selections are Al Epstein's Orchestra at the Hotel Astor Roof, Benny Selvin's at the Moulin Rouge and Nathan Franko's Orchestra at the McAlpin Hotel.

The entire musical score of "That Casey Girl," a production in which Eddie Foy and the Seven Little Foys will be featured, will be published by Jack Mills, Inc.

BYRON WARNER VISITS OKEH OFFICES

Director of "Warner's Seven Aces" Calls on Okeh Executives—Orchestra Is Popular in Atlanta and Throughout South

A recent visitor to the office of the General Phonograph Corp., New York, manufacturer of Okeh records, was Byron Warner, director of the Atlanta orchestra known as "Warner's Sev-



en Aces," recording exclusively for the Okeh library. Mr. Warner, although a young man, has achieved signal success with his orchestra and it is recognized throughout the South as one of the foremost dance organizations in that part of the country.

"Warner's Seven Aces" have won thousands of admirers through their broadcasting from Station WGM, sponsored by the Atlanta Constitution. The orchestra has also appeared on several different occasions as vaudeville headliners in and around Atlanta and its services are in popular demand for dance purposes throughout Georgia. The "Seven Aces" were added to the list of Okeh orchestras during the recent Atlanta visit of R. S. Peer, of the General Phonograph Corp.'s sales force, who spent quite some time there with a special recording outfit.

STASNY SONGS IN NEW ZEALAND

Lewis R. Eady & Son, Ltd., of Auckland, to Feature One Stasny Number Each Month

Alfred R. Eady, managing director of the New Zealand music firm of Lewis R. Eady & Son, Ltd., who was a recent visitor to New York, completed arrangements with the A. J. Stasny Music Co., Inc., to feature one song from that catalog each month, in the principal cities of New Zealand. As part of the campaign on these issues, advertisements will appear in leading trade journals and newspapers of New Zealand on the selected songs; beautiful color slides will be shown at the leading motion picture houses. They will be used in pantomimes and orchestras will also program them. The above New Zealand firm represents practically all the leading talking machine records and player rolls, as well as other musical material manufactured in the United States.

FEIST PURCHASES ORPHEUM NUMBER

"Oh, You Little Son-uv-er-Gun" Taken Over From New England Publishing House

Leo Feist, Inc., has purchased from the Orpheum Music Co., Boston, Mass., the New England song and dance success, "Oh, You Little Son-uv-er-Gun." This song has proved an active seller in New England territory and has been

POPULAR BALLAD SUCCESSES

THE CHAPPELL-HARMS COMPANY

THE WORLD IS WAITING FOR THE SUNRISE
BY LOCKHART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLEN

ROSES OF PICARDY
BY WEATHERLY & WOOD

SONG OF SONGS
BY VAUCAIRE-LUCAS-MOYA

THE BELLS OF ST. MARY'S
BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLEN

CHAPPELL-HARMS, INC.
185 MADISON AVE, NEW YORK

"Be First With a HEARST"

Songs That Spell Profits

POPULAR

- In the Land of Sweet Sixteen (new)
- Some Day You'll Cry Over Somebody Else (new)
- When She Talks About Seeing Father (new)
- If I Had You (new)
- Many Years (new)
- 'Ginny (new)
- Wonderful Child
- She's Got Another Daddy
- Always Looking For a Little Sunshine
- Home (My Lovin' Dixie Home)
- Beautiful Rose
- Lonesome Two
- Just a Little Gold Watch and Chain
- Broken Hearts
- Piano Dreams (Instrumental Waltz)
- Step (Instrumental One-Step)
- Dansopation, Instrumental Fox Trot (new)

STANDARDS

- Someone Like You (new)
- Sunset, The Hills and You (new)
- Mother, My Own (new)
- Honey-Brown Eyes (new)
- Love is Love For Ever

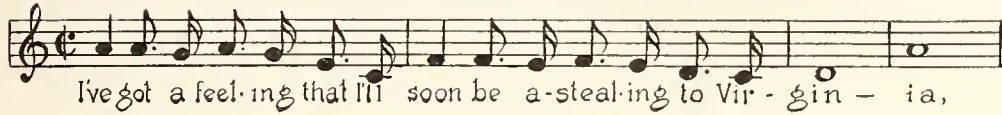
HEARSTMUSIC PUBLISHERS LTD
1658 BROADWAY PHENIX BLDG. 199 YONGE ST
NEW YORK WINNIPEG TORONTO

STEALING to VIRGINIA

A Dancing Song

"You can't go wrong
With any FEIST song"

Words by **GUS KAHN** Music by **WALTER DONALDSON**



I've got a feel-ing that I'll soon be a-steal-ing to Vir-gin-ia,



© LEO. FEIST Inc. N.Y.C.



NEW FORSTER NUMBERS FEATURED

"Hula Dreams" and "Lou'Siana Blossom" Two New Hits Published by Forster Music Publisher, Inc., Featured in Attractive Window Display by the Song Shop in Petoskey, Mich.

CHICAGO, ILL., October 8.—The two new waltz numbers that have recently been added to the catalog of the Forster Music Publisher, Inc.,

Mr. Callahan and the music by Rose Richard-ville.

The Forster Music Publisher, Inc., reports that these numbers are making a very creditable showing in view of the fact that they have just been issued. Their popularity is shown in the large number of sales over the counter; in their being taken up by orchestras for dance numbers and by singers and glee clubs as vocal offerings; also by their reproduction on player rolls.

The title pages of these two songs lend themselves admirably to window displays and seem to go hand in hand. The accompanying photograph shows a very attractive display by N. J. Stone, proprietor of the Song Shop, Petoskey, Mich., who featured the two songs together in an exclusive window. To this dealer the result of the display proved three things: that window advertising pays, that the waltz song is coming into popularity again and that the



A Great Window Display of Forster Publications

235 South Wabash avenue, namely, "Hula Dreams" and "Lou'Siana Blossom," are fast becoming two of the most popular songs of the season. The first was written by Will Callahan and Lee S. Roberts, writers of the famous "Smiles," while of the second, a semi-dialect crooning song, the lyric was also written by

Forster House has two exceptional numbers in "Hula Dreams" and "Lou'Siana Blossom."

The Hearst Music Publishers of Canada, Ltd., Winnipeg, Man., has been incorporated with capital stock of \$1,000,000 to engage in the business of music publishing.

J. WITMARK BACK WITH GOOD NEWS

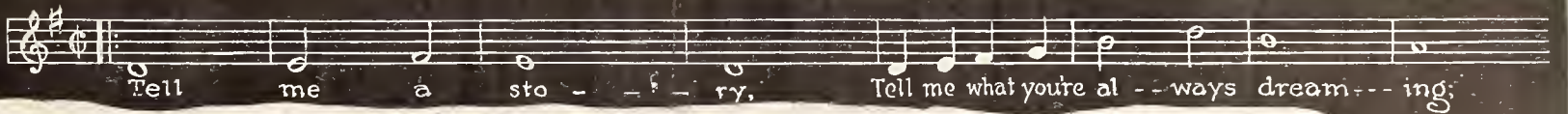
Finds Big Demand for Witmark Numbers Throughout Entire West

Jay Witmark recently returned from an unusually successful trip West and brought back with him abundant evidence of the tremendous popular interest in M. Witmark & Sons' publications. Orders for the leading successes both in the Popular-Standard-Pictorial numbers and the Witmark Black and White series were prodigious. Among the popular numbers the leaders are "Bebe," which is a fox-trot success. Other active numbers are "Midnight Rose" and "Long Lost Mamma," which is especially big in the West; "When Will the Sun Shine for Me?" and the latest successes, "I'm Sitting Pretty in a Pretty Little City" and "That Bran' New Gal of Mine." Both in Chicago and Detroit Mr. Witmark found that already the new rearrangement and organization of the professional departments of the firm had borne remarkable results, reflected in enormously active demand and a fine enthusiasm on the part of the trade.

SPECIALIZING IN "BLUES" MUSIC

The Demand Indicates That Goodly Proportion of Public Favors Such Compositions

The list of "blues" numbers being published by the Spencer Williams Music Co., Inc., New York, of which a half dozen or so stand out prominently, are meeting with general favor from that portion of the public appreciating music of such character and the rolls and records that have been made of several of the numbers are selling in substantial numbers, according to reports received. The Spencer Williams Co. specializes in blues and plans some early additions to its catalog of such numbers.



Tell me a sto-ry. Tell me what you're al-ways dream-ing;

TELL ME A STORY

Light, Tuneful and Original Fox Trot



You can't go wrong with any FEIST song



THREE SNAPPY, PEPPY TUNES

"You Darling You"
The Song Everybody Is Talking About

"Sittin' in a Corner"
Positively Another "All by Myself"

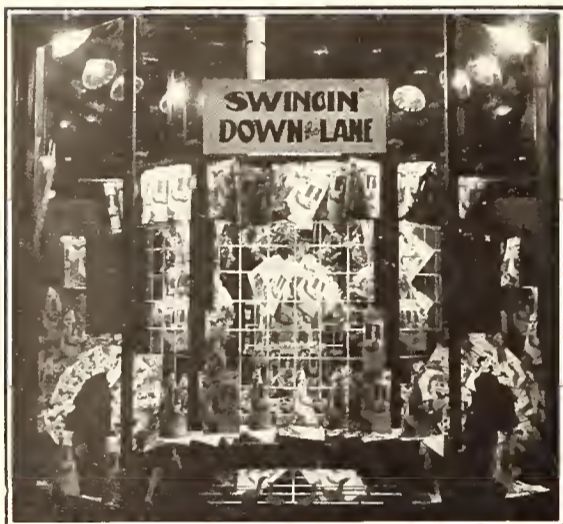
Nobody Else Can Love Me Like
"My Old Tomato Can"
By Far the Greatest
Comedy Song in Years

IRVING BERLIN, Inc., 1607 Broadway, New York City

"SWINGIN' DOWN THE LANE" ACTIVE

Receiving Wide Exploitation in Display Windows of Retail Music Dealers

The Gus Kahn and Isham Jones number "Swingin' Down the Lane," which had its original popularity in the Middle West, has suc-



Kresge "Swingin' Down the Lane" Display ceded in becoming one of the most important popular prints of the present season. According to late sales reports it has continued a leader over a period of weeks. No other number of the early Fall season has been more active in point of sales and, inasmuch as both the melody and lyric of this issue are far above the average, its life as a sales creator will, doubtlessly, be extended.

Irving Mills, vice-president of Jack Mills, Inc., is away on a trade trip which will include a ten weeks' trip through Canada and the Middle West of the United States. While away he will feature "Love Is Just a Flower," "Havana," "Just a Girl That Men Forget" and "Down-hearted Blues."

"WE HAVE NO BANANAS" IN COURT

Even the Judge in Suit in Maryland Smiles When Witness Calls Attention to the Superior Merits of That Very Popular Song

In the suit of Paul Specht, the orchestra leader, against a corporation of Baltimore for non-payment for musical services rendered Sam Tumin, Baltimore manager for Shapiro, Bernstein & Co., plugged the latter's hit song, entitled "Yes! We Have No Bananas," in the Superior Court.

Tumin was a witness for the plaintiff and testified that he had tried to see Paul Specht on the first night of his engagement in Baltimore. He said: "I tried to see Paul Specht at the Recreation Centre Ballrooms on the night of April 3." Then he added, in a loud tone: "I wanted to give him a copy of our sensational hit, entitled 'Yes! We Have No Bananas.'" The introduction of the title of the famous comedy song in a dignified Superior Court caused much mirth and even Judge Gorter laughed, endeavoring in vain to cover his laughter with his gavel. Specht won the case.

SCHOOLS ADOPT CONFREY COURSE

Christensen Music School to Use Course in Novelty Piano Playing in All Its Branches Located Throughout the Country

It is announced that Zez Confrey's Modern Course in Novelty Piano Playing, prepared by the popular composer of such successes as "Kitten on the Keys," "Stumbling," etc., and published by Jack Mills, Inc., New York, has been adopted officially by the Christensen School of Music, with some sixty branches in various sections of the country, and will be used by that school in conjunction with its other methods.

The new Confrey course, although only re-

cently introduced, has proved very popular and the first edition was so quickly exhausted that even in some cases they had difficulty in getting sufficient copies to meet the demand, although this condition is being overcome.

PHILADELPHIA BRANCH ACTIVE

Feist Branch in That City, Since Entering New Quarters, Increases Sales by 75 Per Cent

There has been reported by Quaker City Manager Floyd Kinney the biggest season in the history of Leo Feist, Inc., whose local branch occupies the fourth floor of the building at 1228 Market street, Philadelphia. Just at the present moment the big sellers are "Swingin' Down the Lane," "Wonderful One," "Carolina Mammy," and these are being distributed through the M. D. Swisher Co., Tenth street above Walnut street, and the United Music Co., Cherry street above Sixth street. The Feist house has arranged with William Shepherd, director of the music department for the various Stanley theatres in and out of Philadelphia, to feature Feist's hits both in the performance and by orchestral accompaniment. The Feist concern recently acquired the larger quarters at 1228 Market street, having outgrown its former location on the floor above the Globe Theatre Building at Juniper and Market streets. Since its removal to the larger quarters there has been an increase of 75 per cent in sales.

NEW BERLIN PHILADELPHIA BRANCH

The fifth floor of the building at 1228 Market street, Philadelphia, has been acquired by Irving Berlin, Inc., music publishers, as a Philadelphia headquarters. It is under the supervision of Harry Pierson, who for the last several years has been the Philadelphia representative. The Berlin headquarters occupy the same building as Leo Feist, Inc., and are on the floor just above.

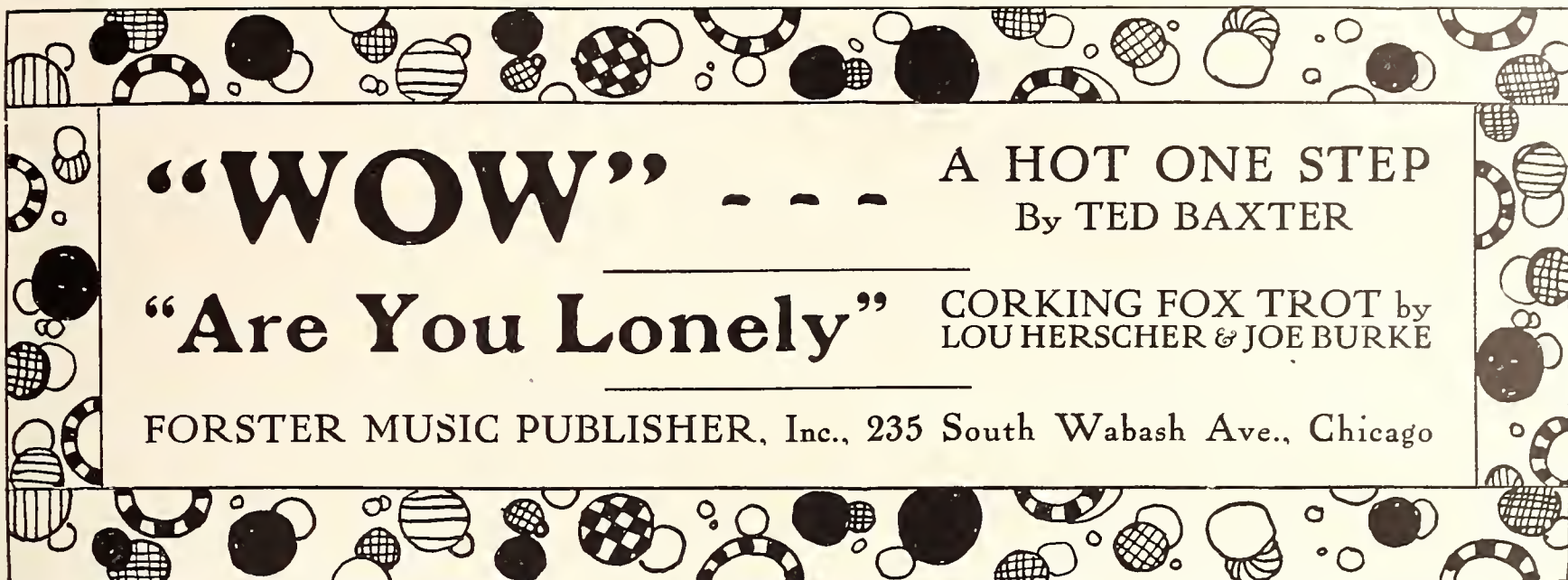
THREE RECORD RECORD-BREAKERS

Treat 'Em Rough
A Real Peppy, Snappy Jazz Tune

Three Thousand Years Ago
The Greatest Comedy Song in Years

Black Sheep Blues
Blues, 'Nuff Said

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY



“WOW” - - - A HOT ONE STEP
By TED BAXTER

“Are You Lonely” CORKING FOX TROT by
LOU HERSCHER & JOE BURKE

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Ave., Chicago

THIRD ANNUAL “MUSIC BOX REVUE” PROVES A SUCCESS

New York Critics and Public Acclaim Third Production—Press Devotes Large Space to It Despite the Pressmen’s Strike—Irving Berlin’s Melodies and Lyrics Score

The “Music Box Revue” opened its third season at the Music Box Theatre on a recent Saturday evening and, as was the case with its predecessors, it created unusual comment for its gorgeousness, humor, tuneful music and originality.

There are two acts and twenty-seven scenes, the latter giving effective settings to the lyrics and music of a number of songs provided by the inimitable Irving Berlin himself. The songs, too, are well sung, as the cast not only includes some well-known vaudeville and concert artists, but also a number of newcomers who have been hailed by dramatic critics as exceptional finds.

The principals include Frank Tinney, John Steel, Florence Moore, Joseph Santley, Ivy Sawyer, Solly Ward, Grace Moore, Hugh Cameron, Florence O’Denishawn, Phil Baker, Laura Sonderson, Brox Sisters, Nelson Snow, Charles Columbus, Dorothy Dilley, Frances Mahan, Helen Lyons and a new Russian operatic singer, Mme. Dora Stroeve.

From a publisher’s standpoint there are certainly not too many songs, but those that are included are sung so well and are so tuneful that they undoubtedly will be remembered by audiences to the advantage of the sales. Some of them make particularly effective dance numbers, carrying as they do a Berlin rhythm. Doubtless, a means will be found of releasing at least one or two of them for use by dance orchestras of the country, with the result that “Music Box” show numbers will be heard in various sections of the country long before the road show in which they undoubtedly will appear later in original form.

Among the songs are “An Orange Grove in California,” “Learn to Do the Strut,” “Little

Butterfly,” “Climbing Up the Scales,” “The Waltz of Long Ago,” “One Girl” and “Tell Me a Bedtime Story.”

Despite the pressmen’s strike on the New York papers, the press managed without exception to give reviews of the new “Music Box” offering on Monday morning in their eight-page sheets. Invariably, these comments by critics were quite lengthy and in every case the show was hailed as a huge success.

Miss Grace Moore, a newcomer, seemed to particularly please. She has a voice of operatic timbre which adds some improvement to the revue type of production. Robert C. Benchley added considerably to the humor of the show by a series of satires on club reports and money drives which are undoubtedly one of the hits of the piece. Irving Berlin, Inc., is the publisher of the music.

POPULAR SELLERS IN PORTLAND

Local Dealers Report Demand for Sheet Music Steadily Increasing

PORTLAND, ORE., October 4.—Miss Maybelle Elliott, manager of the sheet music department of the Seiberling-Lucas Music Co., says that since the season has opened the sale of sheet music in her department has materially increased and that among the best sellers at the present time are the Sherman, Clay publication, “The West, the Nest and You,” and Forster’s waltz, “When the Clouds Have Vanished.” But good sales are also being made of “Love Tales,” “Cut Yourself a Piece of Cake” and “Tell Me a Story,” published by Feist, Inc., and the Jerome H. Remick numbers, “Big

Blonde Mama,” “First, Last and Always” and “My Lady and Me.” This department had a visit from Bill Jacobs, representing the Irving Berlin publications. He had a good list of new numbers, among them “That Old Gang of Mine,” “Indiana Moon” and “Love, I Hear You Calling.” Miss Elliott’s department was also visited during the week by Bob Cole, of Stark & Cowan, and by Nick Lang, the representative of the B. F. Wood Publishing Co.

HARRY VON TILZER REORGANIZED

James Fero and Sammy Smith Enter Publishing Firm—Active Campaign Planned

The Harry Von Tilzer Music Publishing Co., of 719 Seventh avenue, New York, was recently reorganized, with James J. Fero and Sammy Smith joining the concern as stockholders. Fero has been prominently identified with the amusement business in general, while Sammy Smith is well known in the publishing industry. He will be professional manager of the Harry Von Tilzer Co. Edgar Selden, a music salesman, has been chosen sales manager. The Harry Von Tilzer Co. will concentrate its advertising and plugging campaign on “Dear Old Lady,” a fox-trot ballad, and “Chief Hokum,” a novelty fox-trot.

TWO NEW MARKS CO. NUMBERS

The Edward B. Marks Music Co. recently accepted for publication two new songs from the pen of Eddie Leonard, entitled “Oh, Didn’t It Rain” and “Oh, What Eyes.” Eddie Leonard, who is probably the best-known minstrel singer appearing in vaudeville, will be remembered for his great song success, “Ida.” He is now appearing in a featured vaudeville production comprising a number of dancers, a banjo orchestra and Mabel Russell.



THE NEWEST SONG SUCCESS

**“ROSE
SUNNY ITALY”**

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Avenue, CHICAGO ILL.

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

“All Wrong”
All Right with the Dancers

“Salt Your Sugar”
A Real Snappy Jazzy Tune

“What Could Be Sweeter”
A Sensational Dance Tune

IRVING BERLIN, Inc., 1607 Broadway, New York City

“LOVE TALES” WIDELY FEATURED

Johnston's Music Store in Los Angeles Gives It a Striking Window Display

“Love Tales,” from the catalog of Leo Feist, Inc., had its original success on the Pacific Coast. Later the number became quite popular in the Middle West and East. Its success, however, as a Pacific Coast issue has continued, so much so that the dealers in that territory have found it one of the most active numbers of the Fall season.

“Love Tales” has been featured by Max Fisher's Orchestra in Los Angeles and is one of the most successful fox-trots of his nightly program. In connection with the featuring of this number by the above orchestra, Johnston's Music Store, of Los Angeles, recently made a full window display showing “Love Tales” advantageously. The title pages of the number were effectively grouped around a large placard carrying the title with descriptive matter and mentioning the authors, Vincent Rose and Ben Ryan.

According to Sid Johnson, the proprietor, the sales of the song during the past few weeks have increased considerably and the fact that the numerous orchestras in Los Angeles territory have shown unusual interest in this fox-trot number undoubtedly will be the means of keeping the song active for weeks to come in that locality.



Featuring “Love Tales”

ago, is being converted into a musical comedy and will be given a production the latter part of this month by William A. Brady. Philip Bartholmae, author of the original farce, will handle the book, while Joseph McCarthy and Harry Tierney will contribute the lyrics and music. Nancy Welford, now on tour in “Up She Goes,” will be featured in the new production. Leo Feist, Inc., will publish the music.

Ernest Ball has cabled his publishers, M. Witmark & Son, that he has had to extend his English engagement indefinitely, owing to his success with the public.

TO BE MADE MUSICAL COMEDY

“Little Miss Brown” to Have Music by Joseph McCarthy and Harry Tierney

“Little Miss Brown,” the comedy in which Madge Kennedy was featured some ten years

HEARST FEATURED BALLADS

Hearst, Music Publishers, Ltd., has been successfully featuring the two ballads, “Wonderful Child” and “Beautiful Rose.” These numbers have been placed in the repertoire of a long list of vaudeville performers, including Jack Sherman, the well-known baritone. The professional department of the above company has decided to make these two songs the feature issues of a Fall campaign among singers.

There was recently added to the catalog of Irving Berlin, Inc., a new song entitled “Nobody Can Love Me Like My Old Tomato Can,” which has made an impression upon a number of dramatic critics of New York dailies, including S. Jay Kaufman, who writes a column for the Evening Telegram. In his column, in one of the recent issues of the Telegram, he carried a full chorus of the above song and made some very pointed comments regarding the possibilities and the popularity of this issue.

DEALERS—ATTENTION NOW READY

ZeZ Confrey's Modern Course
in
NOVELTY PIANO PLAYING

Endorsed by
Lee S. Roberts
Pete Wendling
Victor Arden
Max Kortlander
Phil Ohman, etc.

Containing more than 50 pages of explanations of figures and breaks used by the famous composer in his recordings of Victor records and Q R S piano rolls, as well as a previously unpublished syncopated waltz solo, and Mr. Confrey's conceptions of some of the old favorites.

For Students and Advanced Pianists as well as Professionals, Teachers, Conservatories, etc.

WHOLESALE PRICE 90c. Each (\$1.50 RETAIL)

JACK MILLS, Inc.
MUSIC PUBLISHERS
Jack Mills Building 148-150 W. 46th St., New York, N. Y.

The recognized
WALTZ HIT
of the
OLD and NEW WORLD!

SONG VERSION BY
BALLARD MACDONALD

JUST FOR TO-NIGHT
(NUR EINE NACHT)

PUBLISHERS OF THE WORLDS ORCH.
MILLION DOLLAR FOX-TROT BAND
“PARADE OF WOODEN SOLDIERS” \$1.00

SPECIAL ORCH. “JUST FOR TO-NIGHT” 25¢ BAND 50¢
MUSIC RECORDS, ROLLS ON SALE EVERYWHERE

Edmund B. Marks Music Co.
225 WEST 46th ST., NEW YORK

BERLIN GETS "YOU DARLING, YOU"

Extensive Publicity Campaign on New Number to Be Started Immediately—Advertising Material Now in Course of Preparation

Irving Berlin, Inc., has purchased from James Brockman the new song entitled "You Darling, You." It has been said in publishing circles that there were several bidders for the number, but the enthusiasm shown and the appropriation planned for publicity by the Berlin organization made Mr. Brockman decide in favor of placing it in its hands.

The band and orchestra, professional and sales departments of the Berlin Co. state it is a song of real merit and expect, with the exploitation campaign now being arranged, to make it one of the best known popular airs of the current season.

The campaign will not only involve the activities of the above departments, but the various branch offices of the Berlin Co. will aid in giving "You Darling, You" national publicity. Orchestrations are now being forwarded to all parts of the country and it is expected in a very short space of time to have the campaign well under way.

Special advertising material, covering every channel of sheet music publicity, has been planned. This will include consumer literature, window strips, hangers, streamers and other effective matter. Many vaudevillians will be induced to sing the song and, with the aid of dance orchestras, motion picture houses, cabarets and other entertainment resorts, a response to the number's merit is looked forward to shortly.

The acceptance by Irving Berlin, Inc., of the above song, "You Darling, You," brings to mind a little of the earlier history of the number. Originally it carried an entirely different title and was presented to the Berlin organization for publication. Owing to the fact, however, of the wealth of material then in the Berlin catalog, its publication was refused. Brockman, though, decided to make some changes and give the song early exploitation through his own efforts, with the result as outlined above.

There have been several instances where songwriters have carried out some preliminary work on numbers in which they had the greatest of confidence.

NEW CANTOR STARRING VEHICLE

"Kid Boots" is the new musical comedy in which Eddie Cantor will be starred this season by Flo Ziegfeld. Arrangements have been made to put the show into rehearsal October 15 and open out of town about November 1. After three weeks on tour Ziegfeld proposes bringing the show into New York. The book for the show was written by William Anthony McGuire, lyrics and music by Tierney and McCarthy. Leo Feist, Inc., will publish the score.

SHERMAN, CLAY NUMBER IN DEMAND

PORTLAND, ORE., October 6.—The new waltz number of Sherman, Clay & Co., "The West, the Nest and You," is being put over big in Portland and all of the local dealers report large sales. The local Sherman, Clay music house, at Sixth and Morrison streets, has an attractive window display of the number and the George Olsen Orchestra, of the Hotel Portland, plays the waltz on every occasion. Portland music lovers always follow George.

SONGS HAVE WON GREAT VOGUE

Chappell-Harms, Inc., New York, has an impressive number of successful songs in its catalog which will make a wide appeal to dealers and to the general public which has rapidly become acquainted with them through the theatre, the music roll and the talking machine record. Some further "hits" will soon be forthcoming from this house.

Just One More Kiss

The Popular Viennese Success



The European Song and Fox Trot Sensation direct from Vienna



Sam Fox & Pub. Co. CLEVELAND AND NEW YORK

NIGHTS IN THE WOODS

Sensational Parisian Hit



The Big Success of the Folies Bergeré Paris, that is now captivating America.

Sam Fox & Pub. Co. CLEVELAND AND NEW YORK

DUSTING THE KEYS

"You can't go wrong
With any FEIST song"
© Leo Feist Inc. N.Y.

A Dusty Rag Fox Trot—

© 1923 Leo Feist, Inc. Our maid Hannah plays pi-an-o, in a funny sort of way, By dusting off the keys.

NEW STASNY CO. REPRESENTATIVES

Frank Gibney Handling Stasny Catalog on Pacific Coast, With Billy Newsome Rendering the Same Service in Chicago

Frank Gibney, recently connected with J. H. Remick & Co., Seattle, has arranged to again represent the catalog of the A. J. Stasny Music Co. on the Pacific Coast, making his headquarters in San Francisco. He has a fine tenor voice and will exploit the Stasny feature numbers "Sun-Kist Rose" and "Waltz Me to Sleep in Your Arms" in the theatres and over the radio. Harry Tobias, New York salesman for Stasny, who is now on the Coast, is sending in good orders for various numbers in the catalog.

Billy Newsome, formerly connected with Waterson, Berlin & Snyder and Irving Berlin, Inc., is now representing the A. J. Stasny Co. catalog in Chicago and surrounding territory and is arranging some effective exploitation stunts for the various numbers.

WIDE "INDIANA MOON" CAMPAIGN

Berlin Undertakes Heaviest Exploitation on Number in History of That Publishing House

According to reports from Rochester, N. Y., during a week's featuring of "Indiana Moon," a waltz from the Irving Berlin, Inc., catalog, in that city by the various dance orchestras, motion picture houses and other channels of publicity, there were exceptionally heavy sales of the number, one store alone selling over 2,000 copies. This was the opening feature of one of the biggest campaigns ever inaugurated by the

above publishing house. Similar activities are to be carried out in hundreds of other centers. In Rochester these publicity and sales exploitation methods are to be supplemented by a newspaper campaign there and some surrounding cities.

This publicity will appear in over 200 papers throughout the United States. Most of this advertising will appear in story form and will be illustrated with thematics of "Indiana Moon." In all territory where this advertising will appear the usual publicity, through the aid of the theatres, motion picture houses and orchestras, will be a part of the program.

PRINCE DANCES TO "SUN-KIST ROSE"

Prince of Wales Among Those Who Have Danced to Music of Stasny Number as Played by Jack Hylton's Grafton Galleries Orchestra

One of the leading fox-trot hits in England for some time past has been "Sun-Kist Rose," the A. J. Stasny Co. publication which, in addition to being featured by a number of orchestras in and about London, has been recorded for His Master's Voice record by Jack Hylton's noted Grafton Galleries Orchestra, the organization which plays dance music for royalty, which patronizes the Galleries regularly to dine and dance. The Prince of Wales and other members of the royal family have danced to the music of "Sun-Kist Rose" while at Grafton's, and it was there that Whiteman and His Orchestra appeared for a time while in London, playing alternately with the Hylton organization.

Another Stasny number that has won a place for itself in England as well as in the United States is "Waltz Me to Sleep in Your Arms," which is being featured by a large number of orchestras and was also recorded on records and music rolls.

SPECIAL BANNERS TO BOOST RECORDS

In connection with the special release of the Okeh record of the fox-trot success, "Sun-Kist Rose," as played by Vincent Lopez and His

Hotel Pennsylvania Orchestra, the A. J. Stasny Music Co., the publisher of the number, has provided attractive banners announcing the release for the use of Okeh record dealers, the banners being supplied through the regular distributors.

TALKING MACHINE MEN'S BALL

Plans Completed for Gala Event on November 21—Many Prominent Orchestras Will Attend—Sol Lazarus in Charge of Details

The entertainment committee of the Talking Machine Men, Inc., held a meeting at the Hotel Pennsylvania October 3 at which plans were made for the forthcoming annual ball. After a conference with the management of the Hotel Pennsylvania it was found that November 21 was the best date available for the ball and the committee thereupon decided to hold the affair on that date. Arrangements are now being made for the orchestras that will appear that evening and it is quite probable that Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artist, will be the resident orchestra of the evening. Among the orchestras which will contribute to the evening's entertainment are the following organizations, all of which are well known to the talking machine trade and to the dance-loving public (this list being arranged alphabetically): Ben Bernie, California Ramblers, Columbians, Coleman's Montmartre, Dixie Land Jazz, Carl Fenton, Bennie Krueger, Ted Lewis, Memphis Five, Ray Miller, Gene Rodemich, Ben Selvin, Joseph C. Smith, Paul Specht, Paul Whiteman and the Yerkes Flotilla.

It was decided that tickets to the annual ball will cost \$1.65 each and an aggressive publicity campaign will be instituted with the idea of making this event the most successful that the Talking Machine Men, Inc., has ever held. The details of the ball will be in the hands of Sol Lazarus, chairman of the entertainment committee, and among the members of the committee who were present at the recent meeting were the following: E. G. Brown, Chester Abelowitz, A. Galucie, J. J. Davin, W. C. Conn, N. Goldfinger, Erwin Kurtz and Otto Goldsmith.

LATEST BROADWAY BLUES

"YOU'RE ALWAYS MESSIN' 'ROUND WITH MY MAN"

"KEEP YOURSELF TOGETHER SWEET PAPA"

"BLACK MAN" (Be On Yo' Way)

"TIRED O' THE BLUES"

"COTTON BELT BLUES"

"LOW-DOWN PAPA"

SPENCER WILLIAMS

MUSIC COMPANY, Inc.

1547 Broadway New York



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities

CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50. Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co.

253 Third Ave. New York City

TOLEDO

Delayed Machine Shipments Hurt Business — General Sales Gains — Trade Activities of the Month

TOLEDO, O., October 8.—A fact about the immediate future which is contributing to the enthusiasm of talking machine dealers, and at the same time giving satisfaction with the splendid showing of the past weeks, is that sales increases average about 12 per cent. Some say, however, that if deliveries of certain new models were more rapid orders now held up could be filled. Christmas Clubs for customers desiring to have machines delivered during the holidays, are now being formed in several stores, the idea meeting with general favor.

The Toledo Talking Machine Co. is regularly receiving shipments of new model Victrolas, but the demand is so great that they are shipped out immediately. Chas. H. Womeldorf, commenting on conditions, pointed out that a year ago machine stocks in the warehouses of jobbers amounted to a four months' supply, giving distributors plenty of goods to work on. This year, however, the available supply totals only sufficient merchandise for one month, with no surplus.

The opening of the Rivoli City concert series, with Mme. Ernestine Schumann Heink as soloist, not alone drew a crowd of 3,200 persons to the Rivoli Theatre, but also produced a handsome volume of record sales for dealers. She visited Victor dealers during her stay in the city and autographed a number of photographs.

The Lion Store Music Rooms staged a successful tie-up with the concert and, as a consequence, a large number of her records were sold. The annual Christmas talking machine club was launched on October 1. Full-page display newspaper advertisements were employed for the push. Harry Reeves, formerly with the department, has rejoined the organization as a member of the sales organization.

Recent visitors included Wm. C. Hutchings, assistant general sales manager, and H. G. Burr, of the Brunswick Co. of Chicago; H. Kane, of the Chicago Talking Machine Co.; Geo. Deagon, of the Cleveland Talking Machine Co.; C. K. Wagner, of the Musical Instrument Sales Co.; Chas. Kennedy, of the Bush & Lane phonograph division; Harry Levy, of the Aeolian Co., and Harold Goldie, of the Columbia Co.

At the Goosman Piano Co. talking machine and record sales the past month have showed a splendid growth. Miss Kirschner is now in charge of the record department.

Miss Grace Greenman, formerly manager of the Goosman talking machine department, has opened a service bureau for dealers. This is a merchandising service, which will teach better store management and sales promotion. At present she is conducting a thirty days' sales campaign for Compton Bros., music dealers, Findlay, O.

Don Van Breimer, connected with Toledo music stores at various times, has been appointed manager of Compton Bros.

Miss M. Plotkin, formerly with the Whitney-Blaine-Wilder-muth Co., has joined the sales force and will have charge of the records of the Peoples Outfitting Co. Miss Farrell, who has been in charge of the department, is ill at a local hospital.

The Cable Co., October 1, launched an aggressive Fall sales program on Victrolas and Brunswicks, W. A. Grubbs, talking machine department manager, reports. Lina Striggow, an experienced record saleslady, is now in charge of the record department here.

Miss Maud Winchell, formerly with the Cable Co., has been made manager of the Victrola department of the Whitney-Blaine-Wilder-muth Co.

At the LaSalle & Koch Music Shop Red Seal record sales have increased since double-faced records appeared, Forrest O. Edwards says. A

Why Advertise a Registering Piano in a Phonograph Journal?

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

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

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

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

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

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

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

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

You may find that there are many points of similarity in your own case—enabling you to sell the Gulbransen 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-DICKINSON CO., 3236 W. Chicago Ave., Chicago
GENTLEMEN: Tell us how the Gulbransen "fits in" with a talking machine business.

Name

Address

City



(Pronounced Gul-BRAN-sen)

GULBRANSEN

The Registering Piano

large number of patrons of this quality store have, as a consequence, started Red Seal libraries.

Grinnell Bros., in order to properly serve their growing clientele, have added two Victrola display rooms to the second floor.

The United Music Store, which caters largely to foreign buyers, experienced a pleasing sales volume the past month, according to Harry Wasserman, proprietor. While experience has shown that the foreign patron is always sensitive about inquiring about new records, courtesy and a knowledge of his language break down his natural timidity. Permitting customers to play records and respecting their tastes are other points which create patronage, Mr. Wasserman declares.

The Frazelle Piano Co., Adams street upstairs music house, will soon occupy a store on the first floor under the present location, in addition to the double upstairs store now used. Sonora and Vocalion machines are featured by this progressive dealer.

The J. W. Greene Co., on September 25, in-

ited the public to inspect its enlarged store. Almost double the former space is now occupied. New booths have been added and service facilities have been increased. A story of the opening appears elsewhere in this issue.

The conductor of the column appearing daily in the Toledo Times, under the caption "The Town Crier," on last Monday eulogized the Lion Store service. Valuable publicity!

MOLINE, ILL., FIRM BANKRUPT

Bankruptcy proceedings have been started against Thor Norberg, who formerly conducted music stores on Fifth avenue, Moline, and Third avenue, Rock Island, Ill. Liabilities are \$38,177.23 and assets are estimated at \$10,456.38.

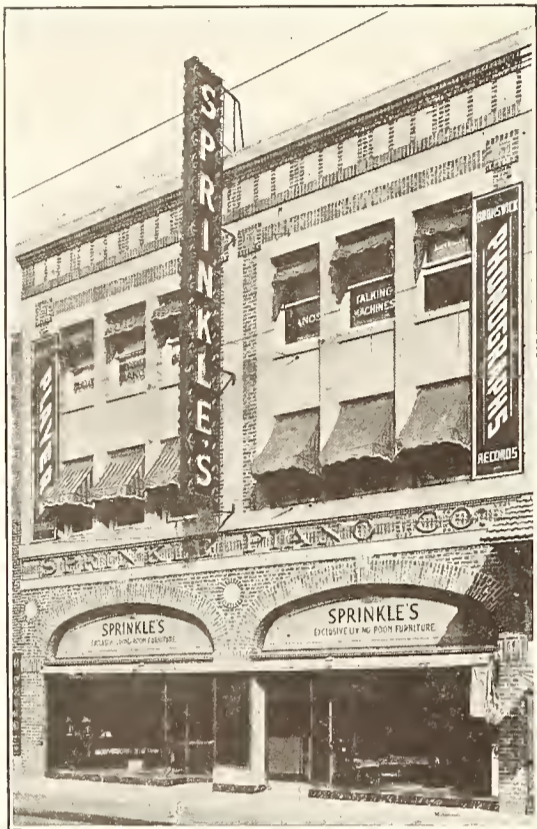
TAKES OVER R. O. BUEHL STORE

The Columbia establishment of R. O. Buehl, Buffalo, has been purchased by J. R. Pancok, who has inaugurated a sales drive on Colum-

SPRINKLE PIANO CO.'S NEW HOME

Progressive Brunswick Dealer Occupies Handsome Building—Uses Extensive Newspaper Publicity to Feature Brunswick Products

NORFOLK, VA., October 5.—The Sprinkle Piano Co., 442 Granby street, recently completed an addition to its large store and this concern, which is one of the leading retail music estab-



Sprinkle's New Warerooms

lishments in the South, now occupies two three-story buildings, twenty-five by ninety feet, with an additional story extending into another building fifty by ninety feet. The company handles but one line of furniture and its music business is by far the largest part of its activi-

COLUMBUS

Dealers Preparing for Year-end Business—Artist Honored—Ad Tie-ups Pay—News of the Month

COLUMBUS, O., October 8.—Music dealers, generally, are using a great deal of their time in preparing for Fall and Winter business. Orders for both talking machines and records are being placed and several of the dealers are remodeling their stores and making ready their stockrooms and show windows prior to the receipt of the shipments.

Among the firms planning to enlarge their quarters is the Robert L. Seeds Co., Cheney and Edison dealer, at the McAllister-Mohler Furniture Co.

An honor, seldom accorded an artist who comes here on the occasion of a concert, will be conferred upon Mme. Ernestine Schumann-Heink, famous Victor artist, in November, when she will be entertained in the Governor's mansion by Mrs. Vic. Donahey, first lady of Ohio. She is scheduled to appear in concert here under the auspices of the American Legion. Other artists who will appear at the same time are Mischa Elman, Victor artist, and Louis Gravyre, Columbia artist.

The Z. L. White Co. is doing considerable advertising in explaining to the public the new Victor weekly release plan and the double-faced Red Seal records. It is the opinion of various Victor dealers that it will take some

ties. Several lines of pianos are carried, and in the phonograph department Brunswick phonographs and records are featured exclusively. The Brunswick department is one of the most attractive in the entire establishment and in its newspaper advertising, which calls for full pages almost invariably, Brunswick products are prominently displayed.



'Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

little time to get the general public acquainted with these innovations, but once that is accomplished its reaction is expected to be very favorable.

The Robbins Piano Co. and the Goldsmith Complete Music Store, both Brunswick dealers, have found it profitable to tie up their advertisements with the larger advertisements placed by the Brunswick Co. In this way Brunswick advertisements stand out conspicuously in the newspapers.

For the past three weeks the Elite Music Co. has been engaged in putting on special Victrola shows. These displays are put on either in a prominent hotel or a popular store in small towns nearby. House-to-house canvasses are made by members of the sales force, announcing the show and extending invitations to come and view it. The results have been very satisfactory.

A new way of tying up Victrolas with other merchandise handled in a department store was shown when the F. & R. Lazarus Co. used an art model Victrola in featuring the new Fall draperies in a window display. In a smaller window of the same store different models of Victrolas were on display. Manager C. C. Hinterschied will soon launch an extensive advertising and publicity campaign. A. C. Rundio, well-known banjoist, is now connected with the Victrola department of this company.

Mrs. Catherine Nicklus, of the C. C. Baker firm, has resumed work in the sheet music department, after a year's leave of absence.

Alberto Salvi, harpist and Victor artist, and Rosa Ponselle, soprano and Columbia artist, will give a joint recital on the evening of October 12 at Memorial Hall, and this concert will open the concert series of the Women's Music Club. The entire seat sale for this course is conducted in the box office at the Otto B. Heaton Co., Victor dealer. In addition to providing a box office, and private telephone service in the box office, this firm has also run large advertisements, featuring the six big concerts and emphasizing the individual artists.

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., Victor jobber, is spending a few days in Cincinnati, visiting Victor dealers and friends.

THOMAS MUSIC CO. OPENS

MARSHFIELD, ORE., October 6.—A branch store for the Thomas Music Co., of this place, has been opened on Spruce street, Myrtle Point. L. L. Thomas, proprietor, has just arranged for a carload shipment of pianos and musical instruments with which to stock the store. The new branch will be in charge of George E. Cooper, an experienced music dealer from Walla Walla.

THE TRINITY Radio-Phonograph

(Maclite Equipped)

The Trinity Triumph

As the scope of both the phonograph and radio has advanced, so has the popular desire grown for the instrument that combines the wonders of both into a single unit of amusement and beauty at a moderate price.

In the *Radio-Phonograph* the most advanced principles of both instruments are built into one cabinet of the same dimensions as Console type phonograph.

All equipment is contained within the cabinet, including the loud speaker. No wires are visible excepting the new type antenna and ground leads, which are readily hidden.



The Phonograph

A Trinity—"Sweet as the Chimes." Cabinet of five-ply veneer; English Brown or Dark Red Mahogany; Queen Anne Period. Standard type motor and reproducer of quality. Tone chamber of selected spruce. K. & D. electric drive optional.

The Radio

A Maclite—A four-tube set; a successful tuned impedance type radio frequency set; a singular achievement in advance radio engineering that brings in distant stations (through the tone chamber of the phonograph, which acts as a loud speaker) with exceptional clarity and without distortion. The "A" and "B" batteries are of the highest standard (Maclite).

Representatives Desired Everywhere

Trinity Phonograph Company

142 Berkeley Street

Boston, Mass., U. S. A.

Long Console Cabinet No. 90

*Designed to accommodate the VICTROLA IX
The most attractive console cabinet on the market*

List Price \$40



Long Console Cabinet No. 90
Four Doors and One Horizontal Drawer



Long Console Cabinet
No. 90, Open

The LONG CONSOLE CABINET No. 90, designed to accommodate the VICTROLA IX, is, without question, the finest cabinet ever introduced to the trade. It is finished in mahogany and its attractive lines compare favorably with the most artistic period console talking machines marketed by the leading manufacturers.

Deliveries start October 15th.

Order *now* to avoid delays.

Can also be fitted to accommodate Victrola VIII.

We would suggest that you place orders now for Long Console Cabinets Nos. 601, 603, 608 and 610, designed to accommodate Victrolas VI and IV, and for Upright Cabinet No. 606 for the Victrola IV.



The Geo. A. Long Cabinet Company
HANOVER, PA.

"You can't go wrong
With any FEIST song"



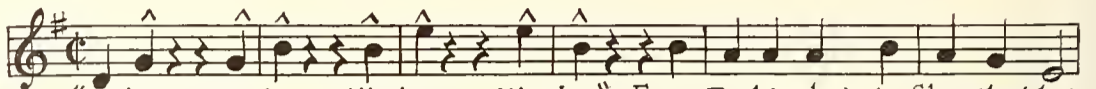
© LEO FEIST Inc.
N.Y.C.



HI-LEE HI-LO

日來來來與與與與
(Which means in Chinese -I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town.

NEW ORLEANS

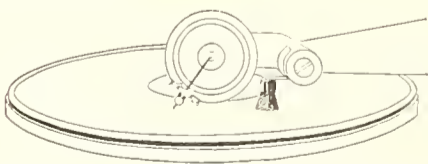
The Lull Before the Fall Buying Rush Hits City—Conditions Generally Are Good—J. J. Briou to Wed—Month's News Budget

NEW ORLEANS, LA., October 6.—The humming continuity of the engine of business in the local music world seemed automatically to become interrupted during the last few days of September and the initial ones of this month. The pause was not totally unexpected by the dealers who were affected in this manner. September, particularly waning days of the month, is considered a very difficult month in which to promote or carry on business up to the normal standard. It peculiarly ushers in a season that is universally accepted as a signal for the annual changes that take place in the daily life of a city. In other words, it is the criterion of the knowledge that Summer vacationists are returning to their homes amidst rather upset conditions. This causes thoughts of musical and, as a matter of fact, much other merchandise to be subordinated to the one single thought—getting settled, jointly with a financial retrenchment—after the warm weather pleasures. Additionally, this time of the year there is considerable moving, which forbids buying until the individual is settled in the new abode.

The Automatic Phonobrush

has been sold from coast to coast, because it cleans all dirt and grit automatically from every groove ahead of needle, which doubles the life of the record; eliminates the surface noise, and produces the tones as the artist intended.

Attached in an instant, and lasts as long as the machine.



Made to fit the various machines.

What kind do you handle? List price \$.50, to Dealer \$2.00 per doz. Interesting quotations to Jobbers.

STURGIS NOVELTY WORKS
Medina, N. Y.

Parham Werlein, president of Philip Werlein, Ltd., has been in the East for several weeks on a combination business and pleasure trip. Mr. Werlein subsequently visited the Victor factory at Camden, N. J., where he conferred with officials of the company and inspected the latest models of machines that are proposed or under construction.

The New and the Old

A study in contrast as a means of vividly impressing upon the public the rapid progress that has been made by the Victor Co. in the development of the talking machine is being given by the Werlein house to persons visiting the store. In the retail department, where it may be viewed easily, stands the latest creation in talking machine manufacture—a glass-topped instrument, through which the curious may gaze and note the entire operation of the machine. It is known as Model No. 130. On exhibition beside it stands a copy of the first talking machine ever manufactured by the Victor people. This is one of the old horn type that served satisfactorily before the introduction of the modern, exquisite case, which masks the sound amplifier and is much more compact and easier to handle than the old.

A great deal of enthusiasm is manifested by Victor dealers generally in this territory over the new \$250 and \$300 art models that are arriving. Victor people feel that they possess the goods the public demands and sales are being pushed on that theory. The new double-faced Red Seal record releases, distributed at a greatly reduced price, are enjoying extreme popularity. Weekly releases are also serving to stimulate a heavy business in disc entertainment.

J. J. Briou to Wed

The friends and associates of J. J. Briou, traveling representative in Mississippi and Alabama for the Werlein house, are looking forward with a great deal of pleasure to his marriage to Miss Hilda Schaeffer, a charming young lady of this city. The nuptials are scheduled to be celebrated on October 10. The announcement of the wedding was the signal for a great flood of congratulations and well wishings to pour to the young couple.

Finds Conditions Good

Frank L. Hough, Victor representative in this territory, has been touring the States of Texas and Louisiana. Mr. Hough reports excellent conditions existing, with Victor a great favorite in the portions of the States he has called upon.

New Brunswick Model Pleases

The Raleigh, one of the latest creations in the Brunswick console types, has been received by the firm of L. Grunewald & Co. According to Manager E. L. Staples, of the talking

machine department, the Raleigh seems destined to become one of the most popular of the \$200 class of console models. Several have been disposed of already. Business with the Grunewald house appears to retain its normal strength, although "off days" pop up at intervals.

Edison Sales Grow

September proved to be a very satisfactory month for the Diamond Disc Shop, retailers of Edison products. According to Manager J. K. Billiet, a statement of the month's business, compiled to the twenty-fifth of September and compared with the same period of the previous month, showed a clearance of several thousand dollars for the latter. The remaining days were expected to substantially bolster up that figure, making the sum total for the entire thirty-day period extremely encouraging.

Edison Jobber Visiting Factory

Manager W. W. Twigg, of the Diamond Music Co., Edison jobber in the Southern territory, is away on a business trip to New York and Eastern points for a duration of about ten days. He will probably confer with Edison officials before returning to the city in preparation for the expected heavy traffic in Fall and Christmas business.

Maison Blanche Contest Delayed

The proposed essay contest that was to be held by the music department of the Maison Blanche Co. during the month of September was pigeonholed by Manager J. D. Moore, in order to make way for some other business that required the preference. However, Mr. Moore has no intention of abandoning the plan and will probably introduce and announce it for November, the announcement to be finally decided upon at a later date.

The house has been disposing of some Columbia stock which it secured and Manager Moore reports that excellent results have been obtained from a short special-priced sale that was put on.

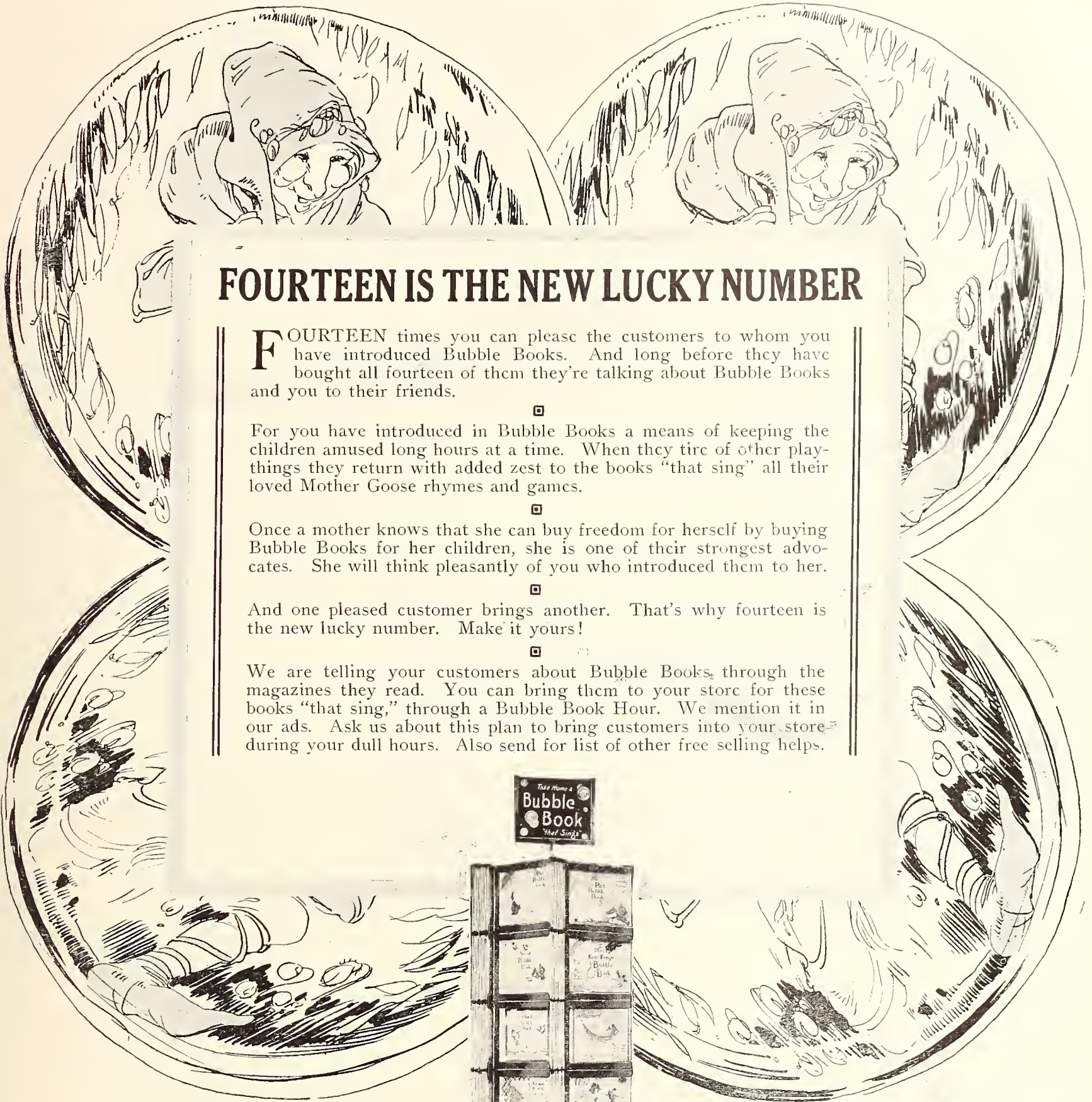
Experiencing Starr Shortage

Mrs. B. J. Tremblay, in charge of the talking machine and record department of the Collins Piano Co., reports that Victor Models 400, 405 and 410 are exhibiting some activity. The house has disposed of a number of these models. The record business remains in excellent state. The firm has only the Victor products on hand, as they have been unable to obtain consignments of Starr machines, due to the inability of the factory to make deliveries.

W. C. Fuhri a Visitor

W. C. Fuhri, general sales manager, General Phonograph Corp., manufacturer of Okeh and Odeon records, with headquarters in New York, was a recent visitor here. He is on a tour of the Southern territory. During his stay Mr. Fuhri made his headquarters at the Junius Hart Piano House, the local distributor for Louisiana and Texas.

The name of the Karr Drug Co., Victor dealer, Christopher, Ill., has been changed to the Finis Hindman Drug Co.



FOURTEEN IS THE NEW LUCKY NUMBER

FOURTEEN times you can please the customers to whom you have introduced Bubble Books. And long before they have bought all fourteen of them they're talking about Bubble Books and you to their friends.



For you have introduced in Bubble Books a means of keeping the children amused long hours at a time. When they tire of other playthings they return with added zest to the books "that sing" all their loved Mother Goose rhymes and games.



Once a mother knows that she can buy freedom for herself by buying Bubble Books for her children, she is one of their strongest advocates. She will think pleasantly of you who introduced them to her.



And one pleased customer brings another. That's why fourteen is the new lucky number. Make it yours!



We are telling your customers about Bubble Books through the magazines they read. You can bring them to your store for these books "that sing," through a Bubble Book Hour. We mention it in our ads. Ask us about this plan to bring customers into your store during your dull hours. Also send for list of other free selling helps.



BUBBLE BOOKS "that Sing"

by RALPH MAYHEW
and BURGESS JOHNSON
Illustrated by Rhoda Chase

Retail at \$1.00
with three records

When you sell one you sell a habit
and when you sell a habit you're
building business.

THIS handsome stand is yours free with an order for three gross of Bubble Books—a smaller stand is given free with one gross.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

ESTABLISHED 1817

49 EAST 33rd STREET

NEW YORK



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and **Ferdie Grofe**

Lyrics by
Dorothy Terriss
author of
Three O'clock in the Morning

BIG WALTZ HIT

"You can't go wrong
With any FEIST song"

ATTRACTIVE NEW VOCALION POSTER FOR DEALERS' USE

For the benefit and convenience of Vocalion dealers who believe in outdoor advertising the wholesale Vocalion department of the Aeolian Co. has prepared a most attractive twenty-

The accompanying illustration gives a general idea of the design of the poster which is supplied to the dealer complete with his imprint. A number of retailers have shown much



Artistic New Twenty-four Sheet Vocalion Poster in Colors four-sheet poster in several colors designed for billboard use, which is supplied free to those retailers who see fit to provide suitable display space for this effectively designed poster.

interest in the new poster and a goodly number of them are already placed along the highways in the Middle West, calling the attention of travelers to the Aeolian-Vocalion.

HELPS TO MERCHANDISE NEEDLES

Silent Salesman or Counter Display Which Admirably Displays the Product Introduced

The problem of increasing needle sales is one that is being given considerable attention by the talking machine retailer. An obstacle has been always met, however, in the reluctance of the salesperson to give time to the selling of such small articles as needles, not realizing the cumulative profit. The silent salesman or counter display has, therefore, arisen to fill this need. Many needle manufacturing and dis-

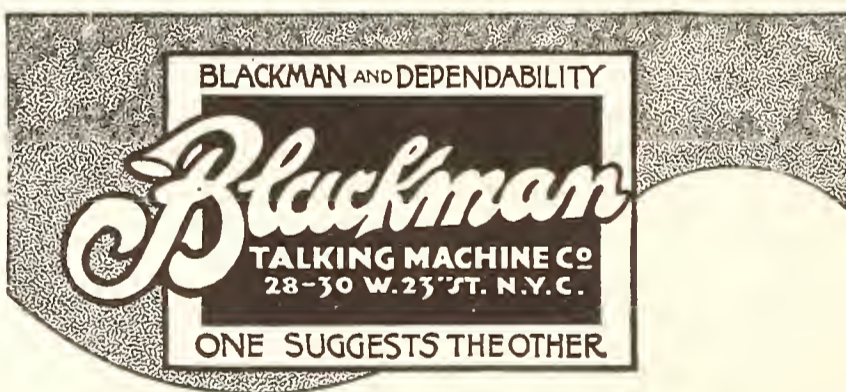


New Wall Kane Needle Display Stand tributing firms have evolved attractive stands for this purpose. Among the newest is one produced by the Wall Kane Needle Mfg. Co., Brooklyn, N. Y., which provides for 100 packages of this ten-time needle in a variety of tones. These needles are stocked at the back of the stand and only a fair proportion of the packages are on display. This also provides against the casual removal of packages by others than the salesperson. Through its general attractive color scheme and display it is expected that this new stand will materially aid the sales of the brand of needles that it contains.

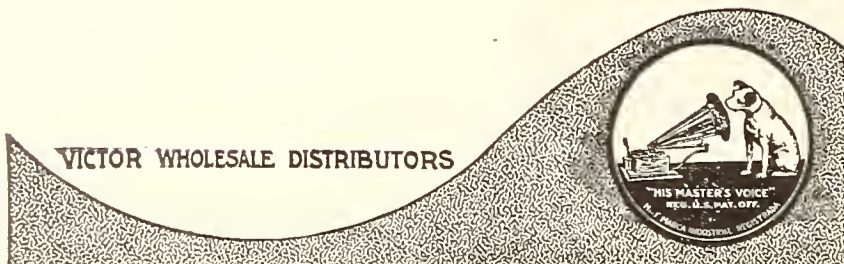
OPENS "TALKER" DEPARTMENT

UTICA, N. Y., October 9.—An attractive talking machine department has been opened on the third floor of the John A. Robert Co.'s store in this city. There are seven sound-proof machine and record demonstration booths, in addition to a large central machine display room. Victor talking machines and records are handled.

The Shecter Music Co., of Cumberland, Md., has been putting on a big Columbia sales campaign. Several outside canvassers were employed and not only a large number of actual sales were made, but a good list of prospects was secured.



It is the Blackman Policy to so inspire the confidence of its Victor Dealers that they will never question our motives though they may at times disagree with our methods.

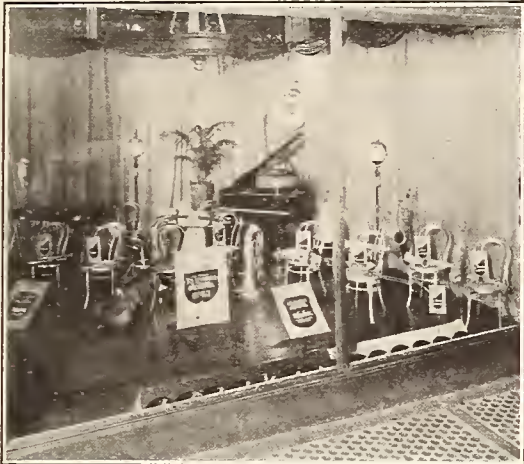


IN THE MUSICAL MERCHANDISE FIELD

FEATURES BUESCHER INSTRUMENTS

Whiteman's Leviathan Orchestra Exhibits Instruments in Buffalo Dealer's Window—Stimulates Instrument and Record Sales

Paul Whiteman's S. S. Leviathan Orchestra, which records for the Victor library, recently played a week at Shea's Hippodrome Theatre, in Buffalo, N. Y., where it received an enthusiastic reception at every performance. This theatre directly adjoins the music establishment of Denton, Cottier & Daniels and the accom-



Denton, Cottier & Daniels' Buescher Display panning illustration shows the set of Buescher band instruments used by the Leviathan Orchestra. The "parking" of these instruments in the store window mornings and between the afternoon and evening performances attracted a great deal of attention from passersby and stimulated the sale of Victor records and Buescher band instruments. Denton, Cottier & Daniels maintain an extensive musical merchandise department wherein Buescher instruments are featured.

Hohner Registers "MUSIC BOX"

WASHINGTON, D. C., October 8.—The firm of M. Hohner, distributor of the Hohner harmonicas and accordions, New York City, has obtained registration for the words "Music Box" to be used as the name of a harmonica, it was announced by the Patent Office. The name has been used by M. Hohner for the past year.

Exclusive
Territory Now Open
for

Holton

Band Instruments

WRITE, PHONE
OR
CALL

Musical Instruments of Every Description

Progressive

MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue, New York

TIME PAYMENTS ON SAXOPHONES

Talking Machine Dealers Widen Scope of Sales Possibilities by Granting Credit

Saxophones and trap drum outfits are proving particularly good sales numbers in the line of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y. E. E. Strong, sales manager of the company, in a recent interview with The World, stated that talking machine dealers in particular were finding these items big sellers. "The talking machine retailer," stated Mr. Strong, "is selling these high-priced instruments on the deferred payment plan, which greatly widens the scope of prospects. Time payments on musical merchandise are just as necessary as time payments on talking machines and pianos. In fact, it is the higher grades of all musical instruments that are selling best. For instance, our professional banjo is far more in demand than the cheaper numbers in the line."

INSTALLING DEALER EQUIPMENT

The Zimmerman-Bitter Construction Co., New York, manufacturer of equipment for musical merchandise departments, has closed a number of important orders during the past few weeks for this type of installation. A. Bitter, of this company, states that the dealers are installing sheet music, musical instrument and small goods departments in preparation for a banner Fall and holiday trade and that, in order to display musical merchandise advantageously, the use of store display cases is considered almost imperative.

LARGER QUARTERS IN DECATUR, ILL.

DECATUR, ILL., October 6.—With the addition of the Lyon & Healy line to its piano department the William Gushard Co., one of the leading music houses here, has been forced to enlarge its quarters. For this purpose the mezzanine floor has been remodeled and is now given

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter
Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

over entirely to the display of musical merchandise. New record-demonstrating booths have been built along the north wall, where the Brunswick department is situated.

W. R. McClelland, president of the National Music String Co., manufacturer of Black Diamond strings, has returned to the New Brunswick, N. J., headquarters from a business trip through the Middle West.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 153)

POPULARIZING HOHNER HARMONICAS

Extensive Publicity Campaign of M. Hohner Reaching Millions of People—Newspapers, Magazines and Theatre Play Part in Drive

An impressive example of dealer co-operation and the creation of the demand, nation-wide, throughout the buying public is to be found in the varied and extensive publicity conducted by M. Hohner, manufacturer of harmonicas and accordions, New York City. This campaign was inaugurated solely for the purpose of increasing Hohner harmonica sales for the dealer. It is wide in scope and represents well-laid plans. In the national magazine advertising conducted by the company forty-five national periodicals are used, with a circulation of over 50,000,000. An idea of how all classes are reached through this publicity is found in a few of the publications selected, such as Life, American Legion Weekly, Literary Digest, Ainslie's, Photoplay, Detective Stories, Moving Picture Magazine, Boys' Life and The Christian Herald.

The advertising appearing in leading newspapers in strategic trade centers all over the country is also increasing demand for the Hohner harmonica. Combined with this paid publicity is a great volume of free publicity, editorial comment, photographs and rotogravure pictures, etc., which have appeared, due to the general interest aroused by this effective campaign. The radio has been used to broadcast harmonica playing. In the moving picture field Wesley Barry, celebrated juvenile star, is giving the Hohner publicity on the screen. Forty-five vaudeville stars are entertaining their audiences with the Hohner harmonica and it is estimated that 117,000,000 people annually are entertained in this way.

The progress of Borrah Minevitch, well-known harmonica player, from city to city is arousing considerable interest and receiving much comment in the daily press. Mr. Minevitch will appear in Kansas City at an early date, where, through the combined efforts of Mr. Minevitch, the daily press and dealers, it is planned to feature Hohner harmonicas in a particularly big way. Demonstrating artists, therefore, are an important part in the campaign.

Of course, the usual dealer aids, such as window display charts and instruction booklets, are used and, in keeping with the extensiveness of the whole plan, these are very attractively prepared. Artists' testimonials and the selection of the Hohner harmonica by such well-known organizations as the Boy Scouts contribute their share. But, perhaps, the most important part in increasing the popularity of the harmonica and, therefore, the demand upon the trade, are the harmonica contests that have been and are continuing to be held in various cities with the combined co-operation of M. Hohner, newspapers, civic and State authorities and other organizations. It is reported at the headquarters of M. Hohner, New York City, that dealers find a decided increase in the demand for harmonicas since this campaign was inaugurated. Dealers, too, are doing their part and it shows how the combined efforts of dealer, distributor and manufacturer are creating an interest in a product in the music field that is sweeping from coast to coast.

To Sell Musical Merchandise Advantageously You Require
MUSICAL INSTRUMENT CASES
SMALL GOODS DISPLAY COUNTERS
SHEET MUSIC RACKS

Complete store interiors carried in stock. Prices on request.

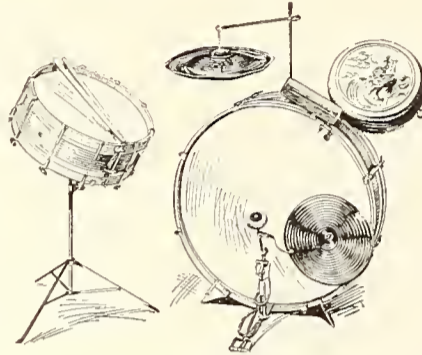
ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
 325-27 East 94th Street, New York
 Phone Lenox 2960

Your Trade Wants Drum Outfits

And We Have the Assortments That Sell!

Practical drummers selected our new trap-drum outfits—there is no essential trap left out—no unnecessary article retained. Each outfit is equipped with Twentieth Century GUARANTEED Drums, and this in itself is assurance of satisfactory value for the dealer who handles them and the drummers who play them. These outfits meet practical drummers' needs. And believe us—drummers buy them.

Pictured Here
 Is Our New
 "DANCE"
 Drum Outfit
 —a \$60.00
 Retail Value



Write Us For
 Dealers' Prices
 on This and
 Other Popular
 Outfits, Retail-
 ing \$50.00 and
 up.

The FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

EXPANDS CITY DELIVERY SERVICE

C. Bruno & Son, Inc., 351-353 Fourth avenue, New York City, the large wholesale musical instrument and Victor Victrola jobbing house, has recently made a great improvement in its city delivery service department by the addition of several trucks.

The recent additions to Bruno's fleet of auto trucks now give them one 5-ton Pierce-Arrow, three 2½-ton Whites and one Dodge and one Chevrolet light delivery truck.

SMALL GOODS MEN ORGANIZE

CHICAGO, ILL., October 3.—Representatives of most of the band and orchestra instrument houses of Chicago met the night of October 1 at the Kunz-Remmler Café on Wabash avenue

and formed the Chicago Musical Merchandise Association. Executives from the following local firms were in attendance: Lyon & Healy, Inc., Rudolph Wurlitzer Co., Chicago Conn Co., Tom Brown Music Co., Dixie Music House, C. H. Taylor Co., Brooks Band Service, Chicago Band Instrument Co., Harry B. Jay Co., Carl Fischer, George Diver, Burch & Ponder.

BUESCHER FACTORY EXPANDING

ELKHART, IND., October 1.—The newest addition to the mammoth Buescher factory is now in process of construction. Ground was broken for this addition in May last. It will house correspondence and clerical departments now in the main building, whose removal to the new wing will allow expansion of various mechanical departments heretofore crowded.

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V
E
G
A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave.

Boston, Mass.

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner publicity which now begins will include magazines of national circulation reaching over 50 million readers each month. Plan to benefit by this publicity.

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

INSTALL SMALL GOODS DEPARTMENT

Sherman, Clay & Co. Open Musical Merchandise Department in Their Portland, Ore., Branch—Complete and Varied Line Carried

PORTLAND, ORE., October 6.—“Everything now in music” is the slogan of the Sherman, Clay & Co. store since the installation of its new



Band Instrument Section

musical merchandise and sheet music departments and well can it lay claim to this with the addition of these two handsome and fully equipped departments. For many years Sherman, Clay & Co. have been known in Portland as the home of the Steinway and other good pianos, Victor records, Victrolas and player rolls and all that was lacking to make this store a musician's paradise were these two lately installed departments.

T. G. Towner, formerly of the Sherman, Clay & Co. establishment, of Oakland, Cal., has been made department manager. Mr. Towner not only has taken charge, but arrived in Portland in time to supervise the installation of the entire department. Before coming to Portland he supervised the installation of a similar de-

partment in the Sherman, Clay & Co. store of Seattle, Wash.

The new department carries all musical instruments and accessories for band and orchestra and the stock is complete in every detail, including King band instruments, King saxophones, Bacon, Gibson and Orpheum banjos, Martin guitars and mandolins, Bacon and Gibson mandolins, Robert, Penzel-Mueller & Buffet clarinets, Haynes flutes and piccolos, Christenson oboes, Heckel bassoons, Ludwig drums and traps, Victor drums, Deagan marimbas and xylophones, imported and domestic violins, cellos and string basses, with a full and complete line of Lifton cases.

Mr. Towner reports excellent business in spite of the fact that the department is in its infancy



In the Sherman, Clay Small Goods Department and he is looking forward to a very busy Fall and Winter trade. Palmer S. Smith is first assistant to Mr. Towner. The department is allotted a generous amount of window space for display purposes and some most attractive arrangements of the department's goods have thus far been featured with excellent effect insofar as sales are concerned.

NEW VEGAPHONE BANJO SCORES

Attractive Booklet Featuring Banjos Prepared for Dealer Distribution by the Vega Co.

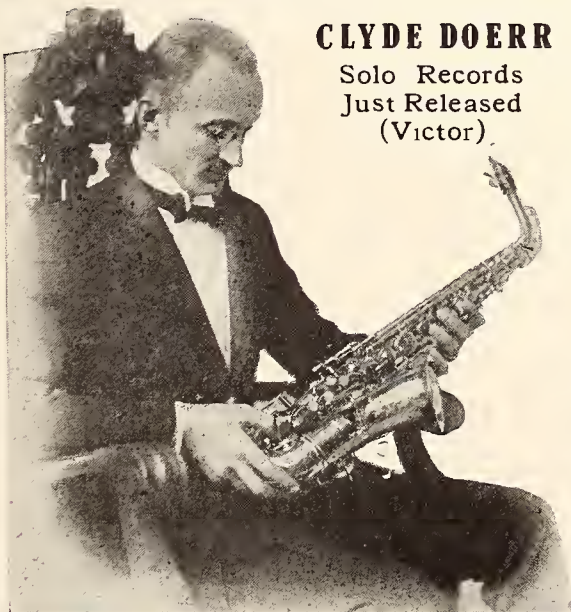
BOSTON, MASS., October 1.—The new Vegaphone banjo, produced recently by the Vega Co., of this city, has proved very popular and the orders for this instrument are coming in in a volume that well surpasses the demand for the lower-priced instruments. In a number of letters of commendation received at the headquarters of the company various artists have expressed themselves enthusiastically over the new banjo and stated that they found it especially adapted for orchestra work and recording.

Following the presentation of the new Vegaphone line, the Vega Co. produced an attractive twelve-page booklet in colors on the Vegaphone banjo, which is described as “An Instrument That Exceeds the Ideals of the Artist.” The Vegaphone tenor banjo line at the present time consists of three models, the “Professional,” the “Artist” and the “De Luxe” Vegaphone, with a list price ranging from \$187.50 to \$468.75. The literature sets forth that the Vegaphone banjo embodies many new features of construction with an entirely new tone volume. This tone is described as resonant, sustained and more powerful. The many features of the Vegaphone are well calculated to appeal to both the professional banjoist and the player who wishes to advance his standards.

DEALERS TAKE ON BRUNO LINE

The advisability of carrying “everything in music” is taking hold increasingly among talking machine dealers, according to C. Bruno & Son, Inc., New York, importers and wholesalers of musical merchandise. Many talking machine retailers are adding this line.

CLYDE DOERR
Solo Records
Just Released
(Victor).



Solo Records Demonstrate Buescher Saxophones

TWO new Saxophone Solo Records (Victor) made by Clyde Doerr should be used by every Record Dealer to demonstrate to prospective Saxophone purchasers the fine qualities of the Buescher Saxophone.

The Record Dealer is in an especially favored position to make many sales of Saxophones to customers who ask for these Doerr Records, and to sell Saxophones and Band Instruments to all buyers of Dance Records.

75% of the nation's records (all makes) are played by bands, orchestras and soloists using Buescher instruments. Most of the Buescher window, counter and mail publicity material is devoted to Record Makers. The two lines—Records and Buescher Instruments—are complements. One sells the other.

If you are not carrying Buescher Instruments, write for trade prices and literature. We'll tell you what territory is open, what your annual sales should be, how fast the turn-over, etc., etc.

BUESCHER BAND INSTRUMENT CO.
G-93 Buescher Block
ELKHART, INDIANA

KANSAS CITY

*Combination of Many Factors Results in Increased Business—
Eliminating Contests From Fair Displays Pays—Trade Activities*

KANSAS CITY, Mo., October 8.—All talking machine jobbers in Kansas City report that business during September has been exceptionally good and that their establishments have been very busy stocking up the dealers with goods for Fall trade. In nearly every case the report is to the effect that the orders of a year ago have been exceeded and in some cases the increase is more than 40 per cent. The increase is attributed to the improved conditions in business generally, the growing interest in music and the introduction of new styles and better service.

The weekly releases of the Victor Co. are resulting in a substantial increase in record sales.

One of the means by which dealers have been stimulating the demand throughout the territory were displays at the county fairs. These displays have been made this year almost exclusively for the purpose of directing attention to the merits and attractiveness of the goods themselves. This is in sharp contrast to some of the stunts put on in the past, where contests were the feature, and the interest centered in who would win the prize.

According to Manager Schoenly, of the Brunswick Co., dealers report that scarcely 10 per cent of the cards which have been signed in the past where the interest centered in the contest and prize were really prospects for the sale of phonographs. These contests occasioned a large amount of work, not only in putting them on, but also in weeding out the names of those who were not interested in buying a machine. Learning their lesson in the past, the dealers are appealing to the public interest in music and showing their machines as instruments which will produce it in the most attractive manner. The cards, though less in number, are of much more value, the dealers say. Among the dealers who have had considerable success with their fair displays are the Topeka Music Co., the Schroyer Music Co., of Bethany, Mo.; Chappell Music Co., of Salina, Kans., and L. H. Peck, of Carthage, Mo.

The Herbert A. Kroh Music Co., of Muskogee, Okla., one of the oldest music estab-

lishments of the State, has installed a complete line of Brunswick instruments and records.

The new Columbia models are being received with enthusiasm by the public and the dealers have been sending in orders to such an extent that jobbers have been kept very busy in meeting the demand.

V. K. Henry, formerly field representative of the Brunswick Co., in Kansas City territory, is now with Geo. A. Anderson in the Exclusive Brunswick Shop, in Kansas City.

Under the management of Roy Oliver, the talking machine department of the Rorabaugh-Brown Dry Goods Co., Oklahoma City, has become so important it has been moved to the main floor.

C. M. Williams, formerly manager of the talking machine department of the Rorabaugh-Brown Co., is now manager of a similar department with the Leader Department Store, St. Joseph, Mo.

R. L. DuBois, manager, called on several nearby dealers in the past month and received very nice orders for immediate delivery. Business is better than it was last year at this time and all dealers interviewed so far seem to be very optimistic.

A new Edison agency has just been opened at Hillsboro, Kans., with Hoepfner Bros.

The Moberly Music Co. is now an authorized Edison dealer at Moberly, Mo.

The following dealers called at the Phonograph Co., Edison distributor, during the past month: C. B. Kelley, Kent-Long Drug Co., Beloit, Kans.; O. A. Panton, Ponca City, Okla.; Carl Botefuhr, Botefuhr Music Co., Pittsburg, Kans.; Ed Uden, Uden's Book Store, Sapulpa, Okla.; H. P. Ripley, H. P. Ripley & Co., Leavenworth, Kans.; Walter Eshelman, Eshelman Music Shop, St. Joseph, Mo.; F. E. Parker, Crosby Bros., Topeka, Kans.; Geo. Reynolds, Mace & Reynolds, Argentine, Kans., and H. L. Kelley, H. L. Kelley & Son, Lexington, Mo.

Mrs. M. M. Paul recently opened the Paul Record Store, Inc., at 1103 Walnut street, in this city. The Audak counter service has been installed—the first installation of the kind in the city. Victor records are handled.

Bakertone for Phonographs

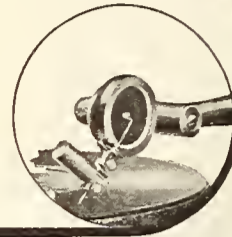
No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps record sales. Sells at \$3.50.

Ask for discounts.

**Bakertone
Corporation**

408 Pearl Street
BUFFALO, N. Y.



The Steinola Co., of this city, manufacturer of phonographs, has enlarged its sphere of activities and is now furnishing a number of distributors of Radio machines with walnut cabinets.

Miss Roe Wise, formerly secretary of the Artophone Co., is now appearing in orchestral concerts, playing the saxophone.

NEW ARGYLE CONSOLE POPULAR

Two-tone Sonora Model Meets With Immediate Favor—Now Being Shipped to Trade

The "Argyle," a two-toned console model, is the latest addition to the Sonora line and the jobbers and dealers are delighted with its perfect proportions, artistic lines and its beautiful panelings, which embody two shades of walnut. This instrument was added to the Sonora



The New Argyle Console

line to accommodate the fast-growing demand for two-tone models, and the equipment of the Argyle comprises the many distinctive features which are part of Sonora product, including an electric light, gold-plated two-spring motor, envelope filing for sixty records, etc. The instrument, which lists at \$275, is now being shipped throughout the country and promises to be a leader in the Sonora line this year.

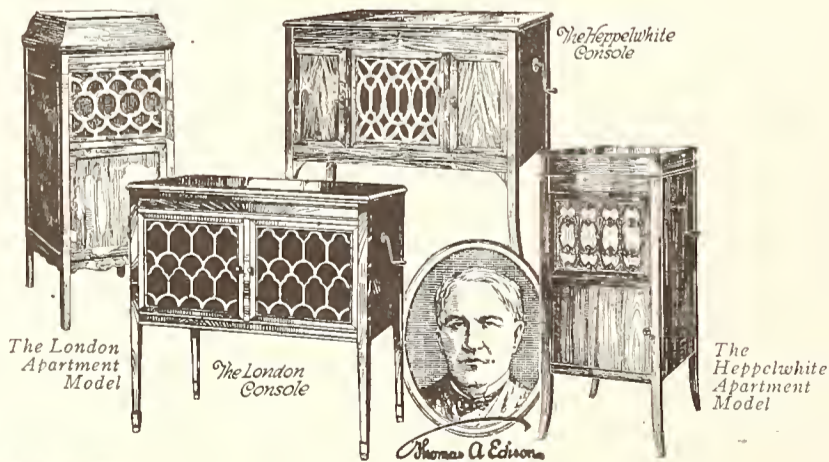
ISSUES ATTRACTIVE CATALOG

Frank Netschert Features Products in Color—Areca Plant a Favorite With Dealers

Four pages in color which faithfully reproduce the various flowers in their original shades are among the several features of interest in the new 1924 catalog of artificial plants and flowers for store decoration, which has just been issued by Frank Netschert, Inc., of New York City. The remainder of the catalog is given over to descriptive matter and prices of the full Netschert line. The company is at present featuring the Areca plant, which is sold in three colors—red, orange and green. The leaves are changeable and may be substituted to correspond to the different seasons of the year.

How EDISON Meets the Popular Price Demand

Four Winners Ranging in Price from \$100 to \$175 list



A few good dealer territories open in Missouri, Kansas and Oklahoma

Write

The Phonograph Co.

1215 McGee St.

KANSAS CITY, MO.



PAL



\$ 35

RETAIL

Made in Genuine
Dupont Fabrikoid
(A fine imitation leather)

**LIBERAL
DISCOUNTS**

A Premier CHRISTMAS Gift!

Its outstanding quality—its remarkable tone—its beauty make it as ideal a phonograph for the home as it is for the outdoors.

This, together with its low retail price, produces a Christmas gift that will bring you a sale well worth while!

For the rest of the year there is no phonograph that is so certain to produce profits as the PAL PORTABLE.

Holiday Orders Are Being Filled Now!

PLAZA MUSIC CO.

18 WEST 20th STREET

NEW YORK

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

*Business Continues Brisk—Exposition Proves Business-getter—
 Advocates Canvassing as a Sales Aid—New Accounts—The News*

SYRACUSE, N. Y., October 8.—The talking machine business in this city and the surrounding territory is most satisfactory, according to reports of retailers and wholesalers. The latter are finding it difficult to supply some of the most popular models of talking machines, orders coming in so rapidly and for such quantities of instruments that they are shipped out almost as quickly as they are received. The trade situation, insofar as holiday expectations are concerned, is the cause of considerable optimism throughout the trade. Record business also is holding up well. Briefly, there are a good many factors working to the advantage of the trade and this, coupled with the energy of dealers, practically assures an unusual business for the remainder of the year.

Cash In on Exposition

Fowler, Dick & Walker, Edison dealers in Binghamton, N. Y., recently staged a profitable display at the Binghamton Exposition which resulted in considerable publicity and the secur-

ing of a number of live prospects. The Baby console is especially popular, according to Jas. E. Greene, popular and progressive manager of the phonograph department.

Fowler, Dick & Walker also had the pleasure recently of supplying an Edison phonograph to the American Legion, of Johnson City, after that organization had compared and tested a number of other makes.

Live Dealer Advocates Canvassing

Curt C. Andrus, Edison phonograph dealer at North Tonawanda, N. Y., recently employed A. H. Stanley as an outside salesman. He has made sufficient sales to date to make his services mutually satisfactory, and is securing a large number of desirable prospects for the holiday trade. With business conditions as they are in most cities it will prove profitable to any dealer to put on one or more outside men to make a thorough canvass, in the opinion of Mr. Andrus. This live dealer reports selling five phonographs on a recent Saturday and re-

ports business increasing right along, with good prospects for a big holiday trade. Mr. Andrus is now selling more Edisons than needle types of instruments, for which he also has the agency, due principally to the seven Edison tone tests which he has put on in the Tonawandas. The baby console model Edison is proving the leading seller with this store and he just placed his order with his jobber for thirty of this particular style. The city just installed a new lighting system on the main business street here and the Merchants' Association engaged two dance orchestras of six men each, and two comedy singers, and advertised the celebration widely. A large crowd came up to witness the turning on of the new lights and to hear the music. The cash record sales this night were the largest so far this season and the extra profit more than covered the contribution made to the expense of the celebration. Mr. Andrus employs four clerks on Saturdays to handle his cash trade, and pays his clerks a commission on the instrument sales they make.

Heavy Orders of New Red Seal Records

Victor dealers throughout this territory are keenly enthusiastic regarding the new Victor double-faced Red Seal records and the orders placed for them indicate that during the coming holiday season there will be as large a shortage of records as there is of Victrolas during that time of the year. The W. D. Andrews Co., Victor wholesaler, is doing everything possible to co-operate with the Victor dealers in this territory in making the coming season the most prosperous period in history and the results to date are very gratifying.

Many New Edison Jobbers Appointed

Frank E. Bolway & Son, Inc., Edison distributors, with headquarters on South Clinton street, this city, have recently opened a number of new agencies here and in the surrounding territory which they serve, as a result of an intensive sales drive which was recently inaugurated. Among the dealers who have signed up in the last few weeks are B. L. Bush, Jordan & Camillus; L. W. Culver, Chittenango Station; W. H. Denison, Peterboro; E. A. Field, Altmar; Nettie M. Gates, North Syracuse; Hamilton & Clark, Wilson; Wm. H. Griffin, Norwich; Joiner & Hirschey, Sandy Creek; Edward F. McCormack, Mexico; H. B. Shapley, Earlville; W. E. Strong, Owego.

The Gibson-Snow Co., Inc., of this city, Sonora distributor, is receiving and delivering many large orders for Sonora products from the dealers in this territory. Syracuse dealers report healthy conditions all along the line, with the majority of sales leaning towards the higher-priced instruments.

Edison Wins in Competition

Tribute was recently paid to the merit of the Edison phonograph when that instrument was selected by the Rome High School, Rome, N. Y., after three makes of talking machines had been thoroughly tested and compared. The



THE PERFORMANCE OF SERVICE

is the test of any organization

The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

Sonora phonograph and Vocalion record distributors for New York State.

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

deal was closed by Schuderer & Castle, live Edison dealers in that city. This concern, through its aggressive policies, has enjoyed a steady growth in business and it is looking forward to the biggest year-end business, both in machines and records, in its history.

LITTLE TOTS' RECORD DISPLAY

The accompanying illustration presents an attractive window display used by Eisenberg's store, Baltimore, Md., to feature Little Tots' records made by the Plaza Music Co., New York. This display not only attracted considerable attention from passers-by, but was directly responsible for the sale of a large number of Little Tots' records. These records and



How Eisenberg Features "Little Tots"

their albums are particularly adaptable to unique displays and Eisenberg's window presents the product to excellent advantage.

CELEBRATES FIFTH ANNIVERSARY

The Kings Highway Music Shop, 1408 Kings Highway, Brooklyn, N. Y., H. A. Freyman, proprietor, recently celebrated the fifth anniversary of the opening of the store. Invitations were sent to the large circle of customers, prospects and friends of the concern and a special program of music and entertainment was enjoyed. Among the attractions was Main M. Rountree and His Orchestra, and Jack Eagen, author of the song hit, "Three Thousand Years Ago." The store has just been remodeled and the celebration was staged immediately following the reopening. Victor talking machines, records and pianos are handled, and these were attractively displayed.

LARGER QUARTERS IN AKRON, O.

AKRON, O., October 5.—With the acquisition of 3,000 square feet of floor space, which includes the possession of the adjacent building, the Music Shoppe, South Main street, will have much more space available for its talking machine department. This store features the Brunswick line exclusively. The enlarged talking machine section will be ready for occupancy about November 1.

BUILDING EXTENSIVE BUSINESS

Although it has been in business only a few months the Specialty Phonograph & Accessory Co., New York, manufacturer of the "Specialty Brand" phonograph parts and products, has established a good-sized clientele throughout the country. The company states that during the past few months there has been a steadily increasing demand for springs, motors and motor parts and the outlook for the coming year is very promising.

The Grand Pharmacy, of Du Quoin, Ill., has opened a talking machine department. The booths, record racks and counters are Unico construction. Ray Kennedy is the proprietor.

The NEW EDISON

in

New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.

SYRACUSE

Jobbers

Est. 1889

IRVING KAUFMAN WITH VOCALION

Well-known Vaudeville Star and Record Artist Signs Exclusive Contract

The Aeolian Red record department of the Aeolian Co. announced on October 1 the signing of a contract with Irving Kaufman, the well-known record artist, whereby he will in future make Vocalion Red records exclusively.

Mr. Kaufman, who is particularly popular in the vaudeville field, has for some years been making records for various companies and has achieved marked success in that line, creating a substantial following among record buyers. Mr. Kaufman will make his first Vocalion record upon his return from a Canadian engagement.

The Dixon Music Shop, 518-520 Dewey street, North Platte, Nebr., has added Victor machines and records to its stock. In addition the concern handles the Edison and Columbia.

BUBBLE BOOKS CAMPAIGN STARTED

Harper & Bros. Preparing Sales and Publicity Drive—Sales Totals Show Substantial Increase

Harper & Bros., New York, publishers of the popular Bubble Books, are well pleased with the outlook for the Fall and holiday trade, and Bruce McClure, publicity director of the company, is in personal charge of an intensive sales and advertising campaign that is meeting with exceptional success. It is interesting to note that the sales of Bubble Books have increased steadily for the past four years, with the figures for the first nine months of 1923 showing a substantial increase over the corresponding period of 1922. Mr. McClure is particularly interested in the fact that talking machine dealers are featuring Bubble Books as appropriate gifts during the Christmas season and the timeliness of the present campaign is proving an important factor in its success.

Phonographs—Radio

If you would be interested in the sale of a new article of great merit that will quickly sell to present owners of phonographs who already have added the radio outfits to their homes or who may do so in the future, write for full particulars to

The Regina Phonograph Co.

Manufacturers

Rahway

New Jersey

Regina Phonos—Regina Hexaphones and Music Boxes



The New Columbia is Superior! Unobstructed Sound!

The New Columbia Phonograph throws the sound fully and freely instead of straining it through interrupting fabric or lattice work. And its patented, "organ-pipe" tone control leaves deliver the music on a level with the auditor's ear. This exclusive Columbia feature is but one of the many refinements to be found in every model of the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York

DETROIT

Busy Industries Presage Brisk Trade—Discontinue Sending Records Out on Approval—The News

DETROIT, MICH., October 8.—There is only one thing that can prevent a big talking machine business this Fall—it is the lack of energy of the dealers themselves. Speaking for Michigan, latest reports from the Manufacturers' Association indicate that there is sufficient work ahead to keep everybody employed for the coming season and that for the past year employment and wages have been the greatest in the history of the State. Bank deposits substantiate these statements.

Sales of talking machines have been brisk all through September and a big increase in sales is anticipated by the retailers for the month of October. Already some of the stores have announced special Christmas offers and many dealers are planning holiday drives.

The J. L. Hudson Music Store came out with a rather startling announcement the other day—that of discontinuing the policy of sending records out on approval. This has been the practice of the Hudson and other downtown stores for many years. It was their belief that it created sales. But, apparently, the Hudson Store realizes that, while it creates sales, it also brings losses and entails a lot of delivery and bookkeeping expense.

The writer can recall some years ago in the early days of the Detroit Talking Machine Dealers' Association, when this subject of approval records came up for discussion. Many were opposed to it, but quite a few of the big downtown dealers, including the Hudson Store, were inclined to favor it on the ground that it

did stimulate record sales. These dealers also admitted that the policy had its faults, but they felt that the good points overshadowed the bad. In view of the Hudson announcement it would not be at all surprising to see others follow suit.

A. A. Grinnell, treasurer of Grinnell Bros., who is back from an extended European trip and who is in touch with every phase of the company's business, is very optimistic about the balance of this year and looks for a big volume of sales in all of the company's forty branch stores.

All through the month of October Grinnell Bros. will conduct their twentieth annual sale of used musical instruments, mostly pianos and players, but including some talking machines. These instruments have been out on rental at the Summer resorts.

The Crowley, Milner Co., Detroit, has added the Brunswick line of phonographs and records to its line.

In the neighborhood sections, especially Polish and Hungarian, we find dealers selling a great many cheap machines—without manufacturers' names, priced around \$65. There seems to be quite a demand in the foreign neighborhood for machines that can be sold at a very low price. These people do not buy the nationally advertised brands and only know one thing—the cheapest in price. Why?

Sam Lind, of the Lind & Marks Co., distributor of the Vocalion records and manufacturer of the Wolverine phonograph, reports that the past month has brought a tremendous volume of new business. "We are adding new accounts right along on our Vocalion records, while all over the country inquiries are pouring in regarding our line of Wolverine phonographs, which are manufactured exclusively for us," said Mr. Lind.

One of the finest neighborhood stores is that of Ray J. Youngblood, on East Jefferson ave-

nue, Detroit. Mr. Youngblood was for many years in the dry cleaning business. Some time ago he got the "bug" to have his own talking machine store, so that he could sell the records of his sister, Margaret Young. So he secured a location adjoining his dry cleaning place and then, when business got good, moved to his new location on East Jefferson avenue. He handles the Brunswick line exclusively and does a very nice business.

Okeh records are selling very big in Detroit. They are featured by ten or twelve of the regular music dealers and, the other night, we noticed them in the Brownie Drug Stores, of which there are some thirty in this city.

Fall orders are being received in good volume by the Phonograph Co. of Detroit, Edison distributor for this territory. Edison dealers in this city and surrounding territory are apparently receiving their share of the business and the outlook for one of the busiest holiday seasons on record is exceptionally bright. The Edison line is one of the leaders in popularity here and, if the orders constantly being received by the Phonograph Co. of Detroit may be taken as an indication, Edison dealers throughout this section, at least, are enjoying a demand equal to that for any other make of instrument.

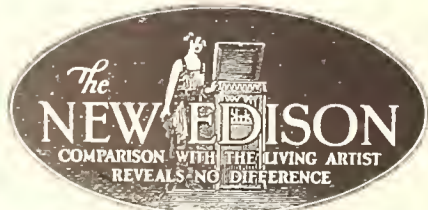
CABINET HARDWARE DEMAND GROWING

The H. A. Guden Co., Inc., New York, manufacturer of cabinet hardware and accessories, announced recently the appointment of Edwin Wood to represent the company in Australia and New Zealand. H. A. Guden, president of the company, states that there has been an exceptionally active demand for the invisible hinge, which was introduced a few months ago, and that cabinet manufacturers generally are ordering hardware in larger quantities than in previous years, particularly stay arms.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.

Write us for our latest agency proposition



The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan



Our Slogan

“Service that Satisfies”

means in a word “Dependability.” This season will be a busy one. Be ready for it and rely on us for what you want. Our products not only carry our guarantee but the guarantee of the Starr Piano Company, whose half century’s experience in fine musical instrument building has made for them a reputation known the world over.

We are district distributors for

Starr Pianos

Gennett Records

Starr Phonographs

Service that Satisfies

The Starr Phonograph Company
634 Grant Street PITTSBURGH, PA.

HAPPENINGS IN THE DOMINION OF CANADA

FINE EXHIBITS AT NATIONAL EXPOSITION IN TORONTO

Talking Machine Displays a Center of Interest at Forty-fifth Annual Canadian Exhibition—Vocalion Display a Winner—A. C. Valeur a Benedict—Advises Making Radio an Ally

TORONTO, ONT., October 4.—One of the particularly interesting exhibits at the Canadian National Exposition held here recently was that of the Scythes Vocalion Co., Ltd., of this city, which had on display a representative line of Vocalion phonograph models ranging in price from \$135 to \$425, the latter being an Italian Renaissance model of the seventeenth century that attracted considerable attention. Among the other instruments shown were a Queen Anne period model, a Queen Anne console and a late seventeenth century period model.

E. C. Scythes, head of the company, attended the exhibit personally and declared that the



Display of the Scythes Vocalion Co.

most popular selling model in Canada just now is the Style No. 450 console, with Style No. 550 being a close second. In addition to machines displayed there were also demonstrated for the benefit of exhibition visitors all the latest Vocalion records, those by the London String Quartet, H. B. M. First Light Guards Band, Colin O'More, tenor, and various dance orchestras proving especially interesting. A number

of excellent prospects, together with fair volume of immediate sales, were made during the course of the show.

The forty-fifth annual Canadian National Exhibition is now a matter of history. The paid attendance this year was 1,493,000, a gain of more than 120,000 over last year. "Music Day" brought an attendance of 118,000, as against 109,500 last year. Ten phonograph and record exhibits were on display, taking up the entire floor space of the Phonograph Building. Those in attendance were as follows: Sun Record Co., Ontario distributor of Apex records and phonographs; Starr Co. of Canada, Ltd., London; Scythes Vocalion Co.; R. S. Williams & Sons Co., Ltd., Canadian Edison distributor; Columbia Graphophone Co.; Gerhard Heintzman, Ltd.; His Master's Voice, Ltd.; Sonora Phonograph, Ltd.; McLagan Phonograph Corp., Ltd., Stratford; Russell Gear & Machine Co., Ltd., phonograph equipment; Musical Merchandise Sales Co., Ltd., Brunswick records.

A. C. Valeur, managing director of Sonora Phonograph, Ltd., this city, recently was married. He was the recipient of a handsome mantel clock presented by his staff. Harry R. Braid has been made sales manager of the company.

The Charles Kirke Music Co., Ltd., Ottawa, has moved to its new quarters at 195½ Sparks street and has taken on the Vocalion line.

"Do not let radio become a competitor of the phonograph," advises S. C. Thornton, the well-known music dealer of Dundas, Ont. "Make it an ally." Mr. Thornton has given the question of music men handling radio business considerable thought and experience and is an eager student of anything pertaining to radio development. He quite believes it will become an important proposition for the music trade.

RESUMPTION OF FALL DEMAND FELT IN MONTREAL TRADE

Weddings and Reopening of Schools Result in a General Stimulation of Business—Charles Edison, Vice-president of Thomas A. Edison, Inc., a Visitor—The Month's News

MONTREAL, CAN., October 8.—Talking machines played a prominent part in September as wedding gifts, numerous brides being the recipients of instruments. This, together with the opening of schools and the returning of people from the country, has resulted in the resumption of the usual Fall activity.

The Berliner Gramophone Co., Ltd., has announced the introduction of three new Victrola art models, Nos. 400, 405 and 410, which are available with either spring or electric motor. The company has also announced the introduction of double-sided Red Seal records.

The new Music Salons recently opened by Charles Culross, local Sonora and Vocalion dealer, have evoked considerable attention from all who have inspected this homelike rendezvous for the public.

G. F. Byrne, of North Sydney, N. S., has purchased the music business of M. J. McPherson, of that town.

Phinney's, Ltd., Halifax, N. S., has started alterations on its store. The record department is being moved to the third floor. The ground floor will be given over to talking machines and pianos.

Philip E. Layton, president of Layton Bros., Ltd., Edison, Columbia and Brunswick dealers, has just returned from a three months' trip to England, Scotland, Wales and France. While in these countries he visited a large number of institutions and schools for the blind.

A. C. Valeur, manager of the Sonora Phonograph, Ltd., Toronto, was a recent trade visitor.

Layton Bros., Ltd., have taken on the representation of the His Master's Voice Victor line.

Signor Friscoe, xylophone artist, who appeared at the Princess Theatre last week, used a laboratory New Edison model. Layton Bros., Ltd., ran attractive newspaper copy, drawing attention to the act and featuring the Edison.

Charles Edison, vice-president of Thomas A. Edison, Inc., recently motored from New York to Montreal and while here he dropped in on the Edison jobbers, the R. S. Williams & Sons Co., Ltd. Mr. Edison left Montreal for a visit to the St. Maurice Fish and Game Club, going home via Quebec.

MUSIC AT THE VANCOUVER FAIR

Talking Machine and Piano Displays Lead—On Novel Selling Expedition in Motor Launch Stocked With Musical Goods—The News

VANCOUVER, B. C., October 6.—Music played an important part in the Vancouver Fair just concluded, practically one-quarter of the Manufacturers' Building being devoted to the display of pianos and phonographs. His Master's Voice products were well represented by Messrs. W. F. Evans and Switzer Bros. Geo. Goulding, winner of the world's walking championship, Olympic games, and now conducting a sporting goods store in Vancouver, believes in publicity. During the Fair he borrowed a Victrola No. 50, a set of Victor health exercises and a set of reducing exercises from the display stand of W. F. Evans, Ltd., and, donning a gym suit, he demonstrated them.

Tom Switzer, of Switzer Bros., has undertaken one of the most novel expeditions known to the music world. Tiring of city life and the daily routine he hired a gas launch, loaded it with records, Victrolas, musical instruments and sheet music and went up the coast in search of business, rest and adventure. He is reaching hamlets that perhaps see a boat once in a month, people who have the opportunity of getting into town once in two or three years wake up to find a city music store at their door, and reports are that sales are coming easy.

G. F. Curtis, of Hanley, Sask., is going out of the drug business to devote his entire time to selling the New Edison phonographs, regarding which he is particularly enthusiastic.

Kent's new phonograph store in Victoria was recently opened to the public. Edison and Brunswick phonographs are handled.

The first of a series of radio concerts to be broadcasted this season took place recently from the premises of one of the leading music houses in Winnipeg. The artists were all members of the Mason & Risch Co. store.

When the Grand Theatre, Calgary, Stock Co., recently put on the show "It Pays to Advertise" several merchants displayed goods in the theatre lobby. Matthews Music House had a Brunswick York console on display.

TRUESOLO CANADIAN DISTRIBUTOR

The Peate Musical Mfg. Co., Montreal, Can., a wholesaler of musical instruments and accessories, has been appointed Canadian distributor of Truesolo strings, made by the Standard Musical String & Mfg. Corp., Brooklyn, N. Y. G. F. Chapin, manager of this company, returned recently from a Canadian trip, upon which he closed this important deal. In a chat with The World Mr. Chapin stated that talking machine dealers throughout the country are evincing keen interest in the sales possibilities of the Truesolo strings and that new dealer agencies have been established in important trade centers.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

3 years ago many regarded the 50¢ record an absolute impossibility.

But look Now

12 times more 50¢ records sold in 1923 than 1921

2 MILLION 1921	12 MILLION 1922	25 MILLION 1923!
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Certainly the Public has made up its mind that it wants the 50¢ record!

—and *BANNER* is supreme in this field!

Read what one successful dealer writes:

“AT the beginning (in 1921) we believed that the tremendous turnover on *BANNER* was due to the fact that it was a new idea in record merchandising here. But the demand has continued most satisfactorily and at this time our record business on the *BANNER* line represents a mighty proportion of our gross sales.

“I might also add that their sale has helped our department materially in selling other merchandise, as they prove a great drawing card in bringing new customers to the department.”

Write for full particulars—NOW!

PLAZA MUSIC CO., 18 West 20th St., New York

FENBERG

BANNER 50¢ RECORDS



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

**Selling Bigger Than Ever
Four Companies Now
Touring**

*"You can't go wrong
with any Feist song"*

APPOINTS JUNIOR OPERETTA JOBBERS

Prominent Wholesalers Appointed by Vulcan Record Corp.—Factory Facilities Increased to Meet Constantly Growing Demand

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, announced this week that arrangements have been made whereby the following well-known concerns will act as distributors for these products: A. C. Erisman Co., Boston, Mass., New England territory; General Radio Corp., Philadelphia, Pa., and Pittsburgh, Pa., Pennsylvania, Maryland and Southern New Jersey; Bristol & Barber, Inc., New York, N. Y., metropolitan district and New York City. Several other important jobbing deals are now in process of consummation and will be announced to the trade during the next few weeks.

In order to accommodate the demands of the dealers for the Junior Operetta records, the company's factory facilities have been materially increased and the plant at Belleville, N. J., has been enlarged considerably. Mr. Hedinger

states that, in addition to the Little Red Riding Hood records, his company will be ready to place on the market very shortly five other subjects comprising standard children stories.

SOLVES GIFT RECORD PROBLEM

Luckey, Platte & Co. Use Label That Permits Gift Exchanges—Practical and Timely Idea

Luckey, Platte & Co., Victor dealers, of Poughkeepsie, N. Y., have solved one of the problems that usually arise during the holiday season, namely, the gift record problem. These enterprising dealers use a label bearing the following inscription: "This record is exchangeable within seven days if seal is unbroken." The use of this label permits the sending of records as a gift and the privilege of exchanging them if the seal is unbroken. It frequently happens that the recipients of gift records already have the gift selections in their record libraries or wish to exchange them for other reasons. This label makes it possible to take care of the exchange to the satisfaction of all concerned, doing away with misunderstandings.

JOINS NEW YORK T. M. CO.'S STAFF

Albert G. Linzig Appointed Head of Foreign Language Record Department—Co-operating With Victor Retailers to Advantage

Charles B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, announced recently the appointment of Albert G. Linzig as head of the company's foreign language record department. Mr. Linzig is concentrating his activities on the development of Victor foreign language record sales for the New York Talking Machine Co.'s clientele and the results of his work to date have been very gratifying. He is well qualified for this special work, as for a number of years he traveled through South American countries for the Victor interests and possesses a thorough knowledge of the foreign language records presented in the Victor catalogs.

VINCENT LOPEZ IN A NEW ROLE

Vincent Lopez, leader of the Hotel Pennsylvania Orchestra and exclusive Okeh artist, added to his accomplishments this week, when he consented to pose as a model for Stetson and Long hats, two well-known lines of hats merchandised throughout the country. His photograph will be featured in the Long and Stetson magazine and newspaper advertisements to be presented during the season, in addition to the distinctive window displays prepared by these hat manufacturers. Mr. Lopez was not able to devote a great deal of time to this special work, as, in addition to his playing at the Hotel Pennsylvania Grill, he has been appearing as a headliner at Proctor's Palace Theatre, Newark, N. J.

FRANKLIN DUNHAM WITH AEOLIAN CO.

Franklin G. Dunham, formerly connected with the educational department of the Victor Talking Machine Co. and more recently head of the educational department of the American Piano Co., has become director of the recently organized educational division of the Aeolian Co. and will give his attention to the introduction of the Duo-Art reproducing piano in educational institutions.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

Presents a New Installation



EMANUEL BLOUT, 2786 B'way, N. Y. C.

This interior gives an excellent illustration of how musical instruments, sheet music and small goods can be arranged in order to show an attractive, well balanced equipment.
Stock ready for immediate shipment.

quality  *design*

Record Racks	Display Cases
Hearing Rooms	Musical Instrument
Service Counters	Cases, Etc.

Prices on request

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**
325-27 East 94th Street, New York
Phone Lenox 7960

See what
\$2.85
will buy
Page 47

Immediate Delivery Guaranteed!!

on All Samples of

Oh! Pep!

SOLID BRASS

DRAWN TONE ARMS

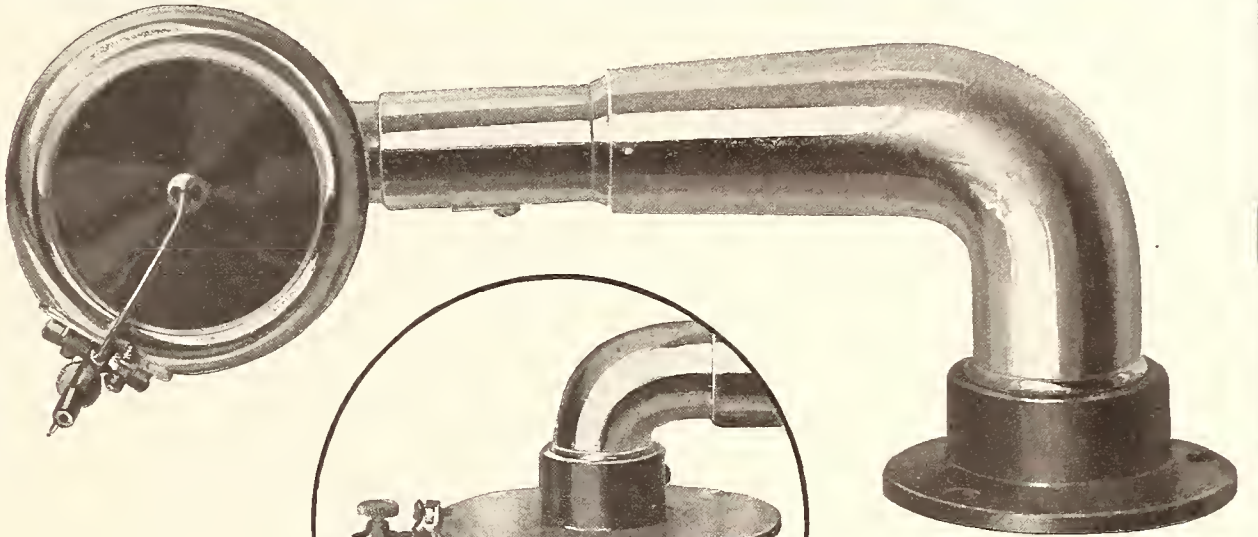
The Oh Pep Phonoparts Co. has at last surmounted all difficulties incident to the bringing out of its SOLID BRASS DRAWN TONE ARM and is now in position to make immediate delivery of samples of all sizes of its product.

Remember

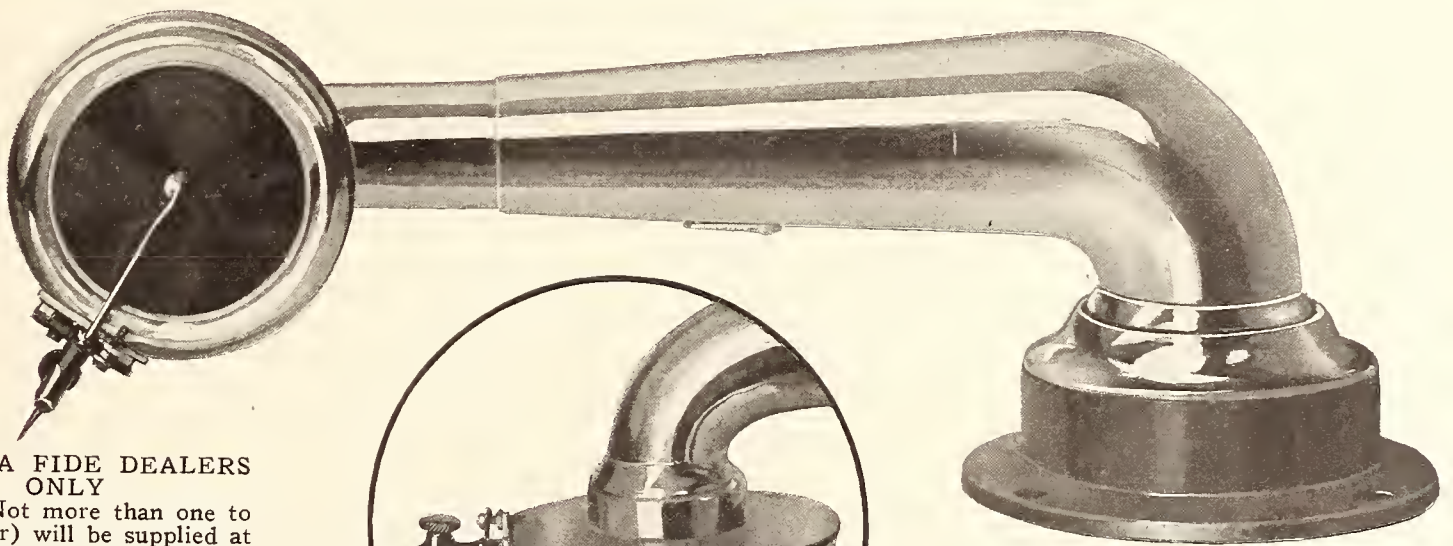
Oh! Pep! Tone Arms and Reproducers incorporate no Die Castings whatsoever.

Oh! Pep! Tone Arms are of one piece Solid Brass Tubing, bent and tapered to shape, and of uniform thickness throughout.

Oh! Pep! Tone Arms will be shipped at once upon receipt of order accompanied by check covering cost of sample.



No. 1
Size 7½"—8½"



No. 2
Size 8½"—9½"

TO BONA FIDE DEALERS ONLY

Sample (Not more than one to each dealer) will be supplied at following prices which apply to this transaction only:

- No. 1 ARM
- 7½"\$2.50
- 8½"\$2.75
- No. 2 ARM
- 8½"\$3.50
- 9½"\$3.75

The above prices include an Oh! Pep! Reproducer which is of Pressed Steel. If Solid Pressed Brass Reproducer is desired add 25c extra.



6912 Cottage Grove Ave.

Chicago, Ill.

LOS ANGELES

Death Takes Away Frank J. Hart, Popular Trade Member—Music Trades Ass'n of Southern California Convenes—News of the Month

LOS ANGELES, CAL., October 4.—Death took away one of the pioneers of the local music trade on September 26 in the person of Frank J. Hart, founder of the Southern California Music Co. Mr. Hart, who was sixty-two years old, leaves a widow and two sons, one of the latter being a member of the musical merchandise department of the Southern California Music Co. The funeral took place on Saturday, September 29, at the Church of the Flowers, Forrestlawn Cemetery, Glendale, and was attended by representatives from practically every music house in Los Angeles. The pallbearers consisted of George S. Marygold, vice-president and general manager; Ralph E. Hovey, treasurer; Scott Williamson, Jr., secretary; Irving Westphal, manager of the talking machine department; Worth Hathaway, piano sales manager, and Herb. Fish, phonograph department.

Convention Held in Long Beach

A convention of the music trades of Southern California took place in Long Beach late in September, and was attended by more than 150 music dealers and members of their sales forces. E. Palmer Tucker, president of the Music Trades Association of Southern California, occupied the chair and gave an opening address of welcome, in which he expressed the hope that the convention would become an annual event. He also enumerated a number of the benefits which the Association had accomplished in the past and urged all music dealers to become members. Mr. Tucker then introduced R. M. Mattson, of the Mattson Music Co., Long Beach, and Robert R. Shafer, of Shafer's Music House, Santa Ana, chairmen of the Long Beach and Orange County divisions of the Association respectively, both of whom made suitable replies. He then introduced Professor Cheney, of the Cheney Phonograph Corp., who was one of the guests of honor.

Professor Cheney won the admiration and applause of his hearers by delivering a clever and entertaining speech on the origin of music as one of the main branches of art. He also described the general application of periodic vibrations which exists in all healthy and normal states, from the heart beats of a man to the business of a nation, including the music business, in which harmony must predominate inside their several businesses and also in their relations with competitors.

Harry James, exclusive Gennett record artist, was also a specially invited guest and entertained the company with humorous stories and jokes, concluding with one of his famous monologues, "An Englishman at a Baseball Game," which was greatly enjoyed.

A number of members were called on by President Tucker, including E. A. Geissler, of the Geo. J. Birkel Co.; George P. Bent, of national fame; Harold Jackson, of Sherman, Clay & Co.; J. W. Boothe, of Barker Bros.; H. W. Masters, of the Wiley B. Allen Co.; Worth Hathaway, of the Southern California Music Co.; Harry Clubbe, of the Redondo Beach Music Co.; Herb. Fish, of the Southern California Music Co., and Frank Moreno, of Barker Bros.

Musical numbers were given by an orchestra supplied by Cal. Houlette, Long Beach branch manager of the Platt Music Co., and songs were sung by Mrs. Eddie Cline, wife of Eddie Cline, of the Platt Music Co.

Adjournment was later made to the ballroom, where dancing took place until midnight.

Southern Cal. Co.'s New Store

The new premises of the Southern California Music Co., consisting of the recently completed eight-story building at 806-808 South Broadway, were formally opened recently. A reception was held, all business being suspended and no sales made, and musical entertainment was provided.

All of the eight floors, five of which are occupied by the company—the others being rented to a number of high-class musicians for studios—are uniformly decorated in the Italian period style. The Victor and Brunswick departments are especially attractive; they are situated on the second floor overlooking the main floor, while the record department is on the main floor and consists of a very large record service counter in the center, with about twenty record demonstration rooms of unusually handsome construction, each room being a perfect example of Italian architecture—each with its arches and curved, hand-painted ceilings. On the eighth floor there is an auditorium capable of seating 300 people.

Heavy Sale of Gennett Records

The popularity of Gennett records has been demonstrated in this section of the country by the remarkable increase of sales this year, as compared with the corresponding period of last year. H. L. Nolder, Western general manager of the Starr Piano Co., states that, month after month, a gratifying increase has been shown in sales, both retail and wholesale, until the volume for the first eight months of 1923 reveals a gain of about 200 per cent over that for 1922.

Platt Music Co. Celebrates Anniversary

The Platt Music Co. celebrated its eighteenth anniversary with a picnic and outing at Los Angeles harbor, and a pleasant trip to the famous houseboat of Marco Hellmann, prominent Los Angeles banker. The ladies were

taken for a cruise on a boat around the harbor and then, during supper and afterwards, a most enjoyable time was spent in dancing and numerous songs and musical numbers, all of which were furnished by the home talent. Speeches were made by Messrs. Platt, Hellmann and Epstein, and L. A. Fleischman, sales manager of the piano department, acted as chairman. P. H. Beck, manager of the Victrola department, played a prominent part during the evening, receiving the hearty support of Miss R. Johnson, manager of the record department, as well as Miss Angus, who literally whistled herself to fame.

New Brunswick Shop in Gardena

T. T. Gardner, who was for some time a member of the phonograph department of the Southern California Music Co., has recently opened a Brunswick Shop in Gardena, known as the T. T. Gardner & Sons Music House. In addition to a full line of Brunswick phonographs and records the new store will have piano and musical merchandise departments.

Schireson Bros. Open New Branch Store

Schireson Bros. have opened their third store at 107 West Third street, where they are featuring Starr phonographs and Gennett records, in addition to musical merchandise and music.

Takes on Okeh Record Line

"Okeh" Smith, distributor of Okeh records in this city, is closing an excellent business with this popular record line. Among the new accounts which have recently been added in this territory are the following: Urner & James, Bakersfield, Cal.; W. H. Butts, Los Angeles, Cal.; Bolton & James, Santa Barbara, Cal.; Borden's Cash Store, Oceanside, Cal.; Belvedere Gardens Pharmacy, Belvedere Gardens, Cal.; Coops & Sons, Pasadena, Cal.; Campbell Music Co., Alhambra, Cal.; Cooper's Phono Co., Claremont, Cal., and G. B. Ennever, Ocean Park, Cal.

The California Record Mfg. Co., with headquarters at 703 Southern California Music Building, is the name of a new concern recently opened here for the purpose of making records, largely from local vocal and instrumental talent. The officers of the company are H. P. Fay and A. E. Suerkert, who have been interested in the record business for several years.

CLOSES INSTALLATION CONTRACTS

Among the recent installations closed by the Zimmerman-Bitter Construction Co., New York, were orders for the sheet music and musical instrument departments in the Brooklyn and Poughkeepsie stores of Emanuel Blout. Hecht Bros., 53 West Fourteenth street, New York, have just installed a department for the presentation of radio and phonograph instruments and a new sheet music department has been added to the store of A. L. LeJeal, Erie, Pa.

J. L. Frame & Son recently opened a new store in the downtown district of Toledo, O., in which the Columbia line is featured.

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

**DEALERS
IMPORTANT
ANNOUNCEMENT**



Put a display of Swanson Portables and a sign, "Don't Be a Wanter, Be an Owner," in your windows when the feature picture "The Wanters" appears at your local theatre this fall. The Swanson Portable has an important part in this movie, a John M. Stahl production with an all-star cast, including Marie Prevost, Huntley Gordon and Louise Fazenda. Tie up to this—It will mean good business.

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.

LOS ANGELES, CALIFORNIA





THE ORSENIKO PERIOD PHONOGRAPH



BUCKINGHAM

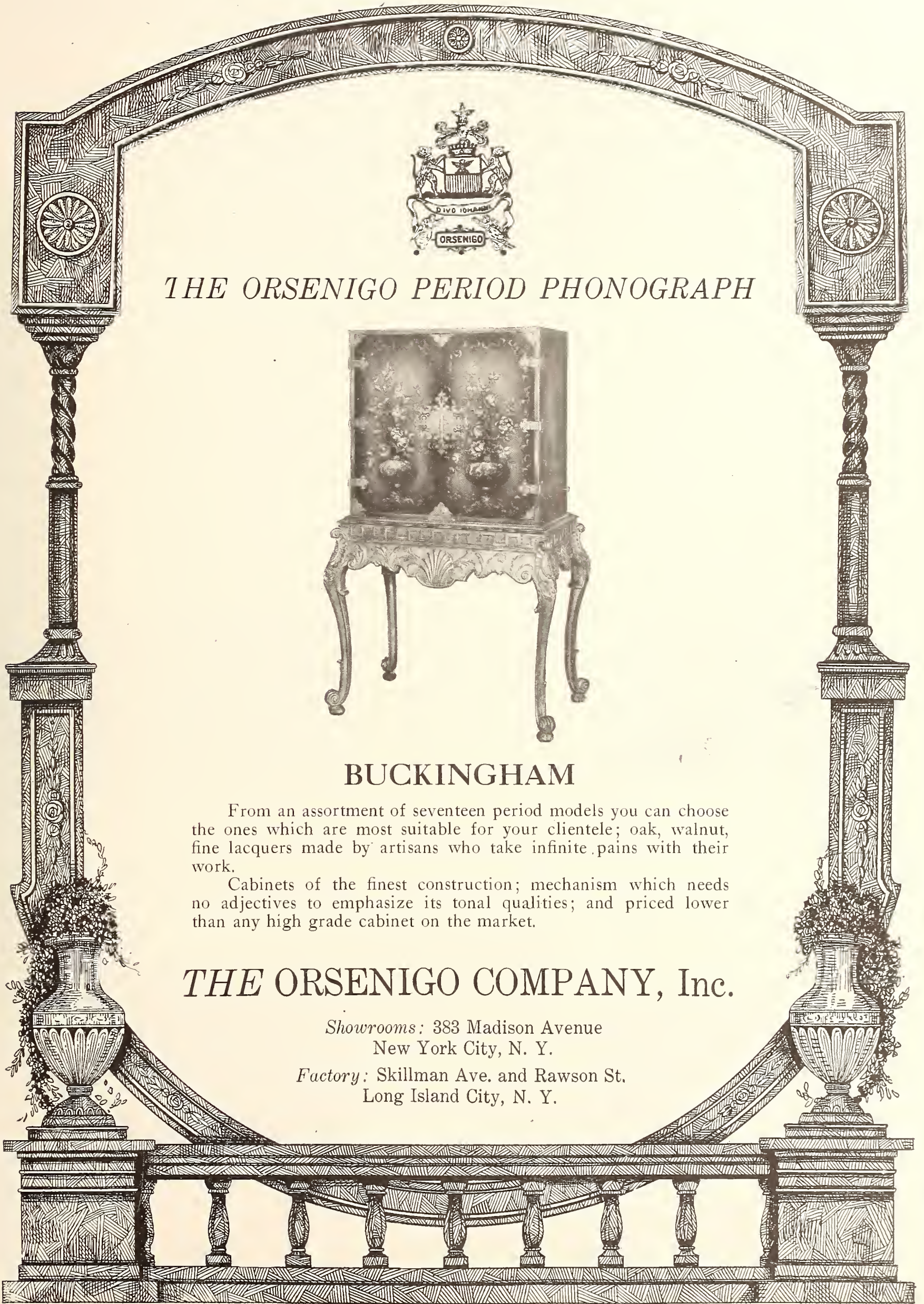
From an assortment of seventeen period models you can choose the ones which are most suitable for your clientele; oak, walnut, fine lacquers made by artisans who take infinite pains with their work.

Cabinets of the finest construction; mechanism which needs no adjectives to emphasize its tonal qualities; and priced lower than any high grade cabinet on the market.

THE ORSENIKO COMPANY, Inc.

*Showrooms: 383 Madison Avenue
New York City, N. Y.*

*Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.*



C. R. SALMON REJOINS COLUMBIA CO.

Well-known Wholesale Man Joins Chicago Columbia Branch—Will Cover Loop Trade

CHICAGO, ILL., October 8.—C. R. Salmon, for two years identified with the New York wholesale branch of the Brunswick-Balke-Collender Co. as metropolitan representative, has been appointed a member of the sales staff of the local branch of the Columbia Graphophone Co. and will cover the loop trade, heretofore handled by Raymond Reilly. Mr. Salmon is ideally qualified for his new work, as he has been a member of the wholesale trade for a number of years, having been associated with the Artophone Corp., of St. Louis, and prior to that a member of the Columbia Graphophone Co.'s staff at St. Louis. He is thoroughly versed in Columbia merchandising plans and policies and has a host of friends in the trade who will be glad to know that he has rejoined the Columbia organization.

OH PEP NOW IN PRODUCTION

Chicago Tone Arm Manufacturer Now Working to Capacity—Closes Deals With Well-known Manufacturers—Ad Drive Helped

CHICAGO, ILL., October 8.—The Oh Pep Phono Parts Co., of this city, manufacturer of Oh Pep solid brass tone arms and sound boxes, now has its factory working at full capacity and is filling orders for hundreds of samples received from members of the trade throughout the country. During the past few weeks several large accounts with well-known manufacturers were closed, whereby Oh Pep tone arms and sound boxes will be used exclusively in the instruments produced by these companies during the next year. The intensive advertising campaign

SYRIAN AND ARABIAN RECORDS

IMPORTED AND DOMESTIC

Of the Best Artists

“Macksoud,” “Baidaphone” and “Odeon”

10, 11 and 12 Inches. Double Faced

Liberal Discount to Dealers. Ask for Catalogue

A. J. MACKSOD

77 WASHINGTON STREET

NEW YORK, N. Y.

sponsored by this company in The World plus the personal visits of its sales representatives have enabled the company to definitely establish itself in the industry and it is expected that production will reach 500 units per day in the very near future.

LUDWIG BAUMAN & CO.'S NEW STORE

Well-known Furniture House Opens Second Newark Store—Victor, Brunswick and Sonora Lines Featured in Fine Department

The Newark talking machine trade was well in evidence at the opening of the new store of Ludwig Bauman & Co. on Broad street and Central avenue. This well-known furniture house handles Victor, Brunswick and Sonora products, and general newspaper publicity was used featuring the various lines coincident with the opening of the store. The new establishment is in the so-called “high rent” district of Newark, adjacent to such well-known concerns as the Lauter Piano Co., Griffith Piano Co. and the large department store of Hahne & Co.

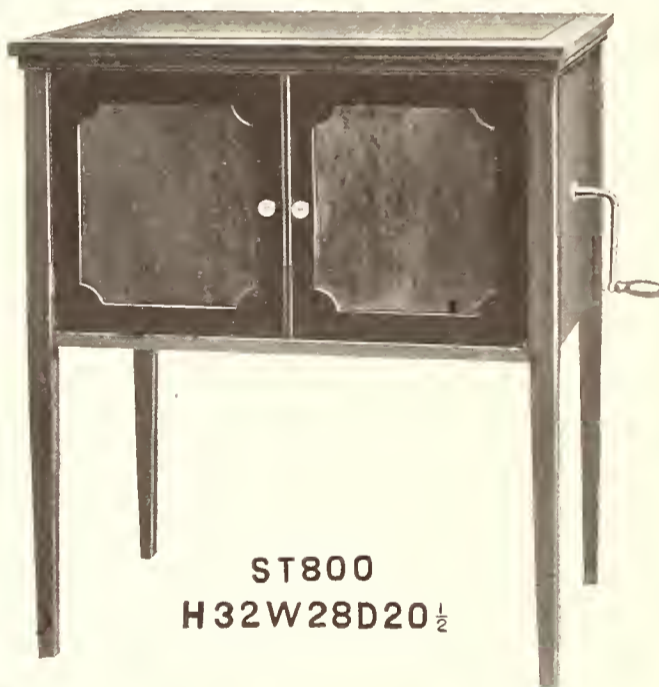
While the Ludwig Bauman establishment is essentially a furniture store, the talking machine department is located in a prominent section on the ground floor and is one of the most attractive departments in the New Jersey trade.

G. W. LYLE VISITS WESTERN TRADE

Geo. W. Lyle, president of the Manufacturer's Phonograph Co., New York, maker of the Strand phonograph, spent last week visiting the company's factories in Indiana and calling upon the Strand representatives in Kansas City, Mo., Minneapolis, Chicago and Buffalo. His reports while on this trip indicate that the company's representatives and dealers are closing a banner business, with the probability of a shortage in various Strand models.

R. P. DUNLAP BUYS TONOLIN STORE

OSSINING, N. Y., October 8.—The music store of H. A. Tonolin has just been purchased by Ralph P. Dunlap, of Peekskill. Mr. Dunlap is the proprietor of Dunlap's Music Store at the latter location.



ST800
H32W28D20 1/2



ST909
H33W33D21

Four New Models

You can make money quickly by selling “Natural Voice” machines, for their cabinet designs, splendid tone and excellent workmanship produce profits and quick turnover.

These machines represent 10 years' experience and are not guesswork or experiments. The four new models illustrated are the last word in present-day phonograph construction.

Write for prices and catalogs for the complete instruments or the cabinets only. **QUICK SERVICE.**

**Natural Voice
Talking Machine Co.**
(Ben Ferrara, Prop.)
ONEIDA, N. Y.



ST915
H34W36D21



ST900
H32W28D20 1/2

The New Columbia is Superior!

Silence!

Strain your ears as you will—you cannot hear the New Columbia Motor run. Its gears are beveled and machined so accurately that gear meets gear without a whisper. Its correctly balanced governor spins on its perfectly lubricated bearings with less noise than the ticking of a finely jeweled watch.

COLUMBIA GRAPHOPHONE CO.
New York



VICTOR WEEKLY RELEASE POPULAR

Double-Faced Red Seal Records Bringing Increased Business—Victor Co. Speeds Production to Meet the Demand

The new Victor plan of weekly release of records has had an auspicious beginning and has been granted a very favorable reception by both the Victor dealer trade and the consumer public, according to R. L. Freeman, director of distribution of the Victor Talking Machine Co. Mr. Freeman added that the newspaper advertising program of the Victor Co. has been increased approximately 33 per cent, so that the public throughout the entire country may be promptly informed of each new weekly release of Victor recordings.

The recently adopted plan of offering Red Seal records, double-faced, and at greatly reduced prices, it was learned, has also met with a very gratifying response on the part of the public. In fact, the number of copies of individual Red Seal records that have been sold by certain dealers since the introduction of this new policy has been of an astounding character.

Mr. Freeman also stated that the Victor Co. is pushed to capacity to meet the demand for both Victrolas and records, and that as fast as parts of the new addition to the Victor plant are completed, the company is immediately moving in, thereby as rapidly as possible increasing its output. This great new addition to the Victor plant is already completely erected and presents a very impressive appearance as one approaches Camden from the Philadelphia side. The interior portions are being finished up at a rapid rate.

BRILLIANTONE PRESIDENT IN WEST

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, left on an extended business trip which will take him as far as the Pacific Coast. Just before going to press, Mr. Forster was reported in St. Louis. His trip thus far has been a decided success. The new Brilliantone daylight display, which is illuminated entirely by daylight and needs no electric current, is proving popular and many requests are being made for this device.

FOREST CHENEY VISITS DENVER

Forest Cheney, inventor of the Cheney phonograph, who is touring the West in the interest of this instrument, recently stopped off at Denver, Col., on his way to the Pacific Coast. While in that city he visited the American Furniture Co., Cheney dealer; renewed old acquaintances, and described the development of the Cheney phonograph from its inception.

Reinhardt's, Inc., prominent dealer of Memphis, Tenn., has moved from the Peabody block to a temporary location on Madison avenue. The new quarters of the firm on South Main street are being rushed to completion.

BLACKMAN T. M. CO. AUDAK JOBBER

Well-known Victor Wholesaler to Distribute Audak—J. N. Blackman Enthusiastic in His Praise of Record Demonstrating Device

Maximilian Weil, president of the Audak Co., New York, manufacturer of the Audak record demonstrating unit, announced this week the appointment of the Blackman Talking Machine Co., New York, Victor wholesaler, as a distributor for Audaks, this deal being closed after J. Newcomb Blackman, president of the company, had tested the Audak for nearly a year. After Mr. Weil had addressed the Blackman sales force he was congratulated upon the practical value of his device, which was given Mr. Blackman's unqualified approval. The Blackman sales staff will participate in an active campaign to bring the Audak to the attention of the company's dealers, especially in view of the fact that the biggest record months of the year are awaiting the trade at the present time, and speed is an important service consideration.

DEATH OF DAVID B. MILLER

Advertising Manager of the Brunswick Co. Succumbs to Effects of Operation in Chicago Hospital—Widely Known in the Trade

CHICAGO, ILL., October 10.—David Blaine Miller, advertising manager of the Brunswick-Balke-Collender Co., died in the American Hospital in this city on Monday of this week, after a two months' illness following an operation for appendicitis. Mr. Miller, who had a host of friends in the trade, was thirty-three years old. He began his career with the General Fire Proofing Co., Youngstown, O., later becoming the advertising manager of the Eclipse Musical Co., of Cleveland; then becoming associated with the Toledo Metal Furniture Co., coming from there to the Brunswick Co. in March of this year. He is survived by his widow, a daughter, sister and mother. The remains were shipped from his Chicago home, 548 Brompton avenue, to the family home in Rockwood, Pa., where interment was made.

New at Prices Below Cost of Production on COLUMBIA GRAFONOLAS AND RECORDS

"COLUMBIA RECORDS" in bulk
Assorted Current Numbers in 1922 Catalogue

POPULAR AMERICAN SELECTIONS Series "A"

TEN-INCH 75c DOUBLE DISCS
(Packed 10 of Each Number)
(400 Records to a Case)

1,200.....	14½c
5,000.....	14c
10,000.....	13c
20,000.....	12½c

LATEST 1923 SUPPLEMENTS (Including June Records)

TEN-INCH 75c DOUBLE DISCS
(Packed 25 of Each Number)
(400 Records to a Case)

1,200.....	18c
2,000.....	17c
5,200.....	16c

OPERATIC SERIES

Red, White and Blue Labels

TEN-INCH \$1 OPERATIC LABEL
(Packed 25 of Each Number)
(400 Records to a Case)

5 Case Lots of 2,000 Records at 24c each
TWELVE-INCH \$1 TO \$3 DOUBLE DISCS
(Packed 15 of Each Number)
(315 Records to a Case)

1,200.....	39½c
5,000.....	38c
10,000.....	37c

FOREIGN LANGUAGE RECORDS Series "E"

Write us what language you are interested in and we will submit you lists showing assorted cases, each case of 400 being packed 25 each of a different number.

TEN-INCH 75c DOUBLE DISCS
(Packed 25 of Each Number)
(400 Records to a Case)

(Each Language Grouped Separately)

1,200.....	25c
2,000.....	24c
5,000.....	23c

"COLUMBIA GRAPHOPHONE EQUIPMENT"

Consisting of Double Spring Motor, Turntable Complete, Nickered Tone-Arm and Sound Box

PACKED IN COMPLETE UNITS.

PRICES ON APPLICATION.

Prices subject to change without notice.

Terms: Net Cash—F. O. B., Bridgeport, Conn.

Write for Catalog of New Consoles

LOUIS JAY GERSON

High Grade Radio and Phonograph Specialties

63 Reade Street [Telephone 0146 Worth] New York City

Cable Code, "Gersondale," New York

LABOR PRAISES VICTOR CO. POLICY

Ability of the Victor Co. to Keep Plant Operating Throughout Period of Depression Cited as Example of Capable Management

Organized labor paid the following tribute to the capable management policy of the Victor Talking Machine Co. in an article published in the American Federationist, the official magazine of the American Federation of Labor. It indicates that the worker is directly interested in the efficiency of the management in that his regularity of employment depends largely upon that factor. The article in question reads:

"It may be opportune to relate some facts about the Victor Talking Machine Co., since it has come into the discussion. The late unemployment crisis didn't bother this company.

"This has nothing to do with the company's employment policy, be that what it may. But it does show that a company's marketing ability and its ability to find out who wants what it sells and to form a connection has much to do with employment. Management needs brains, from raw material to ledger entry.

"During the whole unemployment period the Victor Co. went on making talking machines, with full-time employment for its entire force throughout the whole depression. And that was something of an achievement when 5,000,000 workers couldn't find even a ghost of a payroll connection.

"The Victor Co. kept its advertising campaign going full blast—it spends something like \$6,000,000 a year. It scratched its head, figuratively, and looked for new buyers. It didn't pull a long face and call the battle lost. It not only made talking machines talk; it made them move. This it did on a depressed market.

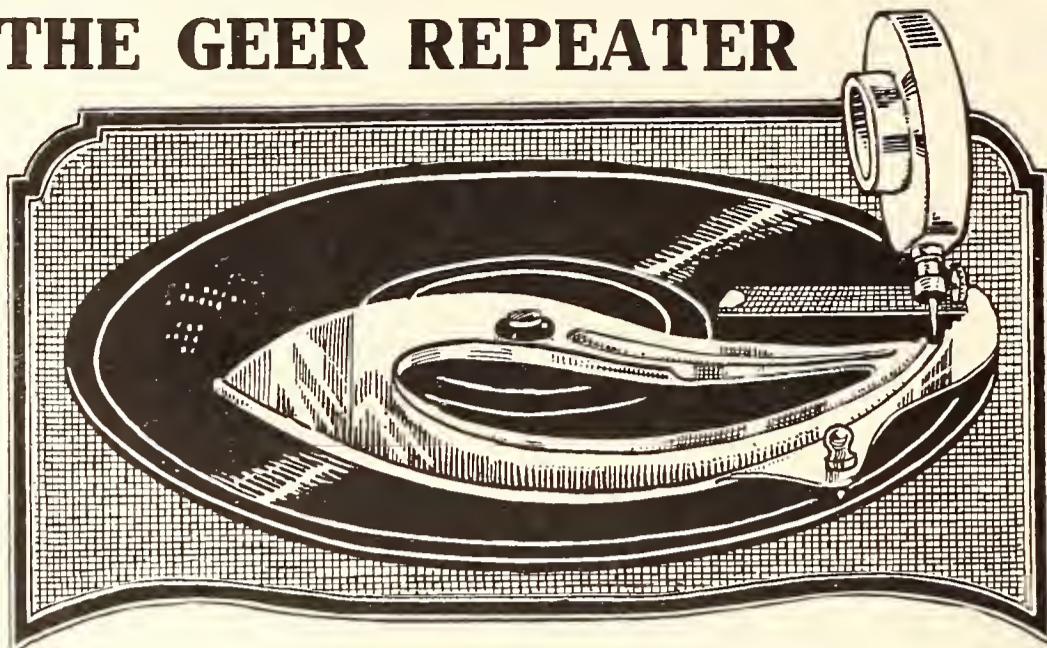
"One bit of ingenuity was to personally canvass fire houses. Reasoning was: firemen have a lot of free time in the fire houses; talking machines would amuse men during idle hours. The idea worked. Other similar ideas worked. Result: Full-time work for workers.

"Maybe many others couldn't have done likewise. The only point is, that management efficiency has much to do with industrial stability and many wage earners have to suffer for the incompetence of those by whom they are employed. Workers have a valid right to good industrial management; and somehow, some day, they will find a way to insure and protect themselves against the risks of incompetent management."

DA-LITE ISSUES RED SEAL PANELS

TOLEDO, O., October 6.—The Da-Lite Electric Display Co., of this city, manufacturer of electric displays featuring Victor records, is showing this month a series of fourteen panels of Red Seal Victor artists, calling attention to double-faced Red Seal records. Harry Cuddeback, head of the company, believes that this is an opportune time for the production of these panels, in view of the fact that the Victor trade is keenly interested in the new double-faced Red Seal records. The present series consists of fourteen of the most famous Victor Red Seal artists, but it is planned to increase this list very shortly. Quite a number of the artists are now on concert tour, and Mr. Cuddeback is certain that this series of panels will prove of direct value to Victor dealers.

THE GEER REPEATER



STANDARD OF THE WORLD

The Improved Geer Repeater is today recognized everywhere as the standard repeating device. It is adjustable, plays all records completely through and will give a lifetime of perfect service.

Price \$1.50

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

FEATURING NEW ELECTRIC MOTOR

H. A. Robbins, of Boston, Appointed Sales Agent for New Kendrick & Davis Motor That Possesses Many Interesting Features

BOSTON, MASS., October 6.—H. A. Robbins, well known in the talking machine trade through his former connection of several years with the industry, some time ago opened headquarters at 142 Berkeley street, this city, where he is acting as sales agent for a new and thoroughly interesting talking machine motor manufactured by Kendrick & Davis, well-known electrical goods manufacturers, of Lebanon, N. H.

The new motor is distinctly original in construction and control and is the result of several years' careful experimenting. A particularly interesting feature of the motor is the starting and automatic stopping device, consisting of a pinion that slips into a slot in the turntable spindle and by so doing forms the contact which starts the motor to operating. When the record has finished playing the pinion is released from the slot and the turntable stops within a quarter of a revolution.

The motor is provided with gears of formica, which is declared to have better wearing qualities than steel, as well as other factors to recommend it. The shaft is of one-piece tool steel and the worm is of brass. The governor is mechanically controlled and a friction idler in the spindle prevents the slipping of gears. The whole construction from an electrical standpoint is first class, and the motor is designed to operate on any 110-volt per.

T. M. Cornell has been appointed sales representative for the new motor, and has already been very active in the East. He will leave shortly for Chicago and other Western cities in the interests of the new product.

INCREASING FACTORY PRODUCTION

Wasmuth-Goodrich Co. Reports Active Emerson Business—Stores on West Coast Enjoying a Particularly Active Demand

In a recent discussion of the general business outlook E. V. Hughes, production manager of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of Emerson phonographs, stated that actual orders received from the Pacific Coast and intermediate points had made it necessary



The Alaric

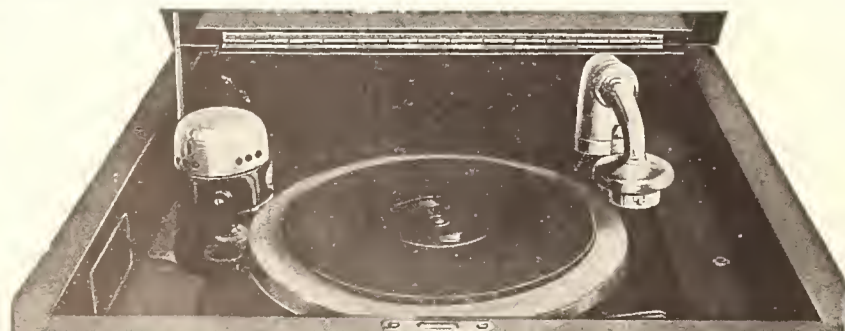
to increase production schedules in order to meet the demand. The Dohrman stores in San Francisco and Los Angeles featured a very successful sale of the new Emerson consoles and at Oakland the Capewell establishment conducted a sale with excellent results. Other Emerson dealers reporting an active demand for the company's product are the Guest Piano Co., Burlington, Ia.; Jones Piano Co., Des Moines, Ia., and Burgess & Nash, of Omaha, Neb. In Chicago the Emerson is featured by Rothschild in the "Loop" and several outlying stores.

One of the favorites in the present Emerson product is the "Alaric," a Gothic model retailing at \$200. This instrument is meeting with a ready sale throughout the country and promises to be the leader in sales totals when the year's figures are completed.

L. Mendelsohn, of Edgewood, Md., who has a store very near the Edgewood Arsenal, is securing much business from the soldiers located at the camp. He makes the rounds with samples of Columbia records as they come out each month.

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

PLANS OF GOTHAM MUSIC CONTEST

Announce the Numbers to Be Used in New York's Music Memory Contest Next Year—T. M. M. to Co-operate on a Large Scale

Following the decision of The Talking Machine Men, Inc., to co-operate in the music-memory contest in New York next year on an even more elaborate basis than was the participation this year, working, of course, through the public schools and through contacts made by dealers in various districts, there has just been issued a complete list of the numbers to be featured in the next music-memory contest.

The list consists of fifty numbers and its issuance at this early date will enable the dealers to prepare their stocks and make other arrangements necessary to enable them to get the fullest possible value out of the movement. One of the fundamentals, of course, will be their ability to provide for both the instructors and the student contestants all the records that are included in the list.

The plan of the Talking Machine Men provides for the dealer presenting to the school or schools in his district records to the value of \$5 or \$10 taken from the official list. It is also urged that the dealers arrange to give recitals for the benefit of the school children in their stores, playing over the various records on the list and arranging recitals if possible during the school hours or immediately thereafter so that teachers may accompany the youngsters and keep order.

At the present time E. G. Brown, secretary of the Talking Machine Men, Inc., is busy collecting information regarding the schools located in the districts assigned to various dealers so that the tie-up may be complete and effective. The complete list for the Music-memory contest is as follows:

Instrumental

1. Allegro—Unfinished SymphonySchubert
2. Andante—Unfinished SymphonySchubert
3. Andante—Fifth SymphonyBeethoven
4. Air for G StringBach
5. CavatinaRaff
6. Dance MacabreSaint-Saens
7. Dance of the HoursGioconda-Ponchielli
8. Gavotte—MignonThomas
9. Hungarian Dance No. 5Brahms
10. Hungarian Rhapsody No. 2Liszt
11. Intermezzo—Cavalleria RusticanaMascagni
12. Kamennoi OstrowRubinstein
13. LiebestraumLiszt
14. Marchet SlavTschaikowsky
15. Meditation—ThaisMassenet
16. Merry Wives of Windsor OvertureNicolaï
17. Minuet in GPaderewski
18. NarcissusNevin
19. Poet and Peasant OvertureVon Suppe
20. Polish DanceScharwenka

21. Polonaise MilitaireChopin
22. Spring SongMendelssohn
23. The SwanSaint-Saens
24. To a Water LilyMacDowell
25. To SpringGrieg
26. Wedding March—LohengrinWagner
27. William Tell Overture—At DawnRossini
28. William Tell Overture—The StormRossini
29. William Tell Overture—The CalmRossini
30. William Tell Overture—FinaleRossini

Vocal

31. Ave MariaSchubert
32. Barcarolle—Tales of HoffmanOffenbach
33. Berceuse—JocelynGodard
34. By the Waters of MinnetonkaLicurance
35. Come Where My Love Lies DreamingFoster
36. Deep RiverNegro Spiritual
37. From the Land of the Sky Blue WaterCadman
38. Hark! Hark! the LarkSchubert
39. He Shall Feed His Flock—MessiahHandel
40. La PalomaYradier
41. Musetta Waltz—La BohemePuccini
42. O Rest in the Lord—ElijahMendelssohn
43. O Sole MioDi Capus
44. Prologue—PagliacciLeoncavallo
45. Quartet—RigolettoVerdi
46. Sextet—LuciaDonizetti
47. Songs My Mother Taught MeDvorak
48. Song of the VikingsFanning

49. Toreador Song—CarmenBizet
50. Two GrenadiersSchumann

JOINS MUSICAL PRODS. DIST. CO.

W. Naimsky, formerly associated with the Metropolitan dealers' department of the Aeolian Co., New York, is now connected with the Musical Products Distributing Co., 37 East Eighteenth street, New York, as a member of the company's dealer service department. This company is a distributor of Pooley phonographs, Vocalion Red records and other accessories, and Mr. Naimsky's past experience well qualifies him to co-operate with the dealers handling these products.

FILE FIGURES IN BANKRUPTCY

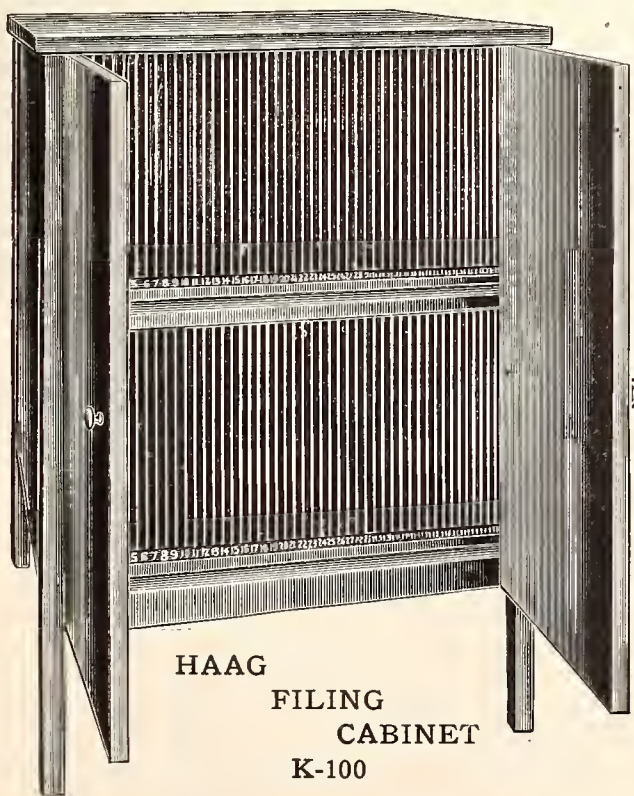
Following a meeting of the creditors of the Cabinet & Accessories Co., Inc., New York, the following schedule was filed. Liabilities were listed at \$35,017 and assets at \$20,575. Plans for reorganization may be announced at a later date.

The Songster

WIDE-AWAKE phonograph dealers will realize instantly the sales possibilities of this new and unusual phonograph. The tone chamber of the Songster is made from select violin spruce in its natural state; it is not veneered, as in usual tone chamber construction. Specially constructed "violin" chambers at both sides of this tone chamber collect the tone vibrations and reflect them in deepened, mellow tones that surprise and delight the hearer. The Songster's tonal system is its dominating virtue; the Songster's variety of design and finish equals any machine on the market. The Songster is now making big profits for many dealers in the Northwest. It can't help but do the same for you.

Write today for illustrated details of Songster design and construction. Ask for our special offer to dealers.

The SONGSTER PHONOGRAPH CO.
219 West Michigan Street—Duluth, Minnesota



**HAAG
FILING
CABINET
K-100**

TO MEET THE DEMAND of EDISON DEALERS We Are Now Marketing THE NEW HAAG RECORD FILING CABINET

Accommodates 100 Edison Records. In Brown and Red Mahogany

TO RETAIL AT FIFTY DOLLARS

The Most Practical and Attractive Cabinet Ever Put on the Market

Orders Filled Only in the Sequence Received

HAAG & BISSEX COMPANY, Inc.
Calvert Building Baltimore, Md.

DEVELOPMENT OF PORTABLE FIELD

Robert B. Wheelan, President of Health Builders, Inc., Points Out the Greatly Enlarged Scope of Portable Sales Opportunities

A noticeable change in the portable field was pointed out by Robert B. Wheelan, president of Health Builders, Inc., New York, which produces the "Camp-fone" portable. In discussing the situation with *The World* Mr. Wheelan declared: "Although the portable was originally designed and planned as a vacation and camp instrument it is my theory that no more than two out of every 100 purchasers of portable machines actually use it for a vacation instrument. This is largely borne out in the decided demand upon the part of the buying public for mahogany and mahogany finished portables. It is logical that a person would not want to take a mahogany machine out into the open. The finish is decidedly not adapted to that purpose. I believe strongly that the future of the portable is for the home and, therefore, it should have a sales demand of all-year duration. It is, in my opinion, gradually taking the place of the small table machine. For example: Mrs. Jones goes to the local talking machine retailer with less than \$50 to purchase a small talking machine which can be placed on the ordinary table. While there she sees the better type machines which she cannot afford, but which various of her neighbors have. She realizes that if she purchases a table machine the contrast will be obvious and she may possibly appear cheap. While there she also sees the portable machine with a good finish and quality equipment and finds that this machine also has a cover which the other machine which she originally intended to buy has not. Furthermore, she is not buying a talking machine which competes with the higher-priced machines of her neighbors, but one that is bought, obvi-

ously, for portable purposes, although the machine may never leave the house. I believe that this instance is being duplicated thousands of times throughout the country and that the home appeal is the real appeal in the portable field. Even in the home its portability is a decided asset, for, although it may be customary to gather in the living room where the large talking machine is situated, very often music is desired in the den upstairs or other rooms of the house. I also believe that the portable talking machine is going to be enjoyed a good holiday demand. It did last year and there is no reason why this success should not at least be duplicated, if not augmented. I recall one instance where a friend of mine received two portables as a Christmas present last year, both of his friends thinking, although separately, of the desirability of the portable as a present."

Mr. Wheelan has taken the theory of the portable as an all-year-round home talking machine and put it into actual effect in new literature on the "Camp-fone" which he has prepared. The quality appeal is presented on the cover, where couples in evening dress are dancing to the music of the portable. On the inside of the cover are shown various scenes of home life, showing the portable in the living room, in the den, the boudoir and the nursery. Mr. Wheelan is advising his many dealers to play up the home appeal of the portable in their sales talks. Mr. Wheelan is helping dealers in this respect, not only through literature, but by attractive window displays showing the portable in the home and other merchandising helps.

NEW STORE IN TUOLUMNE OPENS

TUOLUMNE, CAL., October 6.—Baldwin pianos and a line of phonographs, records and player-rolls will be carried by a new music store, which John Landzaad and Charles Deal are opening.

DITSON DEPARTMENT IS MOVED

Wholesale Talking Machine Department of Chas. H. Ditson & Co. Now Located on Third Floor of Ditson Building on Thirty-fourth Street—Property Purchased by Mr. Ditson

The wholesale Victor department of Chas. H. Ditson & Co., 10 East Thirty-fourth street, New York, under the management of Paul Carlson, has been moved from the eighth floor to the third floor of the building at that address, where increased facilities are provided for the handling of the business.

The floor comprises approximately 4,000 square feet of space, providing adequate room for suitable offices and reception rooms and for the storage of stock. Ditson & Co. have for some time past maintained a model display window for the guidance of dealers in making their own window displays, and this window is a feature of the new third floor arrangement. There are also provided display and demonstration rooms for convenience of visiting dealers.

By moving to the third floor the Victor department secures the use of an additional passenger elevator and also of an extra freight elevator running down to the shipping room in the basement, which provides the means for facilitating deliveries. The department will also be able to make use of the pneumatic tube equipment of the Ditson store proper.

As has already been announced, Chas. H. Ditson, head of Ditson & Co., recently purchased the property at 8-10 East Thirty-fourth street, upon which the present Ditson building was erected under a long-time lease in 1906. The structure is ten stories and basement and is distinctly modern, and is located practically in the heart of the present-day retail shopping district. The floors not occupied by Chas. H. Ditson & Co. for their own departments are leased for use as offices and showrooms.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE FINEST COPPER IN THE WORLD

FOR YOUR CONVENIENCE DELIVER RECORDED WAX TO OUR LABORATORY



OUR IMPROVEMENT ALL STAMPERS HAVE HIGHLY POLISHED MACHINED BACKS



OPENS NEW STORE IN CAMBRIDGE, O.

Davis, Burkham & Tyler Co. Occupies Handsome New Building in That City

CAMBRIDGE, O., October 2.—The Davis, Burkham & Tyler Co. on Saturday last held a formal opening of its handsome new building at 843 Wheeling avenue. The new building, a three-story structure, was built especially for the company following the success met with by the local branch that has been maintained here for a number of years.

The main floor is given over to the piano department, the various rooms being divided one from another with French folding doors. On the same floor are the sheet music and small goods department and the executive offices. The basement has been fitted up in a most modern manner to house the Victor talking machine and record department and the music roll department. The interior of the store is finished in ivory, mahogany and French gray, and indirect lighting adds to the effect.

E. M. Bonnell is manager of the local store and his sales staff includes R. L. Cowden, Frank C. Dunn, Chas. Schairer, Marjorie Dennis and Ruth Dawson. The tuning and repair department is an important factor of the business and is in charge of P. E. Beebe.

The store was handsomely decorated for the opening and hourly recitals were given with the aid of the Ampico.

NEW STORE OF CABANAS, BURNS & CO.

Here is good evidence of Mexico's response to Columbia New Process records. We venture



Cabanas, Burns & Co., Inc., Store

to say that a more up-to-date and attractive store than this one recently opened by Cabanas, Burns & Co., Inc., in Guadalajara, would be hard to locate. Guadalajara is one of the principal Columbia distributing centers there.

A. R. SAUNDERS SALES MANAGER

Appointed to This Important Post by Pathé Phonograph & Radio Corp.—C. F. Usher to Manage Metropolitan Sales and V. Czerwinski Is in Charge of Foreign Department

Several important changes of interest to the talking machine trade have been made in the personnel of the staff of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. A. R. Saunders, who has occupied the position of special representative of the Pathé Co. in the Central States, will occupy the important post of sales manager, which was left open when H. T. Leeming left about a month ago for work in another field.

C. F. Usher, former Pathé special representative, will now manage sales in the metropolitan district. Both Mr. Saunders and Mr. Usher are experienced Pathé men and their advancement is a tribute to their efficiency.

A bright promise for the expansion of the foreign record business of the company is found in the recent appointment of Vincent Czerwinski to the directing staff of the foreign record department. Mr. Czerwinski brings to the Pathé Corp. experience and ability which equip him admirably for his new responsibility. He has the appreciative understanding of the musical artist, having recorded vocal selections for many important companies in this country and having been for many years a recognized singer in European grand opera. He is a linguist and has a practical knowledge of the special problems of the dealers in the retailing of foreign language records. He was at one time associated with the foreign record department of the

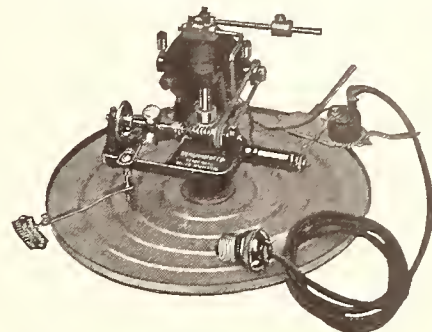
General Phonograph Co. and is also the founder and president of the Polonia Phonograph Co. Mr. Czerwinski, since his appointment to the foreign record staff, has been instrumental in developing this end of the business. It is believed that the new price of 75 cents will afford the dealer an opportunity of unlimited development of business. It is also announced that, through the connections of Pathé in Paris, arrangements have been made for the recording of the best selections by the finest native artists in European countries. These will be

released at the earliest possible moment, and it is expected that they will be in great demand. A very interesting list of foreign records is being sent out with the November record supplement of the company.

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 ready to run.

Sample, mounted on motor board, 12x12 3/4, \$25.00 C.O.D. Money back if not satisfactory.

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

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

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



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.



LITTLE TOTS' CHRISTMAS BOOK

Regal Record Co. Announces Timely Recordings—Christmas Selections of Unusual Interest

An interesting series of Little Tots' records, particularly appropriate for the Christmas season, has just been announced by the Regal Record Co., manufacturer of these records. A special Christmas book is now ready and the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months. Recordings in this Christmas book are unusually entertaining and the titles are "The Night Before Christmas," "Santa Claus Hides in the Phonograph," "The Coming of Santa Claus," "Christmas Morning," "To-morrow Will Be Christmas" and "Santa Claus Will Soon Be Here." The book contains these six seven-inch double-faced records with colored pictures and various descriptive cards. All Little Tots' nursery tunes that are shipped on holiday orders will be packed in attractive holly boxes.

UNIQUE RCA "AD" CALENDAR

Radio Corp. of America Issues Interesting Advertising Calendar—Emphasizes Extent of Publicity Campaign During the Year

The advertising department of the Radio Corp. of America, manufacturer of Radiolas, recently furnished to its dealers an unique calendar, calling attention to its tremendous publicity campaign during 1923. For each month of the year a detailed tabulation was presented, showing the dates on which various magazines were published and the combined circulation of these periodicals. All of the magazines in this tabulation are included in the RCA campaign for 1923, in addition to a special newspaper campaign. According to the figures presented in this calendar the 1923 advertising of the Radio Corp. of America will reach a total advertising circulation of 55,000,000 and, subsequent to the preparation of this calendar, considerable additional media were placed on the advertising schedule.

NEW FOREIGN RECORD MANAGER

Louis D. Rosenfield Appointed to Important Post in Vocalion Record Division of the Aeolian Co.—Has Had Wide Experience

Following the acquisition by O. W. Ray, general manager of the Vocalion Red record division of the Aeolian Co., of important foreign record rights while on his recent trip to Europe, and the plans for the development of the



Louis D. Rosenfield

foreign record division of the Vocalion catalog, it is announced that Louis D. Rosenfield, formerly with the Emerson Phonograph Co., well known in trade circles generally, has been appointed foreign record manager for the Vocalion interests. Mr. Rosenfield took up his new duties on the first of this month.

OFFERS NEW RADIO-PHONOGRAPH

Trinity Phonograph Co., Boston, Presents a New Combination Instrument to Trade

The Trinity Phonograph Co., Boston, Mass., has met with considerable success in introducing a new Trinity Radio-Phonograph, a combination instrument that has apparently made a strong appeal to those who admire the talking machine, yet have fallen under the spell of radio. The phonograph case in a cabinet of Queen Anne period, finished in mahogany, is equipped with a Kendrick & Davis motor or a spring motor if desired, while the radio equipment consists of a Maclite four-tube set with the tone chamber of the phonograph taking the place of the loud speaker. The entire radio equipment is included within the cabinet, the only wires being those to the antenna and ground.

T. M. Cornell is associated with H. A. Robbins in the handling of the new radio-phonograph, and has placed a number of the instruments with dealers in the East.

PROFITING BY REPAIR SERVICE

Dealers Realizing Value of This Service in Gaining Friendship of Customers

An opportunity for adding to his profits which the dealer often overlooks is in the repair of talking machines. Not only can this service be made to pay, but the increased prestige derived from an accommodation of this character is bound to cement the friendship between customer and dealer which is sure, sooner or later, to manifest itself in sales of records, accessories, etc., to pleased patrons. That many dealers are paying considerable attention to this form of service, although they cannot afford to operate a repair department, is manifested by the fact that the Ideal Repair Service, New York, which specializes in talking machine repairs, is enjoying a steadily growing business and is constantly enlarging its circle of dealer-clients. In fact, this concern is turning out repair work for dealers throughout the country, evidence enough that many merchants are finding that it pays to help their customers keep their instruments in first-class shape.

SILENT MOTORS**Because**

They represent the highest quality of workmanship and material—guaranteed against defective workmanship and material.

In operation and winding they are absolutely silent.

The governor shaft operates in a ball-bearing socket, an exclusive feature patented by this company.

They are intelligently designed to overcome the common faults of speed regulation and wobbly turntable action.

The specified playing capacities are guaranteed.

Their construction and quality insure perfect performance for long periods.

Made in Three Types

Model H.H. a double spring guaranteed to play five records.

Model K.K. a double spring guaranteed to play three records.

Model S.S. a single spring guaranteed to play two records.

Samples and further information upon request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861

OGDEN'S Store Equipment

of all kinds has been used with satisfaction by the trade for nearly ten years.

Our method of Filing, Finding and Selling has helped thousands of dealers who purchased on our Guarantee of Satisfaction.

Today we continue to guarantee Service and Satisfaction.

Tell us what you want and let us serve you too.

**OGDEN SECTIONAL
CABINET CO.**

Lynchburg Virginia

PLYMOUTH PHONO. CO. TO EXPAND

Chamber of Commerce of Plymouth, Wis., Recognizes Importance of the Company and Urges Public to Subscribe for New Stock

PLYMOUTH, Wis., October 6.—At a recent meeting of the Plymouth Association of Commerce in this city much attention was directed to the activities of the Plymouth Phonograph Co. A resolution was passed acknowledging the Plymouth Co. as an important asset to the commercial life of the town. A further resolution inaugurated a movement to obtain additional resources to enable the Plymouth Co. to enlarge its plant and take care of its largely increased business by the sale of preferred stock. An idea of the importance of the phonograph company to the town may be gained from the following paragraph which was part of the preamble to the resolution:

"Whereas, the business depression, which struck our country toward the end of 1920, also had its effect upon the Plymouth Phonograph Co., and in consequence of same they were obliged to cut down their working force considerably. But all through the years 1921 and 1922, where other plants had to cease operations and were practically shut down, the Plymouth Phonograph Co. kept on running and gave steady employment to close to 100 men. During the prosperous year of 1920 they paid out in wages \$235,000.00, and since then, including the long period of depression, the semi-monthly pay roll has averaged approximately \$5,000.00."

After describing the present favorable position of the Plymouth Phonograph Co. and mentioning its large contract with Montgomery Ward & Co., of Chicago, the resolution invites the public to subscribe for the company's new issue of 8 per cent preferred stock.

One of the latest additions to the music stores of Columbus, O., is the firm of Koebel & Keller, who have opened an attractive store at 846 North High street. In addition to pianos, the concern handles Victor talking machines.

TWO DEPARTMENTS UNDER ONE HEAD

Piano and Phonograph Departments of Hahne & Co., Newark, Now Under Management of W. O. Black—J. L. Blake With Bamberger

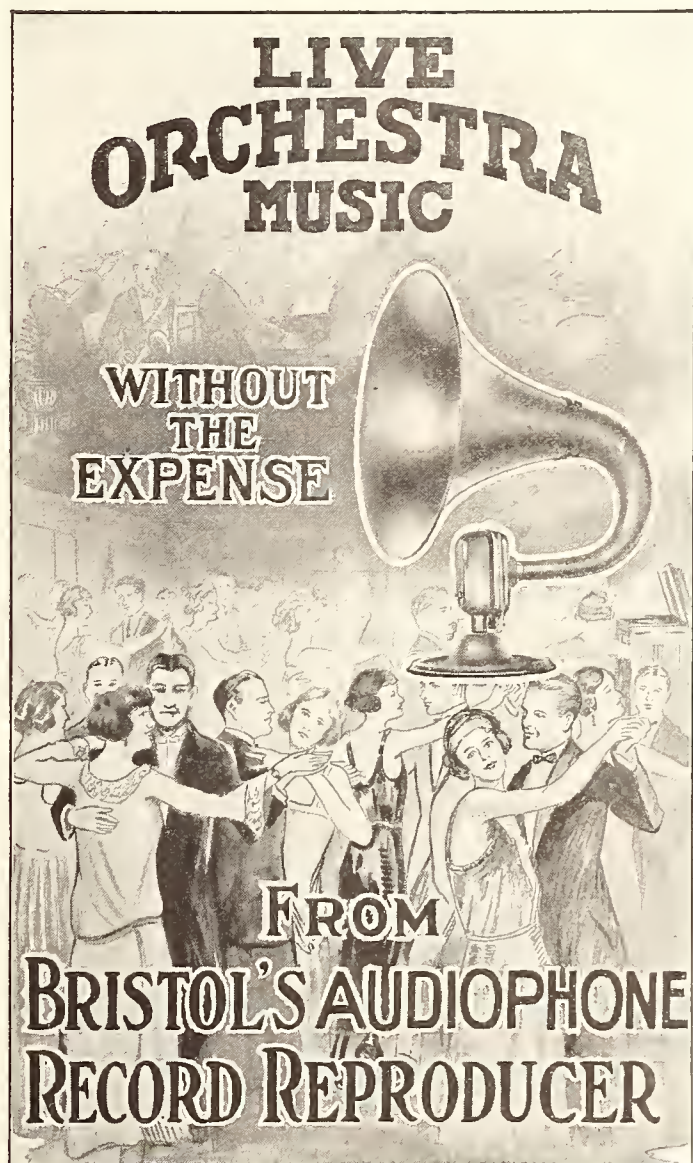
The piano and phonograph departments of Hahne & Co., Newark, N. J., which have been operating separately in the past, were consolidated under one head last week and both will in the future be managed by W. O. Black, present head of the piano department. Such a combination had been contemplated for some time on account of the interlocking nature of the business and, the departments being situated side by side in the store, the change will be especially effective. J. L. Blake, who recently resigned as manager of the talking machine department, has joined the sales force of the phonograph division at Bamberger's, Newark.

The Van Fossen-Smiley Piano Co., which features the Sonora and Fischer phonographs and Vocalion records in Canton, O., is now settled in new quarters at 426 Market avenue.

PLANE USED IN NOVEL PUBLICITY

Hempstead Music Shop Celebrates First Anniversary of Store Opening by Staging Unusual and Most Effective Advertising Stunt

A novel publicity stunt was recently staged by the Hempstead Music Shop, live-wire Sonora dealer at Hempstead, Long Island, N. Y. It was the first anniversary of the opening of this store and H. H. Lindenberger, manager of the establishment, decided to use some real publicity. Advance advertising appeared in the local newspapers and on the day set for the event a large airplane, with the words "Sonora" and "Hempstead Music Shop" painted in four-foot letters on the bottom, flew over the town at an extremely low altitude, with another plane circling above it. After doing a few stunts to attract attention the passenger in the first plane dropped 1,500 envelopes with Sonora literature enclosed over the side. Each envelope was numbered and prizes were distributed to the four persons who picked up the winning numbers, the first prize being a Sonora portable.



The tone and volume of any phonograph can be greatly improved by using Bristol Audiophone Phonograph Record Reproducer. This outfit utilizes the same Audiophone Loud Speaker which has become famous in radio receiving.

It can be attached instantly to any make of phonograph without mutilating the instrument in any way.

There are wonderful resale possibilities for use in homes, club houses, restaurants, schools, church societies, lodges, etc. It

furnishes the ideal music for small dances and informal entertainments.

In addition to all these, when used to demonstrate in your own store it will greatly increase the sale of records. Read what one of the big music stores in Pittsburgh has written us: "We have an Audiophone Phonograph Outfit which is giving us great satisfaction. We find that it has been a great help to us in stimulating our sales, especially in this, our dull, season."

Shall we arrange for a demonstration in your store?

THE BRISTOL COMPANY
WATERBURY, CONN.

I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

"You can't go wrong
With any FEIST song"

© LEO. FEIST INC. N.Y.C.

CANTON, O.

*Trade Extension Week Stimulated
Sales—Big Holiday Demand Ex-
pected—Moves and Alterations*

CANTON, O., October 4.—It was the consensus of opinion among talking machine dealers in the Canton district that, from the middle of October right on through until the holidays, business will show a decided gain in all lines of musical merchandise. Trade Extension Week, in which eleven local music dealers participated, helped stimulate business and brought in suburban shoppers. Many sales were attributed to this promotion. Industrial conditions continue good and there is every reason to believe that the coming two months will produce some real business.

The Betty Furniture Co. will move soon after November 1 to a new location at Fifth street and Market avenue north. A talking machine department will probably be installed.

Almost twice the present floor space will be available in the talking machine department of the Heffling Music Co., New Philadelphia, O., when alterations are completed. The main entrance will be shifted to the middle of the store, which will permit construction of large display windows on each side. The interior will be remodeled and redecorated. Sharp & Savidge are the proprietors of this music store, which was opened in 1906.

Alice M. Kestel, assistant manager of the record department of the D. W. Lerch Music Co., has resigned her position.

The Van Fossen-Smilely Piano Co. has taken on the Capitol line of talking machines.

Samuel Weber, president and treasurer of the Weber Department Store, which maintains one of the largest talking machine departments in

this section of the State, died recently in Zanesville, O. He was past seventy years of age.

Much interest was manifested this week in the personal appearance of Mme. Schumann-Heink, Victor artist, who inaugurated Canton's Winter concert season. The concert was one of the largest attended in recent years. The seat sale was conducted at the music store of the George C. Wille Co., which tied up with the concert and offered an attractive window display featuring her best records.

The W. R. Zollinger Co. reports that talking machine business showed a big gain after mid-month, this spurt resulting indirectly from the exhibit at the recent county fair, according to W. E. Pyle, manager of this department.

The Rhines-Edison Co. presented a most attractive display window in connection with the opening of Cleveland avenue celebration held Wednesday night. Manager Rutledge decorated the window with natural Autumn leaves and in the center spotted the newest model upright Edison machine. The display proved one of the best along-the street.

Seven well-known music stores handling talking machines participated in the annual Fall Trade Extension Week, sponsored by local retail merchants, September 24 to 29. On the opening day of the sales week more than 800 out-of-town visitors registered at the headquarters booth on the public square. Dealers report heavy sales of records and small merchandise, including player rolls. They also moved many machines during the week. Some of the stores offered informal musical programs for the suburban shoppers and others fitted up rest-rooms for the visitors.

The Canton Homes Beautiful Exposition, which closed September 30, offered music dealers an opportunity to place before home owners the need of a talking machine in the home. In each of the three modern homes, which were viewed by thousands of people, was a new model talking machine of some well-known make. At Home No. 1 the George C. Wille Co. had a new upright model Brunswick machine; Home No. 2, the Rhines-Edison Shop presented an upright Edison, and in Home No. 3 the Alford & Fryar Piano Co. featured a late model electric-driven Queen Anne model Cheney. The machines were operated by the custodians in charge and the music dealers supplied the records. The dealers report many inquiries as a result of the demonstration.

GRIGGS MUSIC HOUSE REOPENS

PEORIA, ILL., October 3.—The spacious ware-rooms of the Arthur P. Griggs music house, successor to Guy Hornish, have reopened on the ground floor of the Peoria Life Building with an extensive display of high-grade pianos and players. The concern is under the management of Wayne Wilson, who is secretary of the Peoria Music Dealers' Association and has been identified with local music houses for the last five years.

THE TROTTER ELECTRIC MOTOR

**Is an Attractive Retail Proposition
for Phonograph Dealers**

Easily Installed

Will Run on Any Current

Guaranteed for One Year

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

Plymouth Phono Parts Co.

PLYMOUTH

WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York

Lakeside Supply Co., 73 West Van Buren Street, Chicago

Victor Co. Launches Fall Advertising Drive

Full-page Advertisements in Leading Newspapers of the Country Herald Pre-holiday Campaign of the Victor Talking Machine Co.—Records Receive Much Attention

Full-page advertisements in the leading newspapers of the country recently heralded the opening of the elaborate Fall advertising campaign of the Victor Talking Machine Co. which it is declared will represent one of the most elaborate publicity campaigns ever carried on by a talking machine manufacturer covering a similar period.

The Victor Co. has for many years made a particularly strong advertising drive in the Fall of the year for the purpose of stimulating holiday sales of Victrolas and records, but in the past the copy for the most part has been general in character, featuring the name and the quality of the product rather than the particular details of the records and those making them,

although, of course, the more noted artists were frequently named in the copy.

This year the campaign started about the time the public was advised of the issuance of the records in the Red Seal catalog in double-sided form, and there was therefore much material from which to develop sales arguments of direct appeal. The Victor copy, therefore, has been devoted largely to the exploitation of special groups of records by artists of recognized standing in the public mind and thus may be calculated to have direct selling value so far as the records mentioned are concerned.

In order that the dealers might tie up most effectively with the newspaper and magazine campaign of the company during the Fall months, they were some time ago provided with a list of the artists whose records would be featured in the advertising in order that they might prepare themselves properly to meet the demand by bolstering up their record stocks where needed.

The price appeal has naturally found a place in the newspaper copy, though not unduly emphasized. The fact that double-sided Red Seal records offering two selections by noted artists at a price only slightly above that asked for a single-sided record has offered a sales argument the value of which can be readily appreciated.

WILL DISTRIBUTE K. & D. MOTOR

Cliff Electric Corp. Closes Important Deal With Kendrick & Davis to Distribute Electric Motor—Quantity Deliveries After November 1

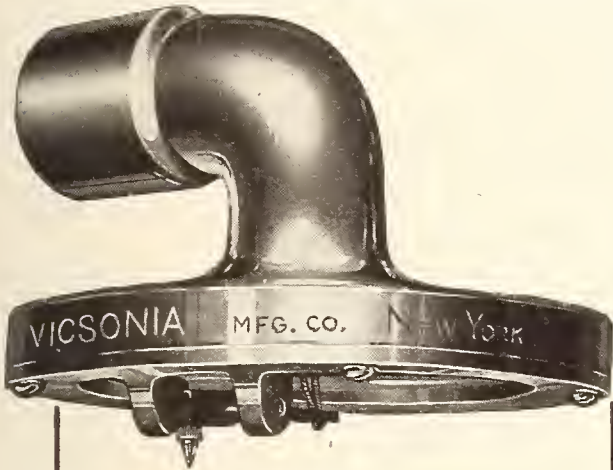
The Cliff Electric Corp., New York City, announced recently that it would distribute the K. & D. electric phonograph motor, manufactured by Kendrick & Davis, of Lebanon, N. H. S. A. Jacobs, of the Cliff Co., recently returned from a trip to the factory where he spent several days consulting with Kendrick & Davis regarding the production of the motor. He states that the factory will be working to capacity until November 1, when it will start steady production on the new motor and be able to make quantity deliveries. A special feature of this motor, according to Mr. Jacobs, is the automatic stop, which is part of the motor unit and does away with the necessity of boring holes in the phonograph board.

Mr. Jacobs states that his company has discontinued the production of the Speed-rite electric motor in order to concentrate its entire time and energy on the distribution of the new K. & D. motor. Although this motor has been on the market for a short time, substantial orders have been received from well-known phonograph manufacturers.

CONTEST STIMULATES SALES

Emerson Dealer Uses Popular Girl Contest to Advantage—Emerson Phonograph Awarded Winner—Considerable Interest Aroused

The Emerson Phonograph Co., Inc., 105 West Twentieth street, New York, N. Y., participated recently in an unique dealer tie-up, which took the form of a popular girl contest; this contest being staged in conjunction with the Graham Music Shoppe, of Jersey City, N. J. A vote was allowed with every purchase of merchandise amounting to 50 cents, and the prize, consisting of an Emerson Queen Anne model phonograph, was won by Miss Mary Lutz. Samuel Nelson, proprietor of the Graham Music Shoppe, states that the contest was a decided stimulator of business during the month it took place, particular activity and interest being displayed during the last two weeks, when the rivalry among the thirty contestants was at its height.



More than 20,000
Now in Use

EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA" has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver, set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street
NEW YORK

Build Up Profits From Needle Sales

"The greater the volume, the larger the profits." This maxim holds true especially with such small articles as needles.

Sales of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

Semi-Permanent Needles

can, through the exceptional satisfaction they engender, be built up to extremely large proportions and frequent turnover, thereby increasing your profits from needle sales materially.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

No Dissatisfaction in Eight Years!

That's what one Sonora dealer writes us. Here is his letter. (Name furnished on request):

"I know of no line of merchandise in our store which causes us less trouble and brings us more satisfied customers than Sonora. In the eight years we have handled Sonora there has not been one case of absolute dissatisfaction come to my notice. It is pleasant, clean business, which is as enjoyable as it is profitable."

You, too, can enjoy the satisfaction and large profits which accrue to the dealer handling a high quality instrument. Write today for the Sonora proposition.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

NICKEL in the SLOT

A Musical Novelty by
Zez Confrey
Writer of
STUMBLING



SAN FRANCISCO

Dealers Putting Houses in Order for Busy Holiday Trade—Woman Swindler Convicted—New General Phono. Corp. Home—The News

SAN FRANCISCO, CAL., October 4.—Business throughout this territory remains fairly good, although there has been a slight drop in retail sales. This, however, has not dimmed the optimism of the local trade, as it is generally realized that this is only a temporary condition which usually precedes the busiest season of the year, namely, the pre-holiday months. Wholesalers serving the local territory are busy; retailers seem to be getting their stocks in order for the final drive of the year.

Woman Swindler Convicted

Katie Bauer, who has been in jail awaiting trial on the charge of swindling retailers of talking machines, pianos, etc., has been convicted through the efforts of the Music Trades Association of Northern California. The practice of the Bauer woman consisted of making an initial payment on a talking machine or piano, which she sold as soon after delivery as possible, without completing the terms of the contract with the dealer. Four or five months of her activities in this city resulted in substantial losses to a number of small dealers.

The General Phono. Corp.'s New Home
W. E. Henry, who recently was made man-

ager of the Western district by the General Phonograph Corp., manufacturer of Okeh and Odeon records, and who has turned over the distribution of these lines in the Los Angeles territory to "Okeh" Smith and relinquished his quarters in that city, has opened a local distributing headquarters on the fourth floor of the Arenson Building, on Second street. Associated with Mr. Henry is "Bob" Coltart, who was formerly with the Columbia Co., and who has just returned to this country with his wife and family from Australia, where they spent six months.

Edison Demand Continues

One of the busiest jobbing houses in the Western territory is Edison Phonographs, Ltd., which is the distributor of the Edison in this city, Los Angeles and Portland, Ore. Orders have been coming in in great shape and there is no doubt that this will prove a great Edison year when the holiday business finally closes 1923 sales activities. Edison retailers are usually selected for their merchandising ability, and the consequence of this is that the Edison retail trade is composed of as clean cut a body of men as can be found anywhere in the trade,

and their ability as a class is reflected in the steady growth of the demand for the Edison.

Install Audaks

Ten Audaks, a device doing away with booths in the demonstration of records, have been installed in the talking machine department of the Emporium, of which Charles Mauzy is manager. Although installed but a very short time this method of record demonstration has been found very effective in handling trade with the greatest efficiency during rush hours.

Another innovation established by Mr. Mauzy are periodical meetings of the sales organization to discuss plans for the improvement of the talking machine department, business policies, etc. Already a number of worth-while suggestions have been secured in this manner, and as the result of some of them the department will be rearranged along lines which will add greatly to its attractiveness and utility.

Planning Billboard Campaign

G. E. Morton, manager of the phonograph department of the White House, which features the Cheney, is getting ready for his pre-holiday sales drive. To this end he has contracted for space on approximately fifty billboards in the city and surrounding territory.

New Wurlitzer Home Soon to Open

The new establishment of the Rudolph Wurlitzer Co., in the Mission, will be formally opened some time toward the middle of the month, according to present plans. A complete line of Victor talking machines and records will be handled in the talking machine department. L. P. Tenney, who was formerly in charge of the Kohler & Chase store, in the Mission, will be manager. His mother, Mrs. M. B. Tenney, will be in charge of the record department, and the T. & D. Store, in which she had a half interest, will be closed.

News Gleanings

Philip T. Clay, president of Sherman, Clay & Co., has returned from the Pacific Northwest, where, with G. W. Bates, comptroller of the company, he inspected the various branches.

The Kruschke Sales Co., Omer Kruschke, proprietor, which handles the Pathé phonographs, has installed a piano department.

The Record Exchange, Ellis street, which recently installed a complete stock of Odeon records, is doing a good business in this line.

The Hauschildt Music Co., Columbia dealer, is preparing for a big sales drive.

Leon Lang, until recently with Kohler & Chase, is now with Sherman, Clay & Co.

The Hansen Music House has rearranged its stock to facilitate service. Miss Hazel Barlow has been added to the sales force.

The Brunswick phonograph recording outfit will make records in this city of Paul Ash's Orchestra in "When Night Time Comes" and "Rock-a-bye My Baby" about October 20.

Fred Sherman, vice-president of Sherman, Clay & Co., is home from a visit to the Victor plant.

Leon F. Douglass, of the Victor Co., has returned from a trip to Europe and Leon Douglass, Jr., is home from a trip to Paris, France.

New Business and The Pacific Coast



1851 new business enterprises have started up in one Coast city in the past six months.

The growth of Edison sales reflects this evidence of prosperity. Can you afford to miss the opportunity to engage in a profitable line in this favored business section with its delightful climate?

We serve the entire Coast. Write any of our three houses for particulars regarding open territory for new dealers.

Edison Phonographs, Ltd.

Los Angeles

San Francisco

Portland

DOMES of SILENCE

"Better than Casters"

Selected for 4 Reasons by

WELTE-MIGNON CORPORATION

Manufacturers of the World Famous

WELTE PHILHARMONIC PIPE ORGANS
REPRODUCING PLAYER PIANOS, CABINET PLAYERS
& ARTISTS' REPRODUCTION MUSIC ROLLS

First:

Because on a piece of furniture so heavy some form of footwear is absolutely essential in order that it may be easily moved about without injury to floors or floor coverings.

Second:

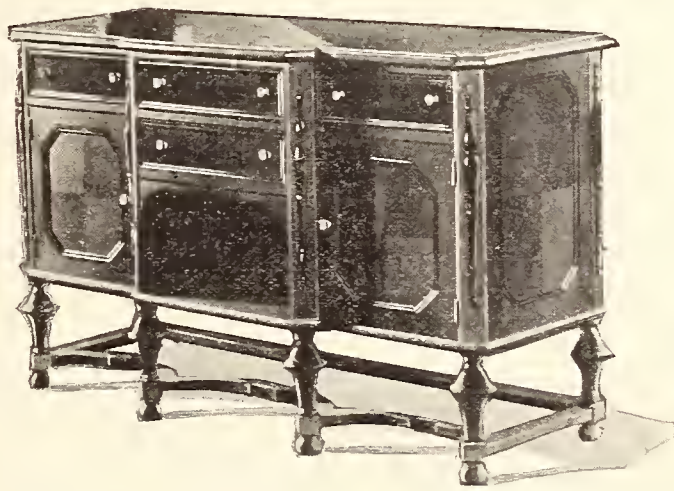
Because any form of footwear that would elevate the cabinet legs from the floor would destroy the beauty of these Period reproductions. Domes of Silence are invisible.

Third:

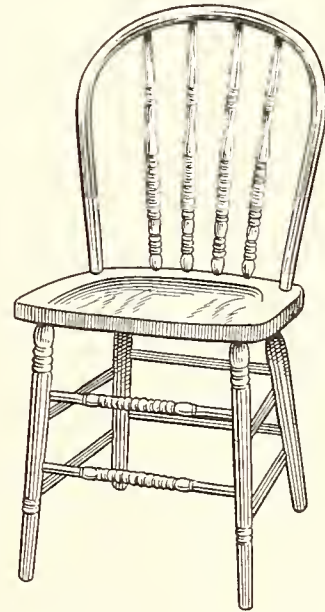
Because it is necessary that the cabinet stand firmly in place in front of the piano. Any movement, any wobbling would effect the quality of the playing.

Fourth:

Because Domes of Silence are the simplest form of footwear. They will not break down or get out of order.



Welte Cabinet Player, William-Mary Model—Weight 375 lbs.



DOMES of SILENCE *"Better than Casters"*

Made under Patent No. 995758 which has been vigorously contested and sustained by the court of appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.

Best for the finest—then surely best for the cheapest

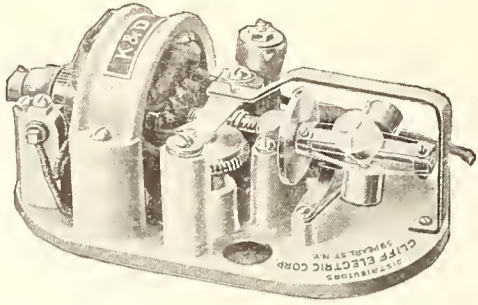
DOMES of SILENCE Division

Henry W. Peabody & Co.
37 State Street, New York City

P-1132

*What we say above about Furniture applies also
to Phonographs*

The K & D Electric Phonograph Motor



FEATURES

Prices,
Sample Motor or
Booklet on Request

- I. A real automatic stop, containing in one unit a switch and protective lock.
- II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.
- III. Price—No electric phonograph motor has been sold at as low a price. Our production and experience enable us to compete with the spring motor. A real guarantee is back of the K. & D.

You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION
59 Pearl Street, New York

FEDERAL TEL. & TEL. ACTIVITIES

Dealer Agencies Being Placed in Talking Machine Field—Col. S. H. Mapes Discusses Business Conditions—Planning for Fall

"We are closing the greatest season in our history," said Col. S. H. Mapes, manager of the New York offices of the Federal Tel. & Tel. Co., Buffalo, N. Y., in a recent chat with *The World*. "We had expected that beginning with September 15 our dealers would start placing good-sized orders for Federal radio receiving sets, but we had never anticipated such an exceptional demand from the trade throughout the East. It seems as though the dealers as a whole are beginning to thoroughly appreciate and understand the unlimited sales possibilities for high-grade radio business, and repeat orders are being received from well-known retail merchants in the metropolitan district and in all sections of our territory.

"During the past few months we have been concentrating a considerable portion of our activities on the development of business in the talking machine field, and we are keenly gratified at the result of our efforts. We have placed dealer agencies for Federal receiving sets in a number of important trade centers, and there is no question but that the talking machine dealer is ideally qualified to merchandise our product profitably and advantageously. We are making plans for a banner Fall trade, and are also looking forward to 1924 with optimism and confidence."

HEAVY FALL DEMAND IN WASHINGTON

Dealers and Jobbers Are Well Pleased With Conditions—Louis & Co.'s Enlarged Department—Talkers at Better Homes Exposition

WASHINGTON, D. C., October 9.—The early Fall business in talking machines in Washington is exceeding all expectations on the part of both wholesalers and retailers, and the wholesalers are finding it difficult to supply the demand, which includes not only the machines themselves, but all kinds of talking machine stock. Some idea of the demand may be gained from the statement of Leslie Lore, manager of Cohen & Hughes, Victor distributors, that the call for all kinds of machines and records has been so great during September that it is impossible for his establishment to accumulate any reserve stock. Factory shipments are disposed of the same day they arrive in Washington, it is stated.

Louis & Co., phonograph dealers at Seventh and G streets northwest, are almost ready to open up a greatly enlarged talking machine department to the public. The store occupies a four-story building in a very favorable location, and work has been going along steadily on the remodeling of the three upper floors as an extension of the phonograph department, which up to the present has occupied the ground floor only. An elevator has been installed in the rear of the store for the convenience of patrons, and the three upper floors will be ready for occupancy within a few weeks.

Mrs. W. E. Chappellear is the new assistant to Miss Florence Terwilliger in the talking machine department of Charles Schwartz & Son.

Phonograph dealers were well represented at the Better Homes Exposition, held in this city during the early part of October, by a complete display and demonstration of many types of talking machines. The purpose of the exposition was to create an interest in the Better Homes movement, and to this end some twenty-six model rooms were created, the furnishings being supplied by Washington merchants. In addition to the displays of talking machines, a series of lectures as a regular part of the exposition stressed the importance of music in the home.

Caution should be exercised in granting credit. It is better to be safe than sorry.

EIGHT VICTOR ARTISTS IN HERRIN

Concert Under Auspices of Talking Machine Department of Cline-Vick Drug Stores

HERRIN, ILL., October 8.—One of the most enjoyable and best attended musical events ever held here was staged under the auspices of the Cline-Vick Drug Stores, Victor dealers, who

were responsible for the local appearance on October 5 of the Eight Famous Victor Artists. The Cline-Vick concern had attractive programs printed on the back cover of which appeared some of the favorite recordings of these well-known Victor artists. Considerable publicity heralded the event, which was a decided success, both from the standpoint of attendance and increased record sales.

BRUNSWICK MEETING IN CLEVELAND

Interesting Talk by J. F. Ditzell, Brunswick Sales Promotion Manager—Dinner-dance Winds Up Constructive Meeting

CLEVELAND, O., October 10.—Brunswick dealers throughout this territory gathered at the Hotel Winton on Monday of this week, for what was one of the most successful Brunswick sales conventions ever held in this section. The day was devoted to business and amusement, and the local Brunswick branch, which sponsored the affair, under the direction of Leslie I. King, local branch manager, held open house. Brunswick boosters from the Cleveland, Pittsburgh and Buffalo territories were present and heard a constructive talk on the problems of the retailer by J. F. Ditzell, manager of the sales promotion department of the Brunswick Co. The complete line of new Brunswick models was on display, giving the visiting dealers an opportunity of making their selections and placing orders for the pre-holiday trade. During the afternoon the visitors and their guests were taken to interesting points in the city and in the evening they were entertained at a dinner-dance, at which the Oriole Orchestra, Brunswick artists, furnished the music.

C. W. Copp, who has attractive warerooms at 228 South Michigan street, South Bend, Ind., is transacting a very large volume of business in pianos and players, as well as Columbia and Sonora phonographs.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

Many Fine Exhibits at New York Radio Show

Products of Leading Manufacturers Represented—Visitors Included Many Prominent Talking Machine Men—Great Interest on Part of Public—Interesting Addresses at Open Meetings

Under the auspices of the American Radio Exposition a very successful Radio Show was held at the Grand Central Palace, New York, the week of October 8, dealers and radio enthusiasts from all parts of the country being present. A great majority of the leading radio manufacturers were represented at the show, together with makers of loud speakers, head sets, accessories and general parts. The interest manifested by the public was surprisingly great, considering the fact that the show was held during the week of the World Series, when this baseball event was the center of attraction. Thousands of out-of-town visitors spent quite some time at the various booths and the show, from the standpoint of the exhibitors, was a marked success.

One of the outstanding features of the show was the marked improvement in the cabinet work on the standard sets as compared to last year's exhibits. Practically all of the well-known radio set manufacturers exhibited models particularly designed for merchandising by talking machine dealers, and these merchants evinced keen interest in these sets. Many handsome cabinet instruments were exhibited and, judging from the comments of the visiting dealers, there is a tendency on the part of the average phonograph merchant to pay close attention to the sales possibilities of standard radio receiving sets. Another noteworthy feature of the radio sets exhibited was the simplicity of operation that characterized practically all of them. The radio manufacturers as a whole are endeavoring to furnish the public with sets that require minimum technical ability to operate, and the simplicity of installation attracted the attention of the dealers and the public.

There were many unique exhibits at the show, including portables, combination lamp and radio sets, army and navy apparatus and other unusual sets and accessories. Loud speakers were prominently displayed and several manufacturers featured sets with indoor loop antennas, in place of the usual outside aerials.

The radio trade was keenly interested in a series of open meetings held in the conference rooms at the Grand Central Palace, under the auspices of the Radio Trade Association. A number of very interesting addresses were made during these open forums and among the speakers were H. T. Melhuish, Radio Corp. of America; H. H. Roemer, sales manager, De Forest Tel. & Tel. Co.; Powel Crosley, Jr., president, Crosley Mfg. Co., Cincinnati, O.; Dr. Lee DeForest, Allen D. Cardwell, president of the Allen D. Cardwell Co., Brooklyn, N. Y., and members of the radio trade press.

The Radio Corp. of America maintained an extensive exhibit, divided into several sections. One display featured various Radiolas, manufactured by this company, while another section showed an exhibit in relief of the ruined cities of Tokyo and Yokohama, Japan. A model of the huge RCA station at Tomioka, which linked Japan with the rest of the world during the earthquake, was shown on one side of the display. Incidentally, the 600-foot tower at Iwaki, constructed by American engineers, withstood the ravages of the earthquake. Another large exhibit sponsored by the Radio Corp. of America presented a group of noteworthy paintings, depicting various periods in America's history, such as "The Dawn of Communication," "First Mail Train," "Laying of Original Atlantic Cable," "Birth of the Telephone" and "Radio in the Home." Geo. H. Clark, who is in charge of all RCA exhibits at the shows, was responsible for this year's handsome display and was assisted by H. C. Gawler, of the sales staff, together with other members of the sales organization. Among the Radiolas exhibited were the following popular models: II, IV, V,

VI, VII and its new product, the Radiola grand.

At the booth of the DeForest Tel. & Tel. Co. the new DeForest Model D-10 was the center of attraction. This instrument, which was introduced to the trade a few months ago, was demonstrated to splendid advantage by members of the sales organization. Dr. Lee DeForest, famous inventor of the products bearing his name, was a frequent visitor to the show and E. H. Jewett, president of the company, made a special trip from Detroit to welcome the members of the trade who called at the DeForest exhibit. The D-7-A set was also on exhibit and created considerable interest. R. M. Keator, sales manager of the company's Eastern headquarters, was in charge of the display, assisted by the following members of his staff: M. Craddock, Alfred Nordholm, Frederick Roach and E. Von Brandt. H. H. Roemer, sales manager of the company's headquarters at Detroit,

was also in attendance during the course of the show.

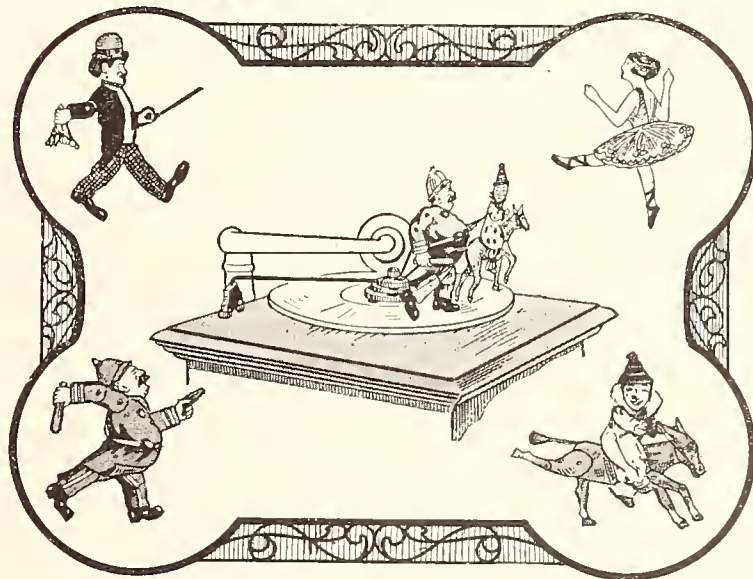
Herbert A. Brennan, sales manager of the Cutting & Washington Radio Corp., Minneapolis, Minn., and for many years one of the most popular members of the talking machine trade, was in charge of the C. & W. exhibit at the show and welcomed talking machine dealers from all over the country. This company has been sponsoring an aggressive campaign to interest the talking machine trade and the various C. & W. sets on exhibition included several models designed for this industry. Among the Cutting & Washington sets on display were the No. 11-C console, the new 12-A portable, the 11-A and the 15-A single-tube set that is meeting with considerable favor. Mr. Brennan was assisted at the show by several members of the Radio Stores Corp., New York, distributor for Cutting & Washington products.

One of the most artistic exhibits at the show was the display presented by the Colin B. Kennedy Co., St. Louis, Mo. This company, which is one of the pioneers in the radio industry, showed a complete line of its instruments, in-

(Continued on page 182)

—here's the newest phonograph toy

THE PHONOGRAPH PHOLLIES



The Cop, the Dancer, the Comedian, the Clown and Jenny, the Mule—O, they're funny! The Comedian makes love

to the Dancer; the Mule tries to throw the Clown and kicks off the Cop's hat. The Cop finally runs the whole bunch in.

Here Are The Other National Funmakers

THE MAGNETIC DANCERS—They waltz, fox-trot or two-step like a couple on a ballroom floor. Price \$1.00

THE RASTUS FAMILY—Don't miss these favorites—

Ragtime Rastus, Price \$1.25
Boxing Darkies, Price \$1.50
Shimandy....Price \$1.65

THE FIGHTING ROOSTERS—My, but they're a scrappy pair! Price \$1.65

Order the Full Assortment. You can sell them all as easily as one.

You Can Build Up A Splendid Holiday Trade With These National Toys

THEY take up small space and they SELL SWIFTLY. Put them in your windows and watch the crowds gather.

Order a few just as a starter. You'll be surprised how quickly they'll go. Phonograph Phollies (set of 5 figures) sell for \$1.65. Combination of Comedian and Dancing Girl, \$1.00; Cop and Clown, \$1.00.

Usual Trade Discounts.

NATIONAL CO., BOSTON, MASS.

108 BROOKLINE STREET

CAMBRIDGE, MASS., U. S. A.

HALF PAST TEN

'SOP TIM BOM'

NOVELTY CHINESE WALTZ SONG

You cant go wrong with any FEIST song

MADE IN THE USA

Ev-ry time the clock strikes half past ten, All my thots go rush-ing back a-gain

EXHIBITS AT NEW YORK RADIO SHOW

(Continued from page 181)

cluding two handsome period models, designated as the Jacobean console and the Spanish desk model. Other instruments on display were the Model X, Model V and Types 311, 522, 281, 220 and 110. Talking machine dealers were particularly interested in the art models and Harry J. Rathbun, vice-president and treasurer of the company, who was in attendance at the exhibit, was delighted with the reception accorded the company's products. Mr. Rathbun was assisted by B. R. Hassler, sales manager of the company, who was in charge of the exhibit.

Powel Crosley, Jr., president of the Crosley Mfg. Co. at Cincinnati, widely known in the talking machine and radio fields, spent the entire week at the show and was welcomed by many of his friends in both industries. The complete Crosley line was on display, including Models XXV and XX, which have attained considerable popularity in the talking machine field. Other sets displayed were Models VI, X and XJ, the latter being one of the leaders at the present time. A complete line of parts was also on exhibit and the general details of the company's display were in charge of George Lewis and Alvin R. Plough, assistants to Mr. Crosley. The C. B. Cooper Co., New York, which is a jobber for the Crosley products, was also represented by several of its sales staff.

The Precision Equipment Co., Cincinnati, whose president is also Mr. Crosley, maintained a complete exhibit of ACE radio sets, including the Types 3-C, V and 2-B. Mr. Crosley, together with the members of his executive staff, was kept busy demonstrating these sets.

The American Radio & Research Corp., Medford Hillside, Mass., displayed the Amrad console line, comprising five models, including the Early English, American Colonial, Queen Anne and Italian Renaissance. The exhibit was in charge of Sales Manager Dunbar, assisted by several members of his staff.

The Pathé Phono. and Radio Corp., Brooklyn, N. Y., displayed a new product called the Curtantenna, which, as its name implies, is an antenna or, rather, indoor loop in the shape of a curtain on a roller, which may be rolled up as a shade when not in use. The Pathé loud speaker, dials and other moulded parts completed the exhibit.

The Audiophone loud speaker and Audiophone Jr., as well as the Bristol one-stage amplifier, were shown by the Bristol Co., of Waterbury, Conn. The exhibit drew much attention and the Audiophone was also well used in various parts of the hall for concert and announcement purposes. The exhibit was in charge of C. W. Williamson, New York district manager. W. H. Bristol, president of the company, as well as H. L. Griggs, sales manager, and J. B. Kelsey, assistant sales manager, were present during the week.

At the General Radio Corp. of Philadelphia

booth the new Geraco loop aerial and Music Master power unit, both new on the market, were featured. The well-known Music Master horn was well in evidence. A wide line of Geraco molded parts was also shown, as well as the Geraco device for converting the Victrola or Columbia into a loud speaker.

Walter L. Eckhardt, president of the company, was present.

The A. H. Grebe Co., Richmond Hill, N. Y., displayed a wide range of receiving sets which caused the booth to be crowded at all times with visitors, who displayed great interest in the exhibits.

Other prominent manufacturers represented at the Radio Show were the Adams-Morgan Co., Zenith Mfg. Co., Sleeper Radio Corp., Moon Radio Co., Allen D. Cardwell Co., National Airphone Corp., Sec Tron Radio Co., Dictagraph Products Co., C. Brandes, Inc., Holtzer-Cabot Electric Co. and the Neon Lamp Works.

HOLLENBERG CO. IS 70 YEARS OLD

Well-known Music House of Little Rock, Ark., Celebrates Important Business Anniversary

LITTLE ROCK, ARK., October 6.—The Hollenberg Music Co., of this city, is now celebrating the seventieth anniversary of the establishment of the business which was founded by H. G. Hollenberg in 1853 and has shown steady progress throughout the seven decades of its existence. In recognition of the important event the company has issued an attractive twelve-page booklet giving something of the history of the house, a list of the concerns represented and other information relative to the business.

The Hollenberg Music Co. is one of the best-known concerns in this section of the country and, in addition to selling musical instruments, has contributed much directly and indirectly to the development of interest in, and appreciation for, music generally.

The present head of the company is Col. F. B. T. Hollenberg, son of the founder, who fills the post of president and general manager. Col. Hollenberg has been a particularly active factor in music trade association work and is one of the best-known music merchants in the country. His son, F. B. T. Hollenberg, Jr., is also associated with the business as secretary and assistant general manager.

There is an increasing demand for talking machines in schools as a music-teaching aid.

WITH MUSIC, NOT BULLETS, IN MEXICO

Columbia records seem to be charming the Mexican populace into peaceful and expectant smiles. One look at this picture convinces us



Looking the Latest Columbia Records Over

that the proverbial banditti will no longer roam the prairie. Every one of the Mexicans gazing at this Columbia window displayed by Cabanas, Burns & Co., Inc., in Guadalajara, Mexico, is evidently planning a quiet evening at home indulging in that love of music so characteristic of the Latin temperament, which responds so very readily to it. Music is a better civilizer than bullets, anyhow.

MUSCATINE MUSIC HOUSE EXHIBITS

Displays Pianos, Phonographs and Musical Merchandise at Annual Style Show

MUSCATINE, IA., October 8.—The Muscatine Music House, of which W. J. Burnett is manager, had a most interesting exhibit of Jesse French & Sons pianos and players, Cheney talking machines and musical merchandise at the annual "Styles and Smiles" Show staged here recently by the Muscatine merchants. The display resulted in the booking of a large number of prospects and some excellent sales were closed on the spot.

CELEBRATES BRUNSWICK AGENCY

LOS ANGELES, CAL., October 8.—A special concert was given by a twelve-piece orchestra at the George L. Birkel Music Co., 442-446 South Broadway, recently in celebration of the taking over of the Brunswick phonograph agency by the Birkel house. The orchestra engaged for the occasion was Abe Lyman's Ambassador Orchestra, which was recently added to the Brunswick artists' list, and the concert was under the direction of E. P. Geissler, vice-president and general manager of the Birkel Co.

Dollar Happiness FOR CHILDREN

September Window Displays

Containing Groups of the Seven Different Bob O Link Books

NO. 1 SONG BOOK
NO. 2 SONG BOOK

NO. 3 SONG BOOK
NO. 4 SONG BOOK
NO. 1 GAME BOOK

NO. 1 READING BOOK
NO. 2 READING BOOK



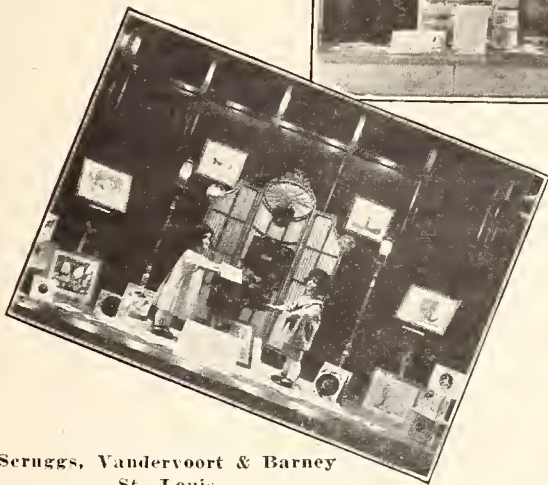
Wurlitzer
New York



Lyon & Healy
Chicago



Centre above
Joseph Horne Co.
Pittsburgh



Scruggs, Vandervoort & Barney
St. Louis

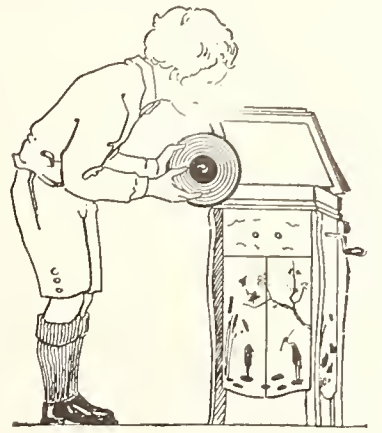


The Golden Rule
St. Paul

Order an introductory assortment of 12 each Nos. 1 to 4 Song Books, Nos. 1 and 2 Reading Books, No. 1 Game Book. Total 84 Books, 1 Display Rack, 1 Display Cutout, Supply of Circulars. Net cost \$52.08 F. O. B. New Haven.

The La Velle Mfg. Co. NEW HAVEN CONN.

Bob O Link Books



I'm go-na wear a frown un-til you see me Down in New-Or-Leans back o' town

Back O' Town Blues

You Can't go wrong
With any FEIST song

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

WATCH FOR CHILLED MAIN SPRINGS

It will not be long before cold weather will again be with us, together with the usual busy season for talking machine sales. I believe it is the right time to again caution dealers in the matter of delivering and setting up machines in cold weather to avoid spring breakage and other troubles. It frequently happens that a machine is delivered on a cold day, set up in the home, and then put out of order through the breaking of the spring during the first winding.

It has been pointed out on previous occasions that the talking machine spring is a highly tempered piece of steel, and as such is subject more or less to temperature changes. It often happens that a new machine is taken from a rather chilly warehouse, kept out in the air on a truck for several hours and then installed in the home where the temperature is at 70 degrees or more. The intense cold makes all steel brittle and when the purchaser seeks to play a record at once to try out the new musical instrument, the cold and brittle spring refuses to stand the strain and breaks. A great many dealers realize this condition and warn customers regarding it. One dealer goes so far as to attach a special tag on the winding key advising the purchaser to let the machine stand in the warm room for a few hours before winding. This rest serves to take the chill out of the spring and prevents sudden breaking.

The Repairman As a Prospect Getter

A large dealer in talking machines who maintains his own repair department found recently that the public had not only shut down on buying new goods, but likewise appeared disinclined to have repair work done, with the

result that his repairman was spending most of his time resting himself or tinkering on odd jobs on which there was no income. It was the repairman himself, who, realizing that such a state of affairs could not go on indefinitely, suggested as a means of keeping his job safe that he be permitted to call on the dealer's customers and solicit repair work. As a result of the first couple of days of effort there developed a single repair job, that of installing a new spring, but the repairman had meanwhile dug up several machine prospects and filled orders for close to \$50 worth of records.

It was found that by presenting himself as a repairman he was able to gain entrée into the house in order to inspect the machine. The housewife in every case kept close at hand, probably for safety's sake, and it was an easy matter to swing the conversation around to the question of new records and of friends who should buy, or contemplated buying, machines. The repairman had wisely carried with him a half dozen of the latest records and in every home played at least two of them over, ostensibly for the purpose of testing the speed of the motor. In most cases the testing records pleased and an order followed. It is, of course, out of the question for every dealer to send a repairman in search of business, nor it is always possible to secure a repairman with a real selling instinct, but where the opportunity presents itself, and the combination exists, there is found a new avenue for getting close to prospects and old customers and reviving interest in new records.

Repairing Broken Main Springs

Bristol, Pa., September 26, 1923.

A. H. Dodin, care The Talking Machine World: While reading The Talking Machine World I noticed that you give advice on repairing of talking machines. For the past three years I have been repairing talking machines. As a rule, I get many large motors which take 1x16 main springs. By my experience I have found most of my troubles are with springs broken in the center, which are cut off about three inches.

As I am in a little town it is very difficult to get any new main springs. I always have been trying to use these broken springs over again, as I don't think it will make any difference whether one is shorter than the other.

I have been trying to pull the center coil with a pair of pliers and try to spread it out so I could drill a hole, but I have found out it is impossible to do the job right. I have kept these broken springs, thinking you will advise me how to use them over again. Waiting for an answer. Yours truly,

(Signed) Sammy Burns.

Answer.—There is no reason why a main spring which has had only a few inches broken off of either end may not be used the second time. The difficulty in using them again comes in the means employed to repair and repunch the rivet holes in the ends. When the spring breaks on the cage end it is a simple matter to heat the spring and draw out the temper, drill a hole and file to the required shape. However, if the center end is broken, it requires a specially constructed machine in order to do the work properly. This machine has been advertised in other issues of The World.

FRED GENNETT ON VISIT TO GOTHAM

Secretary of Starr Piano Co. Well Satisfied
With Existing Conditions and Prospects

Fred Gennett, secretary of the Starr Piano Co., Richmond, Ind., manufacturer of the Starr phonographs and Gennett records, was a recent visitor to New York in the course of an Eastern trip and spent some days at the local headquarters of his company. Mr. Gennett is thoroughly optimistic regarding business conditions in all sections of the country and reported that the demands for both pianos and phonographs were already taxing the facilities of the great plant at Richmond.

There has been a particularly noticeable increase in the demand for the Gennett records from practically all sections, with a decided tendency toward the higher class and standard selections.

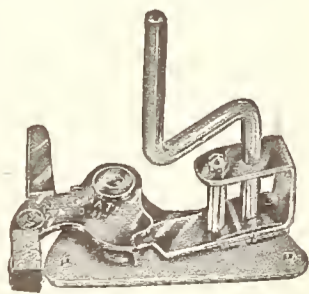
PLAN AJAX DISTRIBUTION IN U. S.

CHICAGO, ILL., October 8.—Negotiations are under way by the Compo Co., Toronto, Can., manufacturer of Ajax records, to establish a jobbing center for the United States in this city. Thomas Nash, general sales manager of the Compo Co., was a recent visitor here to look over the field with the idea of placing the Ajax catalog with a local concern.

FRED FORSTER VISITS GOTHAM

Fred Forster, president of the music publishing concern in Chicago bearing his name, was a visitor this month to New York. While in the East he made arrangements with Dan Winkler, Eastern manager of the company, for drives on several of the Forster numbers.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation

484-490 BROOME ST.

NEW YORK

TRADE ACTIVITIES IN PORTLAND

Many Record Artists Scheduled to Appear Here —Portland Brunswick Branch Consolidated With Seattle Branch—Other Interesting News

PORTLAND, ORE., October 4.—The Portland concert season opened here last week, when the Elwyn Concert Bureau presented Mme. Margaret Matzenauer, contralto, and Clarence Whitehill, baritone, both Victor artists, in recital at the municipal auditorium. The ticket sale was conducted at the Sherman, Clay & Co.'s store. The Bureau is presenting an unusually splendid list of artists, among them the following: Claire Dux, soprano, October 29; the New York String Quartet, November 12; Quartet of Victor Artists (Kline, Baker, Murphy, Dadmun); Albert Spalding, violinist, December 17; Jascha Heifetz, violinist, January 28; Edward Johnson, tenor, January 21; Maria Ivogun, coloratura soprano, March 3; Moriz Rosenthal, pianist, February 25, and Reinald Werrenrath, baritone, April 1.

A. R. McKinley, local manager of the Brunswick Co., announced that Portland had been selected as the Northwest distributing center and the Seattle branch has been consolidated with the Portland office, the change going into effect October 1. For the present a small branch will be maintained in Seattle to take care of the local business. Mr. McKinley says

that the company's realizing the advantages of Portland as a distributing center was the cause of the change, which was arranged by E. L. Gramlich, vice-president and assistant general manager, during a recent trip to the Pacific Coast. Mr. McKinley has been in charge of the Portland office for the past ten years. The change will add a million and a half more people to his territory. He states that M. Davis will continue in charge of the phonograph department, covering the district of Oregon, Washington, northern Idaho and western Montana. Plans are being made for the erection of a home for the company in the terminal district of the city. The building will cover 50,000 square feet of ground and it is expected that it will be ready for occupancy by early Spring.

The Wiley B. Allen Co., of this city, with the other seven stores of the company on the Pacific Coast, is celebrating the fiftieth anniversary of the store. The local store, under the management of Frank M. Case, has very attractive and artistic window displays, which are in keeping with the golden anniversary.

The Turner Music Co., headquarters Tampa, Fla., has just opened two new stores at Orlando and St. Petersburg, Fla. The Brunswick line of phonographs and records will be handled at both of these stores. W. B. Word is manager of the St. Petersburg store and J. V. Borum is manager of the Orlando store.

PROMOTION FOR C. LLOYD EGNER

Appointed Manager of the Traveling Department of the Victor Talking Machine Co.—Makes Business Tour Through Middle West

C. Lloyd Egner, for some time past assistant manager of the traveling department of the Victor Talking Machine Co., was, on October 1, made manager of that department in recognition of his long and faithful service.

Mr. Egner returned to Camden early this month from a three weeks' trip through the Middle West, in the course of which he made a number of talks before gatherings of Victor dealers held during September in Des Moines, Ia.; Columbus, O., and, in October, in St. Louis. In chatting with the representative of The World Mr. Egner stated that he found business conditions, in the territory which he had covered, to be of a very promising character, both as regards the balance of the Fall season and the forthcoming holiday season.

DELAWARE INCORPORATION

The U. S. Phonograph Doll Corp., Wilmington, Del., has been incorporated under the laws of that State for the purpose of manufacturing with a capital of \$600,000.

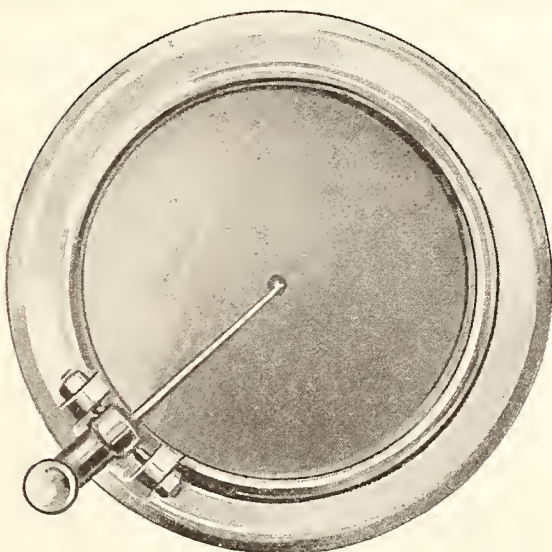
The last few payments on a talking machine are the ones that give the dealer his profit.

The stylus bar, or tongue of the TRIANGLE reproducer is shaped from one solid piece of steel. All others are made of several pieces fastened together.

This bar, or tongue, is put through 16 separate and distinct operations before it is ready to be assembled in the reproducer.

Most of these operations require great care and skill, because the bar must be delicately formed to properly convey loud and soft tones with equal clearness.

The bar when assembled automatically balances itself. There is no pressure from the sides, top or bottom. This permits perfect vibration which is essential to the true, human expression of the sound waves.



REPRODUCER NO. 3—(FRONT)

Like a high-grade watch, the TRIANGLE reproducer is thin and symmetrical. Cut to left shows the face, with not a single screw to mar its beauty.

The mica diaphragm is 23/16 inches in diameter and is so assembled that no part can ever come in contact with the metal in the reproducer.

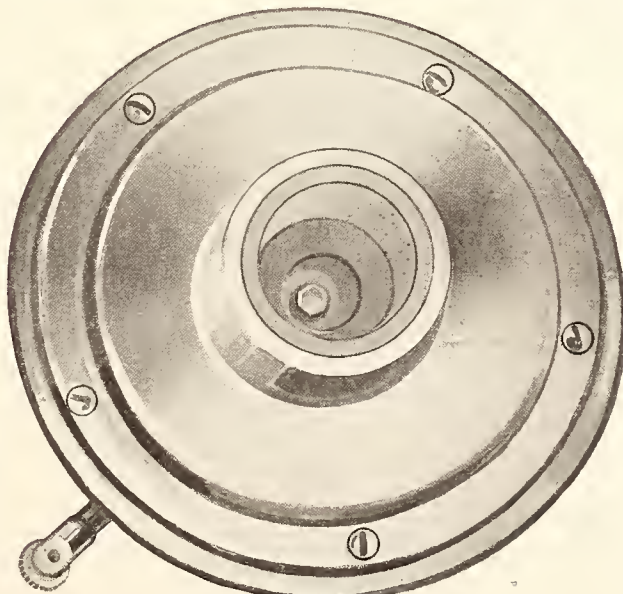
This feature reduces surface noise of the record to a minimum and helps to produce that clear, mellow tone which has made the TRIANGLE reproducer surpass all others.

Below we show the reproducer as viewed from the back. Observe its shapely appearance.

TRIANGLE reproducers fit both Victor and Columbia type instruments.

TRIANGLE

You know how it is with the ordinary phonograph. The record begins with a rasping sound. Then, when the tones rapidly change, you hear a rattle or clatter or a blasting noise. All of which means that the reproducer is not adequate for the proper rendition of the music. The beauty of the music is lost and the skill of the artist suffers. How often have you heard it said after playing a record of some famous singer: "I don't see enough quality in her voice to make her famous." The trouble is not with the artist but with the way her voice is rendered by the faulty reproducer.



BACK

Samples on Request

What a difference when the TRIANGLE reproducer is attached. The needle glides smoothly, almost noiselessly, along the circular grooves. Every tone is given its true quality and expression. The perfect balance of the stylus bar enables it to catch and faithfully reproduce all music vibrations, from the softest tones to the loudest and fullest notes. The harmony and beauty of phonograph music is fully appreciated for the first time—a real delight to all music lovers. Test the TRIANGLE reproducer and convince yourself that it surpasses anything yet discovered for reproducing the masterpieces of the world's greatest musicians.

TRIANGLE PHONO PARTS CO., Mfrs. of Triangle Tone Arms and Reproducers
 718-728 ATLANTIC AVE., BROOKLYN, N. Y. 1500 REPUBLIC BLDG., CHICAGO

ATLANTA

Humes Music Co. in Large New Building—Dealers Add New Lines—Stores Remodeled—The News


ATLANTA, GA., October 10.—No better evidence of the great possibilities of the music business in the South can be found than the great success which has been won by the Humes Music Co., Columbus, Ga. The business, which has been established less than fifteen years, has made such consistent progress that it now occupies its own splendid new building, representing an investment of fully \$150,000.

The building has been completely fitted up and is probably the most complete establishment in the entire South. It was formally opened on October 2 and 3 and the occasion was made a gala one, representatives of all the Southern Victor jobbers being on hand, as well as those from the principal piano companies whose lines are handled by the Humes Co. Among those present were Chas. Elyea and C. Gordy, of the Elyea Talking Machine Co.; Acton Boone and Irving Bimstein, Talking Machine Co., Birmingham; French Nestor, of Jacksonville; David Pruitt, of the Victor Co.; H. A. Ray, of the Elyea Co.; M. E. Lyle, representing the Unit Construction Co., whose fixtures are installed throughout the building; Mr. Beckham, of the roll division, American Piano Co., and Fred Colber, pianist, of the American Piano Co., N. Y.

A feature of the month will be the recital on October 30, under the auspices of the Atlanta Music Club, by Rosa Raisa and Giacomo Rimini, Vocalion artists. Local dealers are preparing to call special attention to the records made by these artists.

The Edison Parlor at Savannah, Ga., Edison dealer, has recently changed its location from 45 Bull street to 119 Bull street, where it will have the benefit of more spacious quarters, and excellent window display facilities which it did not have at the old location. The new location is in the direct line of the north and south traffic of this prominent thoroughfare and it is expected the call trade will increase noticeably.

During the first two weeks of September Phonographs, Inc., Edison distributor, announced the addition of new dealers at Morgan-



“We Serve the South”

IN your preparations for the Fall increase in Okeh sales don't overlook one of the most important factors in your attainment of a successful season. With a dependable distributor service at your convenience, the kind that is quick, accurate, and thoroughly dependable in the pinches, you are equipped to consistently give your customers complete satisfaction at all times.

We would appreciate the opportunity to demonstrate the advantages of Polk Service. It would readily disclose the reasons why we are at present playing so large a part in aiding hundreds of Okeh dealers throughout the South to reap the benefits that come from handling the fast-selling

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:
294 Decatur Street ATLANTA, GA.

Inquiries
from
Dealers
Solicited

ton, N. C.; LaFayette, Ga.; Elba, Ala.; Manchester, Ga., and Richland, Ga., and it is expected that several new dealers will be made in the Florida territory before October 1.

W. L. F. Rosenblatt, president and general manager of Phonographs, Inc., has been visiting the Edison Laboratory in Orange, N. J., for a conference with the factory officials and as a result of his visit expects to make improvements to the already excellent service to Edison dealers in the Atlanta zone.

Efrd's Department Store, Charlotte, N. C., has placed an order for Unico booths and racks as equipment for its new Victrola department. The new store should be ready for business on the fifteenth of this month.

“The call is for two-tone finish and as we have, in the Strand, a complete line of two-tone finished consoles you can imagine that business is booming” is the way M. E. Lyle sums up the situation this Fall.

R. E. Jenkins, of the Tampa Hardware Co., was a recent visitor to the Columbia Co.'s local branch.

The Gilmore Jewelry Co., Columbia dealer, Pensacola, Fla., is highly pleased with results obtained in connection with the recent appearance of Bessie Smith, exclusive Columbia artist, in Pensacola. This live-wire dealer advertised the comedienne's appearance very extensively and a very substantial quantity of her records was sold during and after her appearance. Bessie Smith is on a concert tour of principal Southern cities, resulting in general stimulation in demand for her records.

The selection “Sweet Pal” on Columbia New Process record A-3937 continues its phenomenal sale. Reinhardt, the publisher, has prepared three beautiful window displays featuring it. These displays are being used very successfully by Columbia dealers throughout the Atlanta branch territory.

The C. W. Lewis Furniture Co., Tuscaloosa, Ala., Columbia dealer, is securing business through extensive advertising.

There is a great shortage of machines, especially popular-priced console models. With no chance to stock ahead during the late Summer dealers now realize that only the most insistent and active can hope to get enough to do business with during the coming months.

Wm. Barfield, of the Empire Music Co., is in Florida looking after Strand interests in that State for M. E. Lyle. He reports that dealers like the quick service now available because of the warehouse stock of Strands now carried in Jacksonville.

The Ludden & Bates Music Co., local Brunswick dealer, is making a display at the Southeastern Fair, now in progress in Atlanta.

Miss Mildred Belleau is now in charge of the Ludden & Bates record department.

J. A. Oppert is now in charge of the Julian Prade Co. phonograph department. This firm handles the Brunswick line.

D. N. Sloane, formerly with the Brunswick Phonograph Shop, Columbia, S. C., is now selling Brunswicks for the E. E. Forbes & Sons Piano Co., Birmingham, Ala.

Miss Hilda Nugent, in charge of the Brunswick record department at the E. E. Forbes & Sons Co., Birmingham, Ala., has just returned from a vacation trip to Litchfield, Ill., her former home. Harry Charles, formerly with the E. E. Forbes & Sons Co., is now in charge of the Brunswick department of the Mason Furniture Co., Huntsville, Ala.



The Name “EDISON”

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in
our zone open for the proper
Edison dealer representation

PHONOGRAPHS, INC.

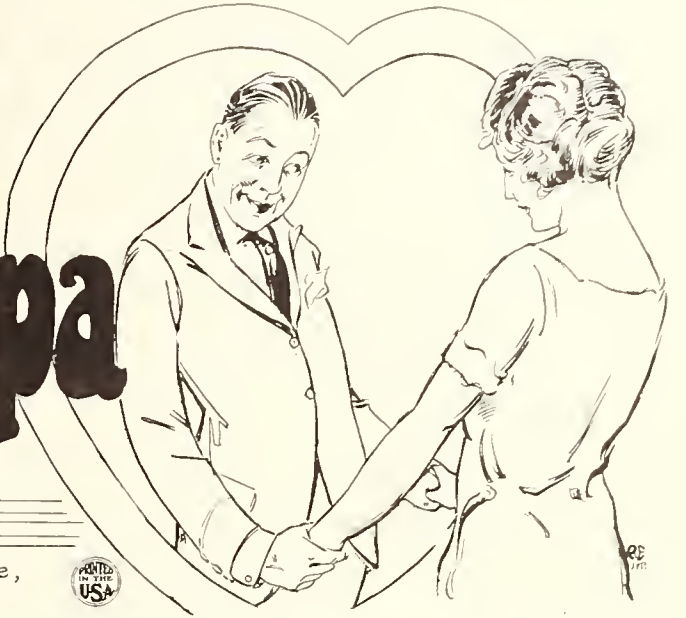
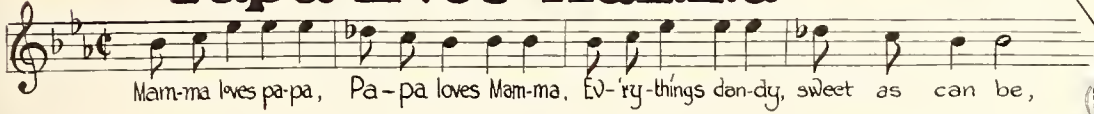
EDISON DISTRIBUTORS

41 Cone Street - - - Atlanta, Ga.

"You can't go wrong with any FEIST song"

Mamma Loves Papa

Papa Loves Mamma



Elimination of Unethical Retailing Practices

What the Better Business Bureau of Peoria, Ill., in Co-operation With the Music Industries Chamber of Commerce Better Business Bureau, Has Accomplished in That City

PEORIA, ILL., October 8.—A definite way in which unprofitable and at times unethical practices among local merchants may be remedied through the presentation of proper arguments, and through co-operative efforts, has been demonstrated here through the success of the efforts of the Better Business Bureau of the Local Advertising and Selling Club, or rather of Roscoe Herget, manager-counsel of the Bureau, in eliminating most of the evils in the local music trade which, for a time, cast a black shadow on the music business here.

Some time ago the situation in the local music trade was desperate in regard to the advertising by the merchants, for the copy was calculated to destroy public confidence in all musical advertising. The situation developed to a point where the newspapers refused to accept the copy of several dealers.

The Better Business Bureau of Peoria was called in to assist in relieving the situation, and in co-operation with C. L. Dennis, manager of the Better Business Bureau of the Music Industries Chamber of Commerce, New York, brought the dealers together in a local association and drafted up, and succeeded in having adopted, a code of standards of practice that have resulted in the elimination of questionable advertising. The dealers now meet once each month, and the enmities in the trade have been practically wiped out, with a resultant increase in business generally.

The standards of practice to which the Peoria merchants have subscribed and which might well be considered by music merchants in other sections of the country are thirteen in number

and are reprinted here entirely in full as follows:

- 1—Subscribing to the objects of the Better Business Bureau.
- 2—Objecting to the advertising of instruments not regularly carried unless offered and sold in good faith.
- 3—Objecting to the breaking of sales with another dealer's customer.
- 4—Objecting to the use of the word "free" as including bench, scarf, rolls, delivering, lessons, etc.
- 5—Advertising used instruments so as not to be confusing with new instruments so that the public will not be misled.
- 6—Objecting to the abuse and misuse of comparative prices and values.
- 7—Objecting to untruthful cuts.
- 8—Objecting to "blind ads," or residence or private ads in the guise of dealers.
- 9—Objecting to ability to sell cheaper because of "low rent," "no middleman's profit," "buying direct from factory," etc.
- 10—Objecting to the use of "Manufacturer's Sales" (unless such is the fact), "F. O. B.," "Factory Prices," "Must Be Sold Regardless of Cost or Value," "Direct from Factory," "Factory to Home" and other misleading phrases.
- 11—Objecting to "Puzzle Contests," "Guessing Contests" or "Purchasing Coupons."
- 12—Objecting to the indiscriminate advertising of high-grade instruments with cheaper grades with the lowest prices appearing to pertain to all.
- 13—Agreeing to co-operate with the Better Business Bureau and the newspapers in the enforcement of the above.

HAS FINE NEW STORE IN COLUMBUS

Wm. V. Crowe Piano Co. Now Occupying Larger and Attractively Arranged Quarters at 112 South High Street, That City

COLUMBUS, O., October 1.—The William V. Crowe Piano Co., of which William V. Crowe



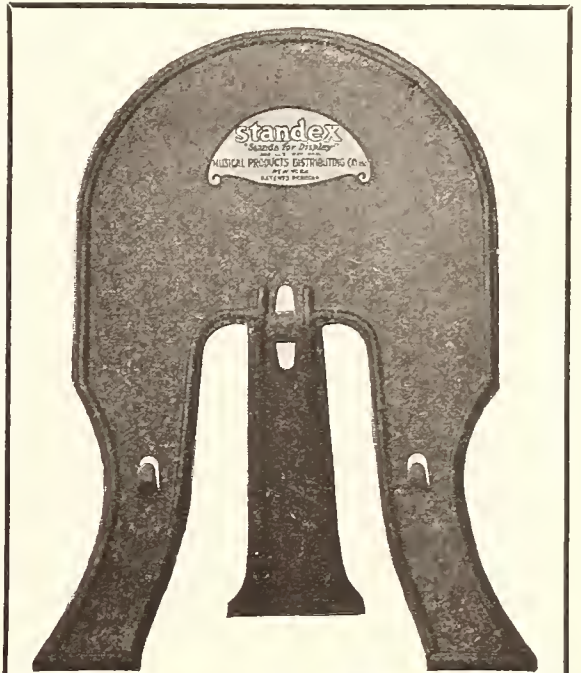
Main Floor, Crowe Piano Co.

is the head, is now settled in its handsome new quarters at 112 South High street, the formal opening of which was held recently, following

the removal from the former store at 80 East Town street. The company handles an excellent line of instruments, including the Hallet & Davis line of pianos and players and the Angelus reproducing piano, together with talking machines and records.

The formal opening proved a great success. Invitations were sent out to over 10,000 people and a large proportion of them took advantage of the opportunity of inspecting the new quarters and listening to the music of the orchestra, which played both afternoon and evening. Mr. Crowe is an active member of the Music Merchants' Association of Ohio and was treasurer of that organization last year. Associated with him in his new establishment are H. C. Hoefflich and Walter Lynas.

A large battery of sound-proof demonstration booths is provided in the new store for the use of both the talking machine and piano departments. The showcase and rack equipment for the display of musical merchandise, talking machine records, etc., is of the most modern character and the furnishings in general are strictly up-to-date.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

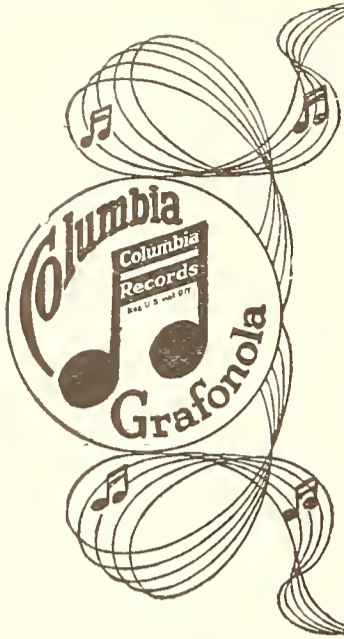
ECONOMICAL
ATTRACTIVE
SUBSTANTIAL

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors



The New Columbia is Superior!

An Engineering Achievement!

The New Columbia Motor is the creation of expert engineers. The refinements of five years' painstaking research and experiment are embodied in its construction.

Sturdy as an automobile engine and precise as a fine watch, it is smooth-running, long-wearing and silent in a degree never before approached in phonograph construction.

COLUMBIA GRAPHOPHONE CO.
New York

Handsome New Headquarters of the J. W. Greene Co., Toledo, O.



Some Views of the Elaborately Equipped Talking Machine Department

(1) The Window Display at the Opening Featuring Victor Operatic Artists; (2) The Foyer Leading to the Booths; (3) Mme. Schumann-Heink Inspecting the New Showrooms

VICTOR RECORD GIFT CERTIFICATES

The advertising department of the Victor Talking Machine Co. has recently issued the "Victor Record Certificate" for use during the Christmas season of 1923. This certificate, which incorporates in general the gift plan

which has been used in previous years, is printed in green, orange and black on a white stock. The center, in typography, resembles a bond or stock certificate. The border presents small portraits of distinguished Victor artists. At the left is a stub for the recipient's name and address, and an explanation of the gift idea.

SUDDEN DEATH OF J. C. GALLAGHER

Manager of Portland, Ore., Branch of Bush & Lane Piano Co. Drops Dead at His Home

PORTLAND, ORE., October 6.—The music trade and the many friends of J. C. Gallagher, manager of the Portland branch of the Bush & Lane Piano Co., were shocked to learn of his sudden death at his home, 597 East Forty-seventh street, north, last week.

Mr. Gallagher had been identified with the local branch for the past two years and had many friends both in and out of the trade and the city of Portland has lost a strong booster and helper, who was always in the front rank of any civic movement for the betterment of the city. He was held in the highest esteem by all who knew him and did everything in his power for the advancement of the cause of music.

Mr. Gallagher had been identified with the music trade for the past nineteen years and was well known all over the Pacific Coast. He started in the trade nineteen years ago in Spokane with the Chant Music Co. He was later identified with the Eilers music houses in Washington, Oregon and California and for a time was the manager of that firm's stores at Eureka, Cal., and Tacoma and Aberdeen, Wash. At one time he was connected with the C. B. Sampson Music Co., of Boise, Idaho, and immediately before coming to Portland he was with the Byron Mauzy Music Co., of Oakland, Cal.

Mr. Gallagher was a member of the Oregon Music Trades Association and was affiliated with the Elks Lodge of Pendleton, Ore. He is survived by his widow and his son, George. His body was taken to Spokane for interment, with services in Portland, which were attended by the members of the Music Trades Association and his close friends.

FELT



RELIABILITY

THEY can depend upon our product.

That is why leading manufacturers of talking machines use American Felt Company's felt for turntable and other purposes.

We have gained their confidence because of the scrupulous care exercised in every step of our felting process. The finished product gives the utmost service and satisfaction only because of this painstaking effort.

American Felt Company



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

Stock the Junior Operetta Series NOW There Will Be a Big Christmas Demand

This complete Operetta series of "Little Red Riding Hood," in display container that sells on sight, is a new departure in child entertainment. Instead of single record sales you sell three at once for \$2.50 list price. It has a strong Christmas appeal. Just the thing to give the kiddies.

Ready for delivery now.
Send for full details.

We are sole selling agents for the Metropolitan territory and New Jersey.

BRISTOL & BARBER CO., Inc., 3 East 14th St., New York

Four-Minute Conference on Business Topics

No. 17—Your Pace—Who Sets It

During the past few years many automobile dealers have reduced the expense of delivery of cars by driving new machines all or part of the way in from the factory on their own power. By this means deliveries are not delayed, and oftentimes motor enthusiasts are glad to join such a party just for their expenses, for the fun and experience of the trip.

Where a string of cars of considerable number come a distance in this manner there is a pace setter, who drives the first car and always keeps head place. It is his duty to go at a speed which will not be injurious to the new vehicles. Too rapid a pace will score the cylinders and injure the new, stiff mechanism in various ways.

Such a fleet is accompanied also by a mechanic, who brings up the rear and gives mechanical first aid wherever such may be necessary. This makes possible the keeping together of the string of cars so that all can come up at the same place for meals, filling up with gas and instructions.

A pace setter who ambles along and takes a couple of days longer for the trip than need be increases the expense by about \$10 per car per day. This must come out of the profits. A pace setter who drives too fast may cause a

THE SONORA OCTOBER POSTER

The October art posters prepared by the advertising department of the Sonora Phonograph Co. for the use of its dealers feature two de Luxe models, the Adam and the Chippendale. This series of posters is meeting with enthusiastic favor among Sonora dealers and the at-



tractive appearance of the posters, which are multi-colored, has enabled the dealers to use them to advantage in the development of de Luxe model business. This form of publicity has proved a most valuable aid to sales wherever it has been used.

loss of hundreds or thousands of dollars on the consignment. This doesn't pay.

Naturally, the pace setter is carefully chosen. He must be a man whose judgment can be relied upon and whose integrity when out of sight is beyond question.

Your business and mine has a pace setter. We may not have recognized the fact, but it is true, and the question is "Who is the pace setter?" Some firms allow their nearest competitor to set their pace. It may be a lazy pace or an overrapid one.

Right now there is a firm almost within a stone's throw which has wonderful opportunities and yet it is following a passive, this-is-good-enough policy because it is evidently doing as well as another concern nearby.

A second business organization also near at hand is tremendously worried. The machinery of that business is knocking. There are body squeaks and the gears grate. The trouble is that the proprietor plunged. He went too fast a pace in an effort to outdistance a competitor concern of much older history and better financial backing. The results are likely to be disastrous.

Who, then, shall set the pace—your pace and mine? Shall it be the firm of approximately the same amount of all-around assets or shall it be the concern with more money and perhaps more daring?

No! Neither of these should set our pace. The mature man or firm of sufficient experience to engage in independent business should be his or its own pace setter.

A new car of one make coming in from the factory can with safety strike a faster pace than a cheaper car of another make. And let it be noted that when strings or fleets of cars are brought in in this manner they are usually all of the same kind. So the pace setter is dealing with one problem, rather than with many.

This is true of the individual business. You cannot gauge your pace by that of the other fellow. His ability and capacity may be different from yours.

Know your own business from A to Z. Know its points of strength and the places where strain will show first. Know where you want to go day by day and week by week. Do not be satisfied with this. Know your goal and head directly for it as fast as is safe. Be ready at the first sign of trouble to pause for the expert assistance of an experienced business mechanic. He may be inside the firm or outside of the organization entirely.

Business ailments do not grow less through neglect. Know the pace which you can safely follow and then drive consistently and steadily ahead, carefully avoiding mad races and dull periods. This means prosperity!

A. D. GEISSLER ON PACIFIC COAST

Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesaler, is now on a short trip to the Pacific Coast, accompanied by Mrs. Geissler. He will probably be back in New York in several weeks and, en route to the East, will visit the headquarters of the Chicago Talking Machine Co.

AMARILLO MUSIC CO. MOVES

AMARILLO, TEX., October 2.—A change of location has just been completed by the Amarillo Music Co., which moved from 710 to 702 Polk street. According to O. V. Wray, proprietor of the concern, the stock of the new store will be greatly increased. Seven new lines of pianos have been arranged for and a tuning and repair department has been installed. In addition three talking machine booths have been installed.

IMPROVEMENTS IN DESIGN

Wm. Phillips, president of the Wm. Phillips Phono. Parts Co., New York, reports that several improvements in design are being made on the No. 1 tone arm and sound box, both throw back and straight. These new designs are expected to be ready in about one month.

At Last! A Perfect Repeating Device *Cesco Repeater*

Price
\$1.00



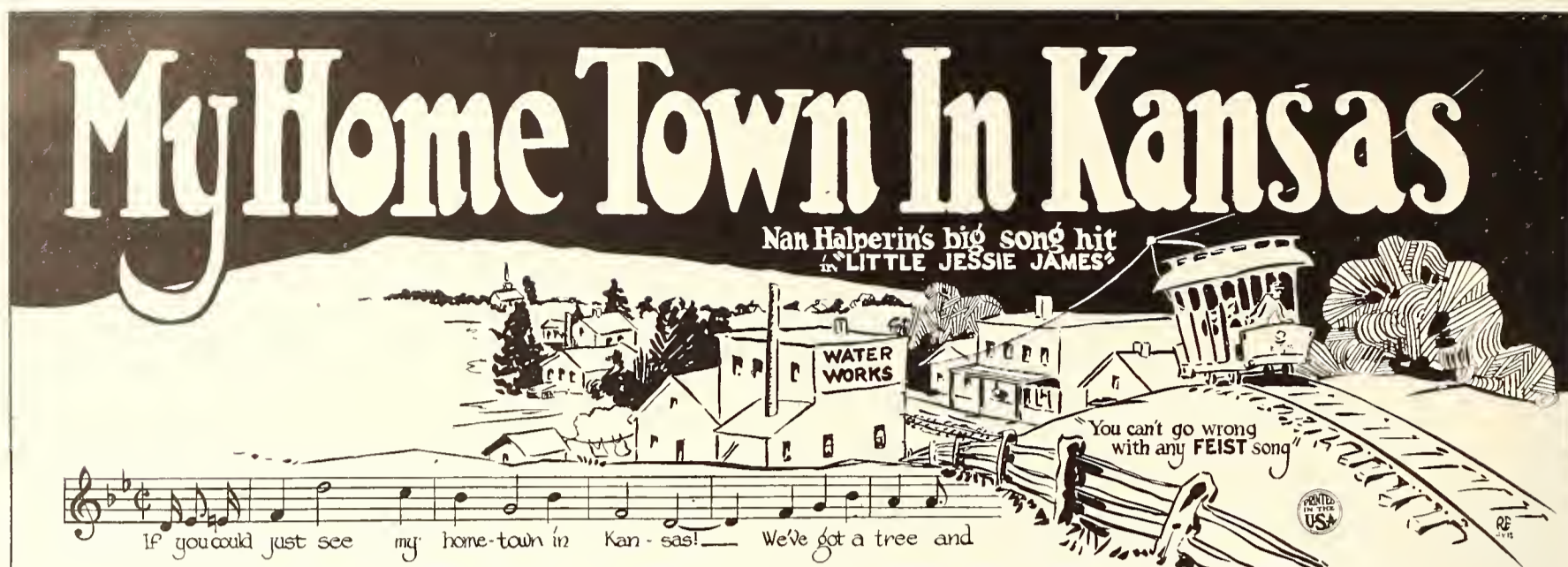
Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City



COLUMBIA AGENT IN JAPAN SAFE

J. W. Miller, Japanese Representative of Columbia Co., Cables for Shipments

The sad news of the catastrophe in Japan was the cause of great concern in the export departments of all business houses having general distribution in the Orient. Worry for the safety of J. W. Miller, sales agent of the Columbia Graphophone Co. in Japan, was felt in the export department of the Columbia Co. as soon as word of the calamity came through. However, a cable from Mr. Miller has allayed all fears. The cable ordered all shipments forwarded as planned, with the exception of those consigned to Yokohama. These he asked be diverted to Kobe—on the opposite side of the Japanese Empire.

VICTOR DEALERS' ASS'N TO MEET

The Metropolitan Victor Dealers' Association of New York City and vicinity will hold a special meeting and get-together luncheon at the Café Boulevard, New York, on October 19, at which the Victor distributors in the metropolitan district have been invited to be present. This Association has been doing splendid work along practical lines and its officers are as follows: President, Matthew Levin, vice-president, Fred Michaelis; secretary, M. Goldsmith, and treasurer J. Schick.

GOTHAM BRUNSWICK DEALER MEETING

Announcement of Fall plans of the Brunswick Co., in the way of increasing advertising facilities, service and the addition of artists will be made at a meeting of the Brunswick dealers in the Metropolitan district, which will be held at the Hotel Pennsylvania, New York, on

Wednesday of this week. Dealers from New York, New Jersey and Connecticut will be present. An elaborate program, including a luncheon, musical entertainment by Brunswick artists, and talks by Brunswick executives on plans of all departments of the company for increasing holiday business, has been prepared and the meeting promises to be one of the most constructive and interesting held in a long time.

J. N. BLACKMAN ON HUNTING TRIP

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, accompanied by Mrs. Blackman and their son, Albert, left New York yesterday (October 14) for a two weeks' stay at East Carry, Me., which is at the head of Moosehead Lake. Mr. and Mrs. Blackman, who were accompanied by a party of personal friends, are planning to embark on a hunting trip, as the open season for deer and big game starts officially October 15.

ARTISTIC ORSENIGO PHONOGRAPH

The Orsenigo Co., Long Island City, well known in the high-grade furniture and phonograph industries, has been working to capacity for some time past, taking care of the requirements of its trade in both fields. This company manufactures a line of handsome period model phonographs that have won favor and distinction throughout the country and on page 129 of this issue of The World there are presented several of the leaders in the line.

Smith's Brunswick Shop, one of the prominent talking machine dealers of Jamaica, N. Y., has been successfully tying up this line of machines and records with the exhibitions of electrical homes arranged by the New York & Queens Electric Light Co.

HOMER RODEHEAVER IN FAR EAST

A group of notable religious authorities left America recently for Japan and other far-distant points. The members of this party were Dr. W. E. Biederwolf, well-known Presbyterian Divine; Homer Rodeheaver, for the past ten years identified as the Chorister of Rev. W. A. Sunday and one of the leading artists recording for the Rainbow Record Co., of Chicago; his brother, J. N. Rodeheaver, formerly of Ohio Wesleyan University; Miss Grace Saxe, nationally known as a Bible student authority, and Miss Florence Hay, writer and illustrator. From Japan the party will visit China, Korea, Philippines, Siam, Ceylon, India, Australia, Egypt and the Holy Land, the trip consuming eight months. Evangelistic meetings, Bible conferences, song leader conferences and educational meetings will be held throughout the trip.

FIRST DISCS OF BIJOU ORCHESTRA

Among the first Gennett records made by the Bijou Orchestra, under the direction of Capt. Frederic D. Wood, recording manager of the Starr Piano Co., with headquarters in New York City, are two waltzes, "I Love You," and "For Old Time's Sake." Other numbers recently recorded at the Starr Laboratory were "Oh, You Little Sun-Uv-Er-Gun" and "Stealing to Virginia," by Baily's Lucky Seven.

POSITION WANTED—As manager or assistant manager in city east of Chicago. Capable of taking entire charge of phonograph, piano and small instruments department. Familiar with Victor and high-grade pianos. Fifteen years' experience. Can do own advertising, etc. Will show results. Solicit inquiries. Address "Box 1341," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

FOR SALE

One of the best arranged music stores in the East, handling standard makes of phonographs and pianos. Also representatives of dictaphone. About 2,000 feet floor space and store room. Owner will remain with purchaser for one year if desired. Small amount of capital required. For full particulars Address "Box 1332," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.

Illinois Phonograph & Supply Co.
237 S. Market St. Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

BUSINESS OPPORTUNITY

An opportunity to actively associate yourself in an official capacity with one of the fastest growing retail music stores in Central Ohio. Reasonable investment required. Bank and mercantile references furnished. Address "Box 1340," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

600 46" cabinets; straight legs, all gum mahogany finish. Will sell either one hundred lots or entire lot. Very reasonable. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonoparts Co., 1530 Milwaukee Ave., Chicago, Ill.

JOB LOT

200 Genuine Mahogany
PHONOGRAPHS
New—High Grade
Offered at fraction of cost
Denver Engineering Works Co.
Denver, Colo.

FOR SALE

One million foreign records, Columbia 1922 catalogue, all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.

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—An experienced recorder with laboratory experience, to communicate in confidence, giving business history, salary expectations, age, etc. Address "Box 1330," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Experienced piano and phonograph salesman for outside work. Give references, age, salary or commission expected and full particulars in first letter. The Glen Bros. Roberts Piano Co., Ogden, Utah.

CALIFORNIA—Can you use a representative with vast Pacific Coast acquaintance and experience in sales and branch management? Address "Box 1333," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED—\$50 weekly, and more, easily earned in an hour a day selling a new side line. It will not interfere with your regular work as you can interest the trade you are now calling on. A fast selling line and no samples to carry. Commissions paid promptly. Call 10 to 11 mornings, or write. Out-of-town salesmen wanted. Louis Jay Gerson, 63 Reade St., New York, N. Y.

WANTED—High-grade young men to travel extensively as radio salesmen for well-known manufacturer of established mechanical and electrical lines. Must be capable of highest type of sales and service work in demonstrating and introducing line of patented radio equipment. Character references required. Excellent opportunity for promotion as sales and service engineers. Write stating experience, education, age and salary desired. "Box 1323," care The Talking Machine World, 383 Madison Ave., N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

POSITION WANTED—Competent young manager desires connection. Good organizer. Experienced in all lines. Prefer Brunswick. Knows pianos and small goods. References exchanged. Address "Box 1329," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Young man with three years' experience will connect with any reliable firm. Excellent knowledge of Victor and Columbia stock. Address "Box 1327," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Composition foreman, thorough practical knowledge of the business. Distance no object. Apply "Pressing," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Foreman, twenty years' experience in the phonograph line as assembling, manufacturing or motor repairing. In full charge. Can furnish the best of references. Address "Box 1328," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Phonograph mechanic, twenty years' export experience to take full charge in a music house or part time work with best of references. Address "Box 1331," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—by young man, 29 years of age, 11 years' all around experience as phonograph salesman and repairman. Connection desired with established house, either as salesman or taking charge of repair department. Address "Box 1334," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Phonograph salesman, long experience in all its branches on all makes, wishes to connect with reliable house. Address "Box 1339," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Exclusive talking machine business in Roanoke, Va. Established twenty years. Has Victor talking machine agency. Owner wishes to retire from business. Address "P. O. Box 492," Roanoke, Va.

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' marine ends.....No. 3014	.55
1 1/4"x.022x17' bent arbor.....No. 5362	.57
1 1/4"x.022x13' bent arbor.....No. 5423	.50
1 1/4"x.022x9' bent arbor.....No. 5427	.42
1 1/4"x.022x9', bent each end.....No. 6546	.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
7/8"x.020x9' marine ends.....No. 988	.29

COLUMBIA

1"x.028x10' Universal.....No. 2951	.33
1"x.028x11' Universal.....No. 2951	.35
1"x.030x11' hook ends.....No. 1219	.35
1"x11' for motor No. 1.....No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	.33
1 3/16"x.026x19', also Pathé.....	.75
1 3/16"x.026x17'.....No. 4	.59

MEISSELBACH

3/4"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.29
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', rectangular hole, regular.No. 201	.45
1"x.025x18', rectangular hole, regular.No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes	.45
1"x16' Motor 3 & 4, on outer end.....	.55

EDISON DISC

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.025x16' rectangular hole.....	.50
1"x.025x16', pear-shaped hole.....	.50
3/4"x.023x10', marine ends, Hein. Col., etc..	.29
3/4"x.025x10', marine ends, Hein. Col., etc..	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. sprg. screws, No. 3304.....per 100	.92
Victor Gov. balls, n/style, No. 3302.....each	.07
Victor Gov. spring screw washer.....per 100	.72
Columbia Gov. springs, No. 3510.....per 100	.95
Colum. Gov. sprg. screws, No. 439.....per 100	.92
Columbia Gov. sprg. screw washers.....per 100	.72
Columbia Gov. ball, lead, flat and spring...	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, all wool, green, 10", round	.15
Turntable felts, all wool, green, 12", round	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

FOR SALE

Four hundred 46" gum wood mahogany finished, straight legged, upright cabinets. These instruments are equipped with high-grade Columbia, two-spring motors and Columbia tone-arms of unused but discontinued models. The sale price of complete talking machine is \$25.00 each, in lots of \$100.00. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Fifty thousand double-faced Columbia records (old catalog). Each box contains 25 selections. These high-grade records can be had at 15 cents each, in lots of 1,000. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Thirty thousand Columbia foreign records (old catalog). These records consist of selections in Polish, Italian, International and Jewish. All high grade catalog stock. Can be had at 16 cents each, in lots of 1,000. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

WANTED

Phonograph and record establishment; spacious store, prominently located in Brooklyn, N. Y., with or without Victor agency. Reply stating full particulars. "Box 1338," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

General musical merchandise store, successful and well established in the best city of Western Kansas. If you are looking for a location this ad offers you an opportunity that you cannot afford to pass by, for if we cannot prove to your entire satisfaction that the firm offered is a big money maker and will continue under competent management to be such, we have no desire to deal with you. The stock and fixtures will at present invoice approximately \$17,000. If you are interested and want an investment where success is assured, we invite your immediate correspondence. Address "Box 1326," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

At sacrifice—following Unit Construction Co. equipment and practically new; French grey enamel, four 6x9 rooms design No. 1, five rack units, one panel end, one counter No. 3. Address Klingman Furniture Co., Grand Rapids, Mich.

FOR SALE

Eighteen hundred more high-class phonographs completely equipped three sizes, various finishes. Immediate delivery. Entire lot attractive prices.

The Houghton Mfg. Co.

Marion, O.

SALES AGENCIES WANTED

Well established firm of four active men, with access to 8,000 dealers and seventy-two jobbers in the phonograph trade, office in central part of New York City, desires to represent first class line of accessories or specialties. First class references and A-1 financial standing. Address "Box 1335," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPLENDID OPPORTUNITIES

We have two excellent business opportunities to offer the right parties. Two phonograph shops located in two good Southern cities. For particulars address Phonographs, Inc., 41 Cone St., Atlanta, Ga.

RECORDS FOR SALE

Will close out a fine stock of 5,000 selected Polish 10 inch Columbia records, all catalog numbers, and well assorted. Will sell entire lot at 25 cents each, or will sell in 1,000 lots at 27 cents each, in 100 lots at 30 cents each. Address "Box 1336," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Phonograph and record establishment, located prominently in the heart of the Jewish section of Brooklyn. Unequaled opportunity. Write for particulars. Address "Box 1337," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED

Back issues of "The Voice of the Victor" for 1921, 1922 and 1923. Any or all. State price wanted in reply. Address "Box 1325," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Exclusive music shop, carrying dealerships for Edison and Columbia phonographs, also good line of pianos, situated in city of 60,000, with additional 50,000 to draw from. Long term lease, store well located and fully equipped. Write "Box 265," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C., LONDON

W. LIONEL STURDY, MANAGER

REVIVAL OF GENERAL INDUSTRY AND BUSINESS TAKEN AS INDICATION OF TRADE PROSPERITY

Substantial Gains in Sales Already Noted—Competition Among Record Manufacturers—Co-operatives Hurt Dealers—Broadcasting Committee's Broadcasting Report Delayed—The News

LONDON, E. C., October 3.—It is good to be able to report progress in the move towards trade revival. I speak more particularly of the gramophone industry, general trade conditions not showing at present that revival so long expected and so urgently needed to absorb the labor of at least part of our huge army of unemployed. This adverse influence will continue to limit gramophone trade activities and affect progress accordingly. But notwithstanding, a fairly satisfactory season is assured if the belief of leading members of the trade materializes.

Careful preparations and a generally optimistic feeling will carry us a long way toward the goal of success, and I believe that, measured by the volume of last season's trade, the only standard upon which to figure, the season ahead will work out satisfactorily. Already, sales are substantially progressive. That is the best possible sign. Here and there among merchants one meets the proverbial complaint "Nothing doing." These gentlemen constitute the spice of trade life, acting as a spur to those who, at all costs, determine to make good.

The outlook this season discloses the probability of very keen competition among record manufacturers, and I go so far as to predict an early reduction in the price of a certain

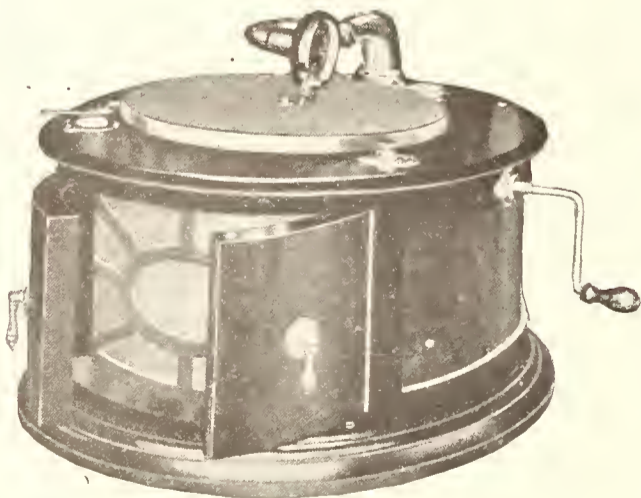
leading record. There were too many records on the market last year, and the several new ones introduced during this year must accentuate the difficulty of dealers who cannot stock the lot, yet would desire to be in a position to meet all public demands. Equally difficult is the position of some of the manufacturers. To keep in the market they must issue more or less regular up-to-date titles. Lacking the organization, or perhaps financial strength, to force retail sales by "creating" a big public demand, they fail to register progress synonymous to complete success and lead but a precarious existence. Though generally good, competition in these circumstances is disadvantageous to the welfare of all sections of the gramophone trade. The number of records and the duplication of titles issued each month represent an appalling waste of capital and labor. It makes one long for some arrangement among the manufacturers. Is it asking for the impossible?

Of the designs of new models I think a radical change will be apparent this season. No very striking departure of standard types can be recorded apart from improvements in case work, but there is an unmistakable leaning towards better workmanship and quality generally. And this, coupled with, in many cases, substantial price reductions, should mean

the bringing in of a new public altogether. Another feature worthy of note is the great advance made in new cabinet designs and the introduction of what are known as console models. The latter have been catalogued for the first time this season by a number of firms, and more prominence is given to the claims of these instruments equally as articles of furniture as of entertainment.

Suggested Revival of Historical Name

Those who closely follow the fortunes of the British gramophone industry have been interested to learn of the probable revival of the name—National Gramophone Co. Louis Young, of the Louis Young Mfg. Co., intends to move for the acquisition of the title, and if successful will accordingly change the name of his firm to the National Gramophone Co. Some years ago a firm operated under this title the manufacture and sale of "Marathon" records and machines. The records were unique in that they carried a much finer track than the standard, permitting as much as 4 or more minutes of music on a 10-inch record and up to seven minutes on a 12-inch. The cut was of the phono or hill and dale type, the reproducing medium being a steel needle with position of sound box as in the case of Pathé. Though strongly backed financially, the company was eventually forced into liquidation, and this not long after its £1 shares sensationally appreciated to over £7. Thus did the concern go down into history, now so interestingly brought to mind by the proposed revival of its undoubtedly valuable name. Mr. Young antici-



Unique Oval Model. Satin Mahogany finish, paneled all around; height, 8½ ins.; depth, 19 ins.; width, 16 ins. Reliable Swiss single spring, silent helical wind, worm gear motor; plays 10-in. and 12-in. records; 10-in. turntable, plush covered, with special nickel-plated rim. Internal floating amplifying chamber. Fret front and silk screen. Sound-adjusting doors with piano hinges. Nickel-plated tapering tone-arm, with crane back and "gooseneck." Fitted with special plate holding two needle bowls, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Different Models
British made components throughout

The Hub of the Gramophone World!!

(Patent and registration rights applied for)

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fitments—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.



Baby Grand. Unique Horseshoe design. Solid Mahogany. Satin Finish, beautifully inlaid; height, 32½ ins.; width, 20½ ins.; depth, 21 ins. Reliable Swiss double spring, silent wind, worm gear motor; plays 3 records one wind; 12-in. turntable, plush covered, with special nickel-plated rim. Voluminous mellow internal floating amplifying chamber, with cast metal elbow connection. Sound-adjusting doors. Heavily nickel-plated tapering tonearm with crane-back and extra long "gooseneck." Needle bowls for new and used needles, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Exclusive designs
British made components throughout

"THE FAME OF 'BANDMASTER' SPREADS DAY BY DAY"

VIDE THE LONDON PRESS

BANDMASTER LIMITED, BANDMASTER WORKS - - Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 192)

pates success in his application to the authorities based upon the claim that by effect of time and long disuse the title is again free.

A Retail Trade Handicap

A question which is exercising the minds, particularly of factors and dealers this side, is the sale of records by the Co-operative Wholesale Society at terms which compete, in a measure, unfairly with those of the ordinary dealer. The various co-operative societies here, federated to the main Co-operative Wholesale Society, issue receipts in the form of a cheque to purchasers of any of their goods, on presentation of which is periodically paid a rebate, which can either be obtained in cash or allowed to accumulate towards the buying of shares in the company, and upon which, of course, the usual dividend is paid. This reacts detrimentally on the trade of ordinary dealers, the public naturally buying largely from the Co-operative Societies. We understand that this question will form part of the agenda at the next manufacturers' meeting, and no doubt, will also be fully discussed at the next meeting of the Dealers' Association. More details anon.

Broadcasting Committee's Report Still Awaited

Music trade circles generally, and in particular the gramophone-radio industry, are still awaiting with considerable anxiety the long overdue Parliamentary Committee's report on the broadcasting question. It is reported at the time of writing that the committee has failed to agree, and the belated arrival of some form of agreement is operating in a decided way against the wireless boom that might otherwise be confidently expected for the Autumn season. Publishers, too, are awaiting the fiat of the committee as to whether the question of broadcasting copyright publications is analogous to that of the mechanical copyright question. It is felt that the failure of the Committee to issue an agreed report in full should not preclude it from making its

recommendations known in so far as it has reached agreement, and, to this end, I understand that pressure is being brought to bear on it by several interested parties.

The Fifty-fifty Needle

A new kind of needle called the "Fifty-fifty" is attracting attention here. It has a bell-shaped shoulder in which is affixed a fine wire point, probably tungsten. Gerald B. Cripps markets this needle under claim that it will play 100 tunes (50 double-sided records) before it is worn out. This seems a perfectly valid claim and is in accordance with proved performance of other so-called permanent types of needles. I rather anticipated that a test would show the "Fifty-fifty" to reproduce rather more loudly than the ordinary steel point, but if anything the contrary is the case. This, to my mind, is an advantage, for too great a volume is both unnecessary and distasteful in the average-sized room of modern houses. The "Fifty-fifty" is of good reproducing qualities and general tone values, free of and unimpaired by that excessive scratch often so noticeable with needles of this kind.

Seasonal Activity at Edison Bell Works

Expressive of great confidence in a larger demand for their products this forthcoming season, J. E. Hough, Ltd., has issued a stirring appeal to dealers, in which two plans and suggestions of value are embodied. It looks as though a boom in Winner and Edison Bell records and machines is likely to follow the company's active publicity campaign, backed as it is by good live service.

Record Exchange Plans Progressive

Negotiations tending towards a settlement of this long-discussed question seem happily to be intimated. Both the Manufacturers' and the Dealers' associations have given much time of late in the endeavor to formulate a scheme which will be acceptable as a permanent and recognized one. The two associations have,

together, sat round the table, and it is a happy augury for the future that a good understanding exists between them. It will be remembered that the last proposal of the Manufacturers' and Wholesalers' Association was "that twice in each year the factor (or dealer) may return 10 per cent of the previous six months' purchases, and secure an absolute free exchange, less a third." This proposal was officially received by the dealers at their meeting at the Buxton Convention, and has since formed a basis for their discussions. Unfortunately the use of an ambiguous word in some of the reports of the meeting published in some journals created a misapprehension in the minds of dealers, who got the impression that the proposal had been agreed to by their Association. The Dealers' Association has certainly not agreed so far to the adoption of any scheme, the opinion being strongly held that they should be entitled to return records in new and saleable condition, up to 10 per cent of their purchases, and receive in return a credit note in full, without the necessity of giving a covering order. The latest news is that the question is three parts settled, and by the time this appears in print further meetings will have been held by both associations and another step forward taken towards bringing this question to a satisfactory settlement.

Introduction of New Columbias

The Columbia Graphophone Co. here has signaled the commencement of the season with great eclat. A very handsome catalog illustrating several entirely new and improved models is just issued, and the new "Grafonola" models embody what is described as a gramophone that will create a revolution in music reproduction. Leading musicians on this side have hailed it as opening up a new era in the history of the gramophone. Sir Henry J. Wood, the famous conductor, when he heard

(Continued on page 194)



(Patent and registration rights applied for)



1 Record clip to hold 6 records, secured by ball catch; releasing record by a mere turn.

2 Complete frosted finish aluminum motor board and sound reflector.

3 Key-clip fixed in a convenient position.

4 Well-made cases in oak or leather covered.
Size: Height, 5½ ins.; depth, 11¼ ins.; width, 12¼ ins.

5 Patent Record holder, with self-adjusting rubber pad acting as needle cup cover when closed, thus preventing needles falling out when carried.

6 Patent Tonearm with spring elevator lowers upon closing lid, ensuring rigidity when machine is being carried.

7 Needle cup ready for use immediately lid is opened.

8 Special graduated tone amplifying chamber.

Reliable Swiss single-spring motor, silent helical wind, 8¼ in. turntable, plush covered, with nickel-plated rim; plays 10-in. or 12-in. records. "BANDMASTER" perfected "Faust" sound-box. No adjustment of parts. Ready to play upon opening lid. Weight under 11 lbs. when packed. Carry 6 records.
Model "A" in Solid Oak. Model "B" in Covered Leather Cloth.
British-made components throughout

Portable Perfection!

Known and Supported

by the British trade as the

Most Wonderful Portable Gramophone

← on the Market at any Price!

The tonal delivery is exceptionally bright and in volume equal to any cabinet.

BANDMASTER PORTABLES are now replacing all other portables at home and on the Overseas Markets.

Keen export quotations mailed immediately on request.

It's a "Bandmaster" Sensation—Make it Yours!

BANDMASTER LIMITED, Bandmaster Works, Colindale Avenue, Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 193)

**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"

it, said he considered it to be the greatest contribution to the advancement of music since the original invention of the gramophone itself.

The new gramophone is the invention of Wm. Forse, a Londoner, who has been experimenting with gramophones for nearly twenty-five years, and for some considerable time he has had the advantage of conducting his researches in the Columbia Co.'s large laboratories. His latest invention is now launched on the market as the Columbia "Grafonola" and will be sold at ordinary prices.

On September 14, with Sir George Croydon Marks, C.B.E., M.P., in the chair, the press of the whole country, and leading musicians, were entertained at a luncheon in the Connaught Rooms, and with the "nuts and wine" were regaled with selections on the new machine. Vocal and instrumental items were played on the old style of machine and then re-played on the new. A great improvement was evident to the veriest tyro, and the raised dais on which the new instrument stood was surrounded by keen listeners long after the formal demonstration was over.

The principal feature of the new "Grafonola" is the sound box. As well as a new device which permits of a freer and more responsive action to the stylus bar, Mr. Forse has substituted for the old rubber cushion, that was supposed to impart uniformity of resilience and flexibility to the diaphragm, a new spring-balancing device, mounted so as to give a new standard of tension and flexibility, and calculated to preclude the possibility of deterioration under any conditions. The result of the two improvements is that they actually collect and transmit the finer vibrations which emanate from the recording instruments or voices, and Mr. Forse claims for the sound box that it yields the complete reproduction of all the music in the record. To insure scientifically correct amplification of the new standard of tone attention was also directed to the improvement of the sound chamber in the cabinet and a new motor unit which is noiseless in action and securing uniformity of tempo throughout every record.

Finally, Mr. Forse conducted research along new lines and originated a new process of record manufacture for which is claimed the total elimination of surface noises. The tremendous improvement generally in the new Columbia

instrument and reproduction delighted the 400 odd musicians and press men present at the luncheon, and Mr. Forse and the Columbia Graphophone Co. have been felicitated in enthusiastic terms in the whole of the press.

A New Record Proposition

The considerable interest in trade circles aroused here some few weeks ago by the announcement that a company was being formed with strong financial backing and supported by an organization conducted by men of many years' experience in the trade to float the issue of a new record under the title of "Parlophone," has been stimulated by the registration on August 30, of the Parlophone Co., Ltd., with offices at 1 Broad street place, E.C. The purview of the company is a wide one, embracing the business of manufacturing mechanical, artificial or scientific devices, appliances or apparatus for the producing, reproducing, recording or rendering of speech or other sounds, whether natural or artificial. The company has a nominal capital of £20,000 in 20,000 shares of £1 each, and the first issue of new "Parlophone" records to the number of a hundred has taken place. Another seventy-five are expected almost immediately. Opinions here as to the quality of the recording and the suitability of the vocal and instrumental selections are very favorable, especially in consideration of the nominal prices. Important jobbers are being signed up, and a strong campaign for the coming season has been inaugurated.

The Kodisk Competition

An announcement is made by British Kodisk, Ltd., that it has launched an interesting competition, and from a perusal of the conditions of entry it would appear that it is a highly attractive one. The conditions are simple. For the clearest and most distinctive Kodisk record sent in, whether it comprises a song, story, whistle or musical reproduction, a cash prize of £500 will be awarded, a special prize of £25 being given to the child (under twelve years of age) sending in the best record.

In addition there are a number of cash and other prizes amounting in all to £1,000, as well as a cash prize of £50 to the dealer who supplies the winning Kodisk.

The British Kodisk Co. has been fortunate in securing the services, as adjudicators, of the Earl of Hardwicke (Duophone Syndicate, Ltd.), Miss Jose Collins, the famous actress, and Louis Sterling, managing director of the Columbia Graphophone Co.

The Bandmaster Active

Throughout trade circles here one hears talk of the meteoric rise to fame of the "Bandmaster" instruments. Since obtaining, in February last, in competition with all comers both from home and abroad, the largest order in the British Isles, Messrs. Bandmaster have never looked back, and "Bandmaster" dealers are kept on the qui vive with the most up-to-date sales

stunts, the company exerting itself to the utmost in adopting methods calculated to stimulate sales. The list of factors comprises G. A. Bryan, Ltd., for London; The Colmore Depot for Birmingham and Manchester; Wm. Newton & Co., Ltd., Newcastle-on-Tyne; H. W. Tilley & Co., Cardiff, and the North British Machine Co., Ltd., and A. H. Wilkinson & Co., Ltd., for Glasgow.

At their new and spacious factory at Hendon, Messrs. Bandmaster have completed arrangements which permit centralization of manufacture, and the company is progressing along the right lines in standardizing its designs of models, sound boxes, etc.

Brief Paragraphs of Interest

The Autumn Leipsic Fair, I learn, boasted more exhibitors than buyers! In fact, the whole Fair this time proved a failure. To-day, it is not cheap to buy in Germany, or cheap to live there. Trade is entirely dislocated by violent fluctuations of the mark.

At the Royal Photographic Society exhibition there were shown specimens of audiometric photographs of the human voice from Dame Melba, one showing the Melba exercise for the cure of "corns" on the vocal chords!

It is good news that the railways have reduced freight rates by 10 per cent. Merchandise rates now stand at 50 per cent above the rates in force on January 14, 1920.

The Gramophone Co., Ltd., has recorded the songs of one or two captive birds and is considering a project for the recording of wild bird songs. - A big job!

The Deutsche Gramophone Werke (Polyphonwerke) took successful action against the Carl Lindström Co., re-claims for license on extended patents, and by agreement the latter concern will now pay license royalties on a gold mark basis, dating from September, 1920 to 1926, when the patents expire. Other gramophone companies in Germany may now be proceeded against in view of this decision.

A Bond street, London, house is giving publicity to the marketing here of Brunswick records.

RADIO BETWEEN U. S. AND POLAND

Direct radio communication between the United States and Poland was established a few days ago when General James G. Harbord, president of the Radio Corp. of America, New York, sent a message to the Minister of Posts and Telegraphs of Poland. Heretofore messages exchanged between Poland and the United States have been relayed over land wires through adjoining countries and the new service establishes a new record for long distance commercial radio communications. The personnel at the Warsaw station consists of forty engineers and operators, some of whom are Americans.

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"PHONOKINO,
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

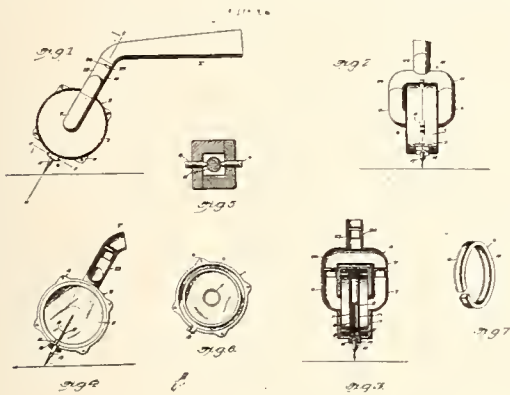
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—**Sound Box.** Arizonia Z. Coats, Newbern, Tenn., assignor of one-half to Elmer Headden, same place. Patent No. 1,461,597.

This invention relates to sound boxes for phonographs and the primary object thereof is to provide a device which will amplify the sound without distorting the sound waves and which will eliminate the emission of scratchy and grinding sounds common to sound boxes of the diaphragm and reproducing needle type.

Another object is to provide simple and efficient means to effect a duplication of the sound vibration produced by a single stylus or needle and to so encase the diaphragms that they are protected from the accumulation of dust thereon and consequent deadening of the sound.

In the accompanying drawings Figure 1 represents a side elevation of a tone arm equipped with this improved sound box. Fig. 2 is an edge view or front elevation thereof with the tone arm broken off. Fig. 3 is a central vertical section taken on the line 3—3 of Fig. 1. Fig. 4 is a side elevation of one section of the sound box taken from the inner face thereof with parts in section. Fig. 5 is an enlarged transverse section



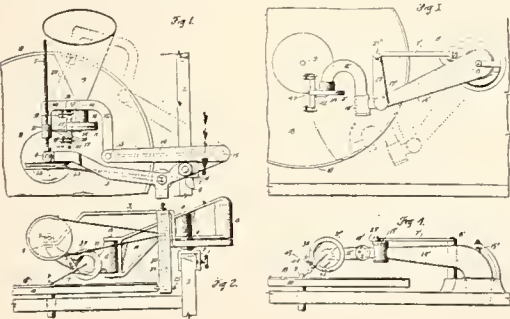
taken on the line 5—5 of Fig. 1. Fig. 6 is a side elevation taken from the inner face of one section of the sound box with the diaphragm removed. Fig. 7 is a detail perspective view of the ring which is located between the diaphragms.

Phonograph. Wm. M. Venable, Pittsburgh, Pa. Patent No. 1,461,334.

This invention relates to phonograph apparatus which may be used either for recording or reproducing purposes and it is particularly applicable to phonographs of the disc type.

The present application is a division of co-ending application No. 370,521, filed April 1, 1920.

The principal object of the invention is to provide a simple means for maintaining the sound box stylus in its correct position with respect to the record without abandoning the use of the fixed pivotal support for the sound box which has proved so advantageous in prac-



tice as to have become almost universally applied. It is the further intention of this invention to provide means to accomplish the foregoing object which can be readily applied to the various types of phonographs already on the market with but little, if any, fitting or change.

These, together with such other objects as are incident to the invention, or which may appear hereinafter, are obtained by means of a construction which is illustrated in preferred form in the accompanying drawings, wherein:

Figure 1 is a plan view of an apparatus embodying the improvements showing parts of the phonograph broken away; Fig. 2 is a side elevation of the apparatus illustrated in Fig. 1; Fig. 3 is a plan view of the improved apparatus illustrating the invention as it might conveniently be applied to that type of phonograph known on the market as the Victrola; Fig. 4 is a side elevation of the apparatus illustrated in Fig. 3.

Method of Making Phonographic Records. Earle W. Jones, New York, and Edward R. Harris, Arlington, N. J. Patent No. 1,461,849.

This invention relates to the art of recording and reproducing sound waves, and particularly to methods of manufacturing an original or master phonautogram and manufacturing dies therefrom which may be used for the stamping out of commercial record tablets.

One object of the invention is generally to provide an improved process or method of making phonographic records which will do away with many of the present-day objections and which will further cheapen the cost of producing record tablets and materially expedite their manufacture.

Figure 1 is a relatively small top plan view of the glass plate containing the master record in the form of a phonautogram traced thereon.

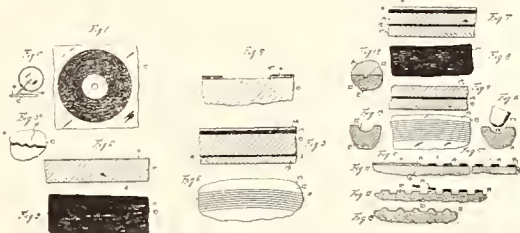


Fig. 1a shows the manner in which the recording stylus is set in cutting the master record, the view showing a section of the plate 10 and a face view of the recording head and stylus; Fig. 2 is a fragmentary section through the glass plate showing the film thereon after the phonautogram has been traced, the film being shown as relatively thick; Fig. 3 is an enlarged face view of a portion of the plate with the film thereon and the phonautogram traced through the film; Fig. 3a is a correspondingly magnified fragmentary face view of a phonautogram showing the minor irregularities formed by the "partials"; Fig. 4 is a very greatly magnified fragmentary section taken through the plate transverse to the direction of the phonautogram showing in an exaggerated manner the way in which the recording stylus cuts through the film; Fig. 5 is a section of the master record and its film, the sensitized plate against which the film is disposed and the ray filters which are used in printing the positive upon the sensitized plate; Fig. 6 is a face view of the sensitized plate 13 after it has been chemically treated, the phonautogram being indicated on the plate by black opaque lines; Fig. 7 is a sectional view of the plate shown in Fig. 6 disposed against the second sensitized plate to form the "mother stencil" or second negative; Fig. 8 is a face view of the second negative or "mother stencil" after it has been chemically treated, showing the phonautogram in white lines upon a black opaque ground; Fig. 9 is a sectional view of a copper plate intended to form a die having thereon a sensitized film, the view showing in section the "mother stencil" disposed against the sensitized face of the copper plate; Fig. 10 is a face view of the copper plate after the phonautogram has been photographed

thereon and the sensitized film has been chemically treated; Fig. 11 is a very greatly enlarged sectional view of the copper plate, the portion "a" of the plate showing the sensitized film on the copper plate after it has been chemically treated, the portion "b" showing the phonautographic lines of the sensitized film after they have been baked; Fig. 11a is a like view to Fig. 11, but showing the copper plate after the film thereon has been baked and scrubbed and cleaned; Fig. 12 shows the copper plate after it has been etched and at the left hand shows the enamel, formed by baking the sensitized line or strip, as having been lifted; Fig. 13 shows the copper plate after it has received the second etching; Fig. 14 shows the complete die as it is used in impressing the record in a record tablet, the die and record tablet being in section; Fig. 15 is a fragmentary sectional view of the record tablet showing the exact form of the record groove as formed in the tablet; Fig. 16 is a sectional view of a record tablet showing the extremity of the reproducing stylus and showing the manner in which it engages within the record groove.

Tone Arm. Frank Oberst, Glendale, N. Y., assignor to Sonora Phonograph Corp. Patent No. 1,461,829.

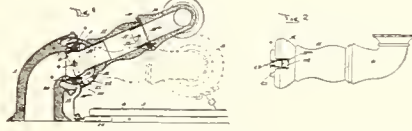
This invention relates to tone arms for talking machines and has for its objects to provide a tone arm of fibrous material, having a joint whereby the arm may be lowered to engage the stylus with the record disc and whereby the arm may be elevated in order that the stylus will be accessible for insertion or removal.

A further object is to produce a tone arm of the character described, in which the sound passage will be unobstructed.

A still further object is to provide means for locking the arm in inoperative position by devices which will be entirely disengaged when the arm is in operative position, whereby rattling and other objectionable sounds will be obviated.

A further object of the invention is to provide means of the character herein described, simple in construction, thoroughly reliable and efficient in its purpose, positive in operation and inexpensive to manufacture.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which for the purpose of illustrating the invention is shown in the accompanying drawings.



The invention will be first described in connection with the accompanying drawings illustrating one embodiment of the invention, wherein similar reference characters are used to designate corresponding parts throughout the several views.

In the drawings—
Figure 1 is a longitudinal section of a tone arm embodying the invention, and Fig. 2 is a bottom plan view of the movable element of the arm and a co-operating device carried by the stationary member of the arm.

Method of and Apparatus for Making Phonograph Records. Giacomo Allegretti, Stockton, Cal. Patent No. 1,462,729.

This invention relates to improvements in phonograph-record making, the principal object being to devise what may be termed a phonographing process and an apparatus by means of which the process may be carried out.

By means of this invention master phonograph records may be produced directly and
(Continued on page 196)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 195)

without the necessity of first recording the sounds on a soft wax, which necessitates a number of subsequent operations before the individual records are made.

This method may therefore also be used by individual owners who may desire to make their own records, which heretofore has been impractical, at least without incurring considerable expense and in a complicated way.

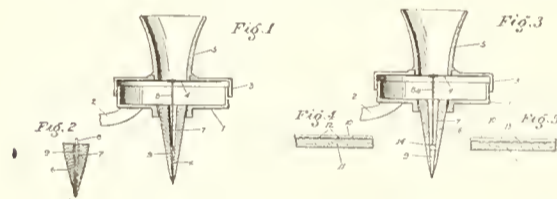
The depth of cutting of the record is regulated so that the volume of sound finally reproduced may be varied without necessarily increasing the original sound-volume, the vibrations produced by which cause the record to be cut.

The use of the wax composition now generally used for records is not limited, but any material may be employed which can be etched by acids and which may be made in a form suitable for the purpose.

The inventor contemplates etching the surface of a blank by means of acids suitable for the purpose, the acid being deposited on the blank in minute drops of various sizes, which then eat into the blank to corresponding and varying depths, the depositing of the acid being regulated and controlled by the strength of the sound waves or vibrations received into a transmitter, which is provided with means co-operating with the acid to cause it to be deposited as aforesaid.

The above described method is employed for making records for individual purposes. For making master records the same apparatus is used in the same manner, but the fluid used, instead of etching or eating into the blank, stays on the surface, hardening thereon, so that female records as universally used can be made directly therefrom.

A further object of the invention is to pro-



duce a simple and inexpensive device and yet one which will be exceedingly effective for the purposes for which it is designed.

In the drawings similar characters of reference indicate corresponding parts in the several views.

Figure 1 is a sectional view of one form of sound-vibration transmitter; Fig. 2 is a greatly enlarged fragmentary section of the recording tip or point; Fig. 3 is a sectional view of another form of the device; Fig. 4 is a greatly enlarged fragmentary section of a recording blank, showing the depositing of the liquid thereon; Fig. 5 is a similar view showing the depressions made by the liquid in the blank after acting thereon.

Phonograph. William Victor Meyer, Milwaukee, Wis. Patent No. 1,462,867.

The invention relates to phonographs. It comprises a base adapted to be positioned on a disc record, a horn rotatable on the base, means for rotating the horn, a reproducer, and a telescopic tone arm affixed to the horn, the tone arm moving inwardly to collapsed position on the rotation of the horn.

The primary object of the invention is the

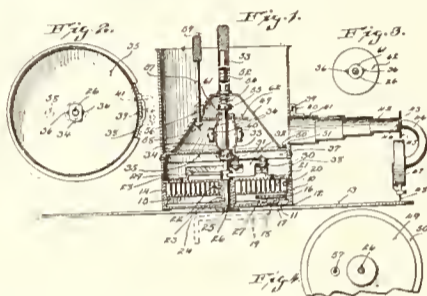
provision of a phonograph operating in an entirely new manner. The record is entirely stationary and the stylus and reproducer and parts co-operating immediately therewith are located on the record, when the record is being played.

The provision of a rotatable reproducer and tone arm is a marked novelty, thus the device is adapted to afford entertainment and may be used for purposes of advertisement, as its unusual principles of operation are adapted to attract considerable attention.

A further object of the invention is the provision of a phonograph that is small, all parts lying within the face of an ordinary disc record. The tone arm is collapsible, and may be positioned in the horn so that the device takes up a minimum of room and may be conveniently shipped and carried about from place to place.

A further object of the invention is the provision of an especially simple structure easy to manufacture, made up of a minimum number of parts and inexpensive.

In the accompanying drawing is illustrated one complete example of the physical embodiment of the present invention constructed ac-



ording to the best mode so far devised for the practical application of the principles thereof.

Figure 1 is a vertical, central section through the phonograph and tone arm; Fig. 2 is a plan view with the cone removed, parts being broken away to show the means for retaining the tone arm in position; Figs. 3 and 4 are detail views.

Tone Arm Stop. Robert H. Weitershausen, Pittsburgh, Pa. Patent No. 1,463,107.

This invention relates to a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, and has for its object to provide means for conveniently positioning, especially by one with impaired sight, of the needle of the tone arm of a phonograph, or the like, to contact with the record at the proper starting point.

A further object of the invention is to provide a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, with means for limiting the outward throw of the tone arm of a phonograph, or the like, to prevent the shifting of the arm off the record when positioning the needle for engagement with the latter, and which not only facilitates the operation of the machine, but prevents injury to the point of the needle, as is often the case when the needle is positioned to close proximity to the edge of the record, causing it to run off the latter and damage its point.

A further object of the invention is to provide a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, having means which is adjustable so as to enable the employment of the device, to perform its function, with records of various sizes.

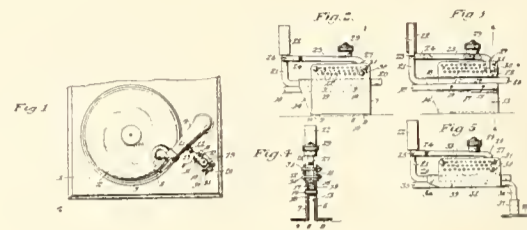
Further objects of the invention are to provide a device for the purpose set forth, which is simple in its construction and arrangement, strong, durable, adjustable, readily set up with respect to the tone arm and record of a phonograph, or the like, efficient and convenient in its use, and inexpensive to manufacture.

With the foregoing and other objects in view, the invention consists of a novel construction, combination and arrangement of parts, illustrated in the accompanying drawings, wherein is shown an embodiment of the invention, but it is to be understood that changes, variations and modifications can be resorted to which fall

within the scope of the claims hereunto appended.

In the drawings, wherein like reference characters denote corresponding parts throughout the several views:

Figure 1 is a top plan view of a phonograph or the like, broken away, showing the adaptation therewith of a needle positioning and tone arm arresting device in accordance with this



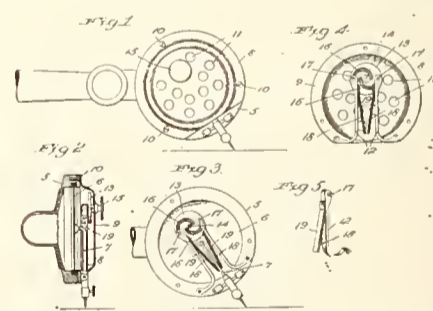
invention; Fig. 2 is a side elevation of the device; Fig. 3 is a sectional elevation; Fig. 4 is a section on line 4-4 of Fig. 3 and Fig. 5 is a side elevation of a modification.

Tone Modulator for Phonographs. William J. Bauer, New York, and Frederick O. Wierth and Abraham S. Meadoff, Brooklyn, N. Y., assignors to the Queen Automatic Phonograph Co., Inc., New York. Patent No. 1,464,739.

This invention relates to improvements in tone-modulator for graphophones and more particularly to that type of modulator having movable elements for exerting various degrees of pressure on the vibratory transmitter bar of the sound box to control the amplitude of the vibrations, and the general object of the invention is to simplify the construction of the modulator and compactly arrange the units to admit of the modulator being easily applied to the sound box and the operative parts thereof conveniently and effectively operated. To this end the invention resides in the provision of novel form of jaws for engaging the transmitter rod and a plate for supporting the jaws and novel and effective operating mechanism, carried by the plate for increasing or decreasing the pressure of the jaws on the transmitter rod.

Other objects will appear and be better understood from that embodiment of the invention of which the following is a specification, reference being had to the accompanying drawings forming a part thereof, in which:

Figure 1 is a side elevation of a sound box with the modulator attached thereto; Fig. 2 is a vertical sectional view taken through the



sound box and a portion of the modulator; Fig. 3 is a vertical sectional view taken through the modulator and showing the latter in applied position; Fig. 4 is a rear elevation of the modulator detached from the sound box, and Fig. 5 is a detail perspective view of one of the angular shaped links of the modulator and its companion transmitter bar engaging finger.

E. WINTER'S SONS MOVING

KINGSTON, N. Y., October 8.—E. Winter's Sons, piano and musical instrument dealers, who have been located at 36 John street for the past fifty-four years, removed to their new building at 326 Wall street on the first of the month. The building, which was purchased only a short time ago, has been thoroughly redecorated and equipped with store fixtures. The firm of E. Winter's Sons has been identified with the piano and music line in Kingston and Rondout for about twenty-eight years.

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Advance RECORD BULLETINS for November, 1923

VICTOR TALKING MACHINE CO.

LIST FOR OCTOBER 12

- 19135 I've Got the Yes! We Have No Banana Blues, Belle Baker with The Virginians 10
19134 If I Knew You Then as I Know You Now, Charles Hart 10

INSTRUMENTAL RECORD

- 19118 A Hunting Scene, Arthur Pryor's Band 10
The Mill in the Forest, Arthur Pryor's Band 10

DANCE RECORDS

- 19136 Foolish Child, Fox-trot, The Benson Orch. of Chicago 10
That Old Gang of Mine, Fox-trot, The Benson Orch. of Chicago 10
19137 The Frivolous Girl (Joves)-Tango, International Novelty Orch. 10

RED SEAL RECORDS

- 6416 Song of the Viking Guest (From "Sadko"), (Rimsky-Korsakow), Feodor Chaliapin 12
Song of the Flea (Goethe-Moussorgsky), Feodor Chaliapin 12

LIST FOR OCTOBER 19

- 45367 Honey, Dat's All, Olive Kline 10
Laddie o' Mine, Lucy Isabelle Marsh 10
45368 Ten Little Mice and When Father Shakes the Stove-Recitation, Edgar Guest 10

DANCE RECORDS

- 19117 Roses of Picardy-Waltz, The Trouhadours 10
Marcheta-Waltz, Green-Arden Orch. 10
19139 Last Night on the Back Porch-Fox-trot, Paul Whiteman and His Orch. 10

RED SEAL RECORDS

- 942 Tosca-E lucevan le stelle (The Stars Were Shining), (Puccini)-In Italian, Beniamino Gigli 10
Tosca-O dolci mani (Oh, Gentle Hands) (Puccini)-In Italian, Beniamino Gigli 10
943 The Juggler (La Jongleuse) (Moszkowski), Sergei Rachmaninoff 10

LIST FOR OCTOBER 26

- 19116 When the Bell in the Lighthouse Rings, Wilfred Glenn 10
Bells of the Sea, Wilfred Glenn 10
19150 Dreamy Melody, Sterling Trio 10
I'm Drifting Back to Dreamland, Helen Clark-Lewis James 10

INSTRUMENTAL RECORD

- 55200 Natoma-Dagger Dance (Herbert), Victor Herbert's Orch. 12
Indian Summer (Herbert), Victor Herbert's Orch. 12

DANCE RECORDS

- 19145 What Do You Do Sunday, Mary?-Fox-trot, Paul Whiteman and His Orch. 10
Chansonette-Fox-trot, Paul Whiteman and His Orch. 10
19147 Easy Melody-Fox-trot, The Benson Orch. of Chicago 10
In a Covered Wagon With You-Fox-trot, The Benson Orch. of Chicago 10

RED SEAL RECORDS

- 6418 Calvary (Vaughan-Rodney), Louise Homer 12

- The Lost Chord (Proctor-Sullivan), Louise Homer 12
929 Quiere me Mucho (Love Me Deeply) (Creole Song) (Gonzalo Roig), Tito Schipa 10
A la orilla de un palmar (Beside the Palms) (M. M. Ponce), Tito Schipa 10

LIST FOR NOVEMBER 2

- 45370 In a Shoe Store (Gribble), Marie Cahill 10
The Symphony Concert (Starling), Marie Cahill 10
19152 When Clouds Have Vanished and Skies Are Blue, Elliott Shaw 10
Why Don't My Dreams Come True?, Henry Burr 10
19154 Complainin' (It's Human Nature to Complain), Eddie Hunter 10

DANCE RECORDS

- 19151 I Love You-Fox-trot, Paul Whiteman and His Orch. 10
The Life of a Rose-Fox-trot, Charles Dornberger and His Orch. 10
19155 Cut Yourself a Piece of Cake-Fox-trot, Paul Whiteman and His Orch. 10
Oh, You Little Sun-Uv-Er-Gun-Fox-trot, The Benson Orch. of Chicago 10
19156 Just a Girl That Men Forget-Waltz, The Trouhadours 10
Steal a Little Kiss While Dancing-Waltz, Green-Arden Orch. 10

RED SEAL RECORDS

- 944 Faust-Waltz from Kermesse Scene (Gounod), Stokowski and Philadelphia Orch. 10
Mignon-Gavotte (Thomas), Stokowski and Philadelphia Orch. 10
6419 Sonata in B Minor-Finale (Chopin)-Piano Solo, Olga Samaroff 12
Nocturne (Grieg)-Piano Solo, Olga Samaroff 12
951 The World Is Waiting for the Sunrise (Lockhart-Seitz), Reinald Werrenrath 10
Rose in the Bud (Barrow-Forster), Reinald Werrenrath 10

COLUMBIA GRAPHOPHONE CO.

New Process Records

DANCE MUSIC

- A3972 Beale Street Blues (Handy)-Fox-trot, Ted Lewis and His Band 10
Twelfth Street Rag (Bowman)-Fox-trot, Ted Lewis and His Band 10
A3970 No, No, Nora (Fiorito-Erdman)-Fox-trot, The Columbians 10
That Old Gang of Mine (Henderson)-Fox-trot, California Ramblers 10
A3979 That Big Blond Mamma (Rose-Monaco)-Fox-trot, California Ramblers 10
Louisville (Caesar)-Fox-trot, California Ramblers 10

- A3975 Tell Me a Story (Schonberger)-Fox-trot, Leo F. Reisman and His Orch. 10
Havana (Schonberger)-Tango Fox-trot, Leo F. Reisman and His Orch. 10
A3960 My Electric Girl (Helmbergh-Holmes)-Fox-trot, Leo F. Reisman and His Orch. 10
In a Tent (Koehler-Magine-Lyons)-Fox-trot, Leo F. Reisman and His Orch. 10
A3973 Stealing to Virginia (Donaldson)-Fox-trot, Yerkes' S. S. Flotilla Orch. 10
Ev'ry Night I Cry Myself to Sleep Over You (Johnson-Wood-Bibo)-Fox-trot, Yerkes' S. S. Flotilla Orch. 10

- A3971 Down on the Farm (Dale-Parrott-Adams-Harrison)-Fox-trot, Eddie Elkins' Orch. 10
Hi Lee, Hi Lo (Schuster)-Fox-trot, The Columbians 10
A3977 Nobody But You (Intro. "Some Sweet Day," from "Ziegfeld's Follies") (Hirsch-Stamper)-Fox-trot, The Columbians 10

- Look for the Happy Ending (Intro. "Nijigo Novgo," from "Helen of Troy, New York") (Kalmar-Ruby)-Fox-trot, The Columbians 10
A3978 Papa, Better Watch Your Step (Wills-Cooper)-Blues Fox-trot, The Gulf Coast Seven 10
Memphis, Tennessee (Bradford)-Blues Fox-trot, The Gulf Coast Seven 10
A3982 Roll Along, Missouri (Jerome)-Waltz, Columbia Dance Orch. 10

- Abandonado (Abandoned) (Posadas)-Waltz, Columbia Dance Orch. 10
A3964 No, No, Nora (Fiorito-Erdman)-Comedian, Orch. Accomp., Eddie Cantor 10
I've Got the Yes! We Have No Banana Blues (Hanley-King)-Comedian, Orch. Accomp., Eddie Cantor 10

- A3969 "Maggie!" (Yes! Ma'am!) (Come Right Upstairs) (Tucker)-Tenor Solo, Orch. Accomp., Frank Crumit 10

- Andy Gump (Dixon)-Tenor-baritone Duet, Orch. Accomp., Furman-Nash 10
A3981 Stealing to Virginia (Donaldson)-Comedians, Orch. Accomp., Van-Schenck 10
Steamboat Sal (Fisher-Raskin-Causer)-Comedians, Orch. Accomp., Van-Schenck 10
A3980 Sweet Henry (Akst)-Comedienne, Phil Phillips at the piano, Dolly Kay 10
The Gold-diggers (Hanley)-Comedienne, Phil Phillips at the piano, Dolly Kay 10

- A3963 De Darktown Jamboree (Browne)-Baritone Solo, Orch. and Banjo Accomp., Harry C. Browne 10
Rosy (Browne)-Baritone Solo, Orch. and Banjo Accomp., Harry C. Browne 10
A3968 That Big Blond Mamma (Rose-Monaco)-Comedian, Orch. Accomp., Al Jolson 10

- Stungo Stungo (Hanley)-Tenor Solo, Orch. Accomp., Frank Crumit 10
A3976 That Old Gang of Mine (Henderson)-Male Quartet, Orch. Accomp., Shannon Four 10
Last Night on the Back Porch (Brown-Schraustader)-Male Quartet, Orch. Accomp., Shannon Four 10

- A3962 My Wild Irish Rose (Olcott)-Tenor Solo, Orch. Accomp., William A. Kennedy 10
The Lass From County Mayo (Browne)-Tenor Solo, Orch. Accomp., William A. Kennedy 10
A6231 Old-time Minstrels-Part 1 and Part 2, Lasses White Minstrel Co., with Al Bernard 12

- A3961 Down South Blues (Waters-Henderson)-Comedienne, Fletcher Henderson at the piano, Clara Smith 10
Kind Lovin' Blues (Waters-Mitchell-Henderson)-Comedienne, Fletcher Henderson at the piano, Clara Smith 10
SYMPHONY RECORDS

- A6230 Symphony in G Minor-First Movement, Allegro Molto (Mozart)-Walter Damrosch, Conductor, New York Symphony Orch. 12
Symphony in G Minor-Third Movement, Menuetto (Mozart)-Walter Damrosch, Conductor, New York Symphony Orch. 12
80080 Cavalleria Rusticana, "Siciliana" (Thy Lips Like Crimson Berries) (Mascagni)-Tenor Solo, Harp Accomp., Charles Hackett 10

- 98084 Slavonic Dance, No. 2-E Minor (Dvorak-Kreisler)-Violin Solo, with Francesco Longo at piano, Toscha Seidel 12
A3967 A Kiss in the Dark (Herbert)-Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10

- When Hearts Are Young (From "The Lady in Ermine")-Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10
98058 William Tell, "Selva Opaca" (Wild, Shady Wood)-Act II (Rossini)-Soprano Solo, Orch. Accomp., Rosa Ponselle 12

HAWAIIAN MUSIC

- A3953 Broken-Hearted Melody, Ferera's Hawaiian Instrumental Quartet 10
Hula-Hula Rose, Ferera's Hawaiian Instrumental Quartet 10
A3823 Rocky Mountain Moon, Ferera's Hawaiian Instrumental Quartet 10
Flower of Hawaii, Ferera's Hawaiian Instrumental Quartet 10

- A3798 Kawaihou Waltz, Ferera's Hawaiian Instrumental Quartet 10
Mahina Malamalama-Waltz, Ferera's Hawaiian Instrumental Quartet 10
A3885 Honeymoon Chimes-Incidental Singing by Vernon Dalhart, Ferera-Franchini 10

- One Little Smile-Incidental Singing by Vernon Dalhart, Ferera-Franchini 10
A3658 Drowsy Waters, Ferera's Hawaiian Instrumental Quartet 10
Ua Like-Noa Like, Ferera's Hawaiian Instrumental Quartet 10
A1812 Hilo, Irene West Royal Hawaiian Troupe 10
Kohala March, Lua-Kaili 10
A3560 Isle of Paradise, Ferera-Franchini Green 10
Susquehanna Shore, Ferera-Franchini 10

- A3522 My Hawaiian Melody, Ferera-Franchini 10
My Sweet Sweetening, Louise-Ferera

AEOLIAN CO.

OPERATIC-STANDARD

- 70006 Cielo e Mar (Heaven and Ocean!) (From "La Gioconda" (Ponchielli)-Tenor-In Italian-Aeolian Orch. Accomp., Armand Tokatyan 10
Conducted by Gennaro Papi

Metropolitan Opera House Conductor 12
Tarantella Sincera (I'll Be Single All My Life) (Migliaccio-Crescenzo) - Neapolitan Song - (Continued on page 198)

Advertisement for 'No! No! Nora!' featuring a man and a woman, a musical notation snippet, and the text 'A Fox Trot Sensation' and 'You can't go wrong With any FEIST song'.



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Mem'ries I re-call of al' your pret-ty lit-tle love tales

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 197)

- Tenor—In Italian—Aeolian Orch. Accomp., Armand Tokatyan
60012 Serenade of Rafael—Aprila, o bella (Yield and Surrender)
60011 Little Grey Home in the West
24048 Annie Laurie
35023 Skaters' Waltz
14666 El Capitan
14663 Kilima Waltz
14667 Beautiful Isle of Somewhere
14664 Just a Girl That Men Forget
14657 Rose of Sunny Italy
14658 Slow Poke
14660 Dirty Hands! Dirty Face!
14668 Steamboat Sal
14670 House of David Blues
14665 Aeolian Symphony Dance
14648 Why Marry?
14649 Carolita
Sweet Carmen
VOCAL
14655 Every Night I Cry Myself to Sleep Over You
80764 Answer
80763 Connais-tu le pays
51224 I Just Want a Daddy
51223 Ragging the Scale
51221 Oh! Sister, Ain't That Hot!

- Folk Song
Senza Napule (Nostalgia)
Folk Song
VOCALION RACE BULLETIN
VOCAL
14651 Afternoon Blues
14650 You've Got Everything a Sweet Mamma Needs
14652 If You Don't Give Me What I Want
14653 'Taint No Tellin' What the Blues Will Make
14654 Do Doodle Oom
EDISON DISC RECORDS
ALREADY RELEASED SPECIALS
82298 Dear Land of Home
51213 Marche Slave
51209 Knice and Knifty
80762 The Garden of Your Heart
80754 Two Little Eyes
82300 Figlio del sol
51214 Lascia ch'io pianga
51225 Marcheta
51211 Louisville
51220 The Gold-Diggers
51222 I Love Me
51212 Last Night on the Back Porch
51215 Annie Laurie
80764 Answer
80763 Connais-tu le pays
51224 I Just Want a Daddy
51223 Ragging the Scale

- Ballatella (Bird Song)
51227 Wonder If She's Lonely, Too
51230 Roll Along Missouri
Rose of the Morning
51229 I've Got the Yes! We Have No Banana Blues
51228 You Wanted Someone to Play With
51231 I Will Love You When the Silver Threads Are

- BRUNSWICK RECORDS
15056 Gioconda
50039 Orfeo Ed Uridice
13097 Flower Song
2449 Open Up De Gates of Glory
Honey, Dat's All
20013 Oberon Overture
2395 I Ain't Got Nobody
2448 Parson Jenks
2479 Oh! Harold
2466 Shim-me-sha-wabhle
2480 Rose of Sunny Italy
2481 Queen of Egypt
2476 No, No, Nora
2478 Midnight Rose
2482 Open Your Heart
2483 Will You Always Love Me

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CHICAGO

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 198)

OKEH RECORDS

- 4897 When June Comes Along With a Song (From musical comedy "The Rise of Rosie O'Reilly") (Geo. M. Cohan)—Fox-trot...Markels Orch. 10
- 4898 My Sweetie Went Away (She Didn't Say When, Where, Why) (Roy Turk-Lou Handman)—Fox-trot...Markels Orch. 10
- 4899 Love Sends a Little Gift of Roses—Waltz, Piano Solo...Willie Eckstein 10
- 4900 Sweet Anabel (Alice Nadine Morrison)—Waltz, Blue Ribbon Trio 10
- Good-Night (Leo Wood-Irving Bibo-Conrad)—Waltz...Blue Ribbon Trio 10
- 4901 Yes! We Have No Bananas (Frank Silver-Irving Cohn)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4902 When You Walked Out Someone Else Walked Right In (Irving Berlin)—Fox-trot, Rega Dance Orch. 10
- Waitin' for the Evenin' Mail (From Musical Comedy, "Dew Drop Inn") (Billy Baskette)—Fox-trot...Markels' Orch. 10
- 4903 Annabelle (Ray Henderson)—Fox-trot, Markels' Orchestra 10
- My Lady and Me (Otto Motzan)—Fox-trot, Rega Dance Orchestra 10
- 4904 Goin' Down to the Levee (W. M. Russell-Ed. Herbert)—Contralto Solo—Piano accomp. by Clarence Williams...Sara Martin 10
- Where Can That Somebody Be? (Fred Rose-Irving Mills)—Contralto Solo—Piano accomp. by Clarence Williams...Sara Martin 10
- 4905 Down Among the Sleepy Hills of Tennessee (Joe Young-Sam M. Lewis-Geo. W. Meyer)—Vocal Trio...Okeh Star Trio 10
- Oh! How She Lied to Me (Harry White-Will Donaldson)—Contralto Solo...Aileen Stanley 10
- 4906 Sobbin' Blues (Kassel-Burton)—Fox-trot, King Oliver's Jazz Band 10
- Sweet Lovin' Man (Melrose-Hardin)—Fox-trot, King Oliver's Jazz Band 10
- 4907 Chinaman Blues (Gene Burdette)—Fox-trot, Erskine Tate's Vendome Orchestra 10
- Cutie Blues (Erskine Tate)—Fox-trot, Erskine Tate's Vendome Orchestra 10
- 4908 Louisiana (Gus Kahn)—Fox-trot, Markels' Orchestra 10
- First, Last and Always (Harry Akst)—Fox-trot, Markels' Orchestra 10
- 4909 Pickles (Chas. Rosoff-Jack McGowan)—Singing Chorus by Billy Jones and Ernest Hare—Fox-trot...Rega Dance Orchestra 10
- Nut-Sey Fagan (Ernest Breuer)—Singing Chorus by Billy Jones—Fox-trot...Rega Dance Orchestra 10
- 4910 River Shannon Moon (Walter Wallace Smith)—Tenor Solo with piano accomp...Gerald Griffin 10
- Just a Bit of Irish Lace (Harold Christy-Lucille Solomon-Alfred Solomon)—Tenor Solo with

- piano accomp...Gerald Griffin 10
- 4911 Wonder If She's Lonely, Too? (Willie White-Bernie Grossman)—Fox-trot, Warner's Seven Aces 10
- Dream Girl of PI K A—Waltz, Warner's Seven Aces 10
- 4912 Mariechen Waltz...Danubia Municipal Band 10
- Disposition Waltz...Danubia Municipal Band 10
- 4913 Spanish Serenade (Margutti)—Guitar Solo, P. Taraffo 10
- Stephanie March—Guitar Solo...P. Taraffo 10
- 4914 Volga Waltz (M. R. Bakalainikow)—Orchestra, Sandor Jozsi and His Orch. 10
- Los Rotarios (A. Galimany)—Orchestra, Sandor Jozsi and His Orch. 10
- 4915 Nobles of the Mystic Shrine (John Philip Sousa)—March—Capt. P. Conway, Conductor, Conway's Band 10
- The Gallant Seventh March (John Philip Sousa)—March—Capt. P. Conway, Conductor, Conway's Band 10
- 4916 Waltz From "La Gran Via" (Gueca and Valverde)—Ocarina Solo...Prof. Mose Tapiero 10
- La Tortorella, Polka (Damare)—Ocarina Solo, Prof. Mose Tapiero 10
- 8072 Clarinet Laughing Blues (George McLennon)—Fox-trot...Harlem Trio 10
- Those Longing for You Blues (Frank Westphal)—Fox-trot...Mamie Smith's Jazz Hounds 10
- 8086 Mistreated Mama Blues (Billy Smythe-Ben Brown-Syl. Junker)—Piano accomp. by Clarence Williams...Sara Martin 10
- Runnin' 'Round With the Blues (Ben Brown-Billy Smythe)—Piano accomp. by Clarence Williams...Sara Martin 10
- 8087 Jelly's Blues (Lloyd Smith-Clarence Johnson-Warren Smith)—With piano accomp., Sara Martin 10
- My Good Man's Blues (Lloyd Smith-Warren Smith-Clarence Williams)—Mahaha's Blues—With piano accomp...Sara Martin 10
- 8088 Sweet Man Was the Cause of it All (Clarence Williams-Sara Martin)—Blues—Piano accomp. by Clarence Williams...Sara Martin 10
- Sympathizing Blues (Phil Worde-Godfrey)—Piano accomp. by Clarence Williams, Sara Martin 10

- Invano (A. Amadei), Marek Weber and His Orch. 12
- SPECIAL ALBUM SET, \$5.00 COMPLETE
- 5022 Der Freischutz Overture—Part 1 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Der Freischutz Overture—Part 2 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- 5023 Der Freischutz Overture—Part 3 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Oberon Overture—Part 3 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- 5024 Oberon Overture—Part 1 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Oberon Overture—Part 2 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- 6011 L'Africana—O Paradiso (Meyerbeer)—Tenor, with Orch.; sung in Italian...Giacomo Lauri-Volpi 10
- La Favorita—Una vergine, un angiol di dio (Donizetti)—Tenor, with Orch.; sung in Italian...Giacomo Lauri-Volpi 10

GENNETT LATERAL RECORDS

- 5210 E-Flat Blues (Morris)—Fox-trot, Porter's Blue Devils 10
- Original Charleston Strut (Morris)—Fox-trot, Porter's Blue Devils 10
- 5211 Love (Lewis-Young)—Fox-trot; Chas. Hart sings the Chorus; Hazay Natzy, Director, The Biltmore Hotel Orch. 10
- March of the Siamese (Lincke)—Fox-trot; Hazay Natzy, Director...The Biltmore Hotel Orch. 10
- 5212 Good Night (Wood-Bibo-Conrad)—Waltz; Hazay Natzy, Director...The Biltmore Hotel Orch. 10
- Hawaiian Moon (Gerkie-Brunner)—Waltz; Featuring Virginia Burt...Specialty Orch. 10
- 5217 Milenberg Joys (Rappolo-Mares-Morton)—Fox-trot...New Orleans Rhythm Kings 10
- Marguerite (Pierce-Novak)—Fox-trot, New Orleans Rhythm Kings 10
- 5219 Sobbin' Blues (Kassel-Berton)—Fox-trot, New Orleans Rhythm Kings 10
- Angry (Brunies-Brunies-Yules)—Fox-trot, New Orleans Rhythm Kings 10
- 5222 In a Covered Wagon (Norworth-Stover)—Fox-trot...Art Landry and His Call of the North Orch. 10
- 5230 Don't Mess With Me (Gold)—Fox-trot...Riley's Orch. 10
- A Japanese Sunset (Deppen-Zamecmik)—Fox-trot, Justin Huber's Orch. 10
- 5201 El Opio—Fox-trot...Marimba Hermanos Moguel 10
- Pajaro Herido—Couplet...Marimba Hermanos Moguel 10
- 5244 Chapultepec (H. Rubalcaba)—Fox-trot, Nathan Glantz y su orquesta 10
- Hawaiiana (De La Revista "En el Pais de la Ilusion") (E. D. Uranga), Nathan Glantz y su orquesta 10
- 10082 I Hear a Thrush at Eve (Eberhart-Cadman)—Tenor...Henry Moeller 10
- From the Land of the Sky-blue Water (Eber-

ODEON RECORDS

OKEH NOVEMBER RELEASES

- 3063 The Rosary (E. Nevin)...Michailow Trio 12
- The Old Refrain (F. Kreisler)...Michailow Trio 12
- 3064 LoIn Du Bal—Intermezzo (E. Gillet), Dajos Bela and His Orch. 12
- Whispering Flowers (Von Blon), Dajos Bela and His Orch. 12
- 3065 Light Cavalry Overture—Part I (Von Suppe), Dajos Bela and His Orch. 12
- Light Cavalry Overture—Part II (Von Suppe), Dajos Bela and His Orch. 12
- 3066 Forget Me Not (H. Richards), Dajos Bela and His Orch. 12
- Peggy (H. Richards), Dajos Bela and His Orch. 12
- 3067 Amra (W. Bransen), Marek Weber and His Orch. 12

(Continued on page 200)

FOUR SENSATIONAL SONG HITS

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LOVE
MY HEART IS CALLING YOU

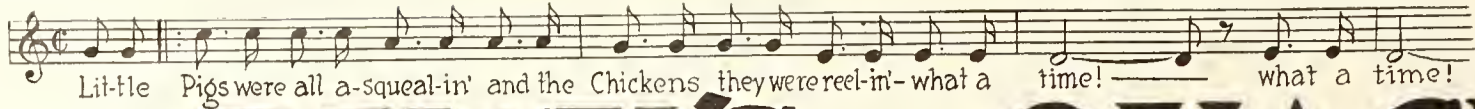
INDIANA MOON

WHEN YOU WALKED OUT

SOMEONE ELSE WALKED RIGHT IN

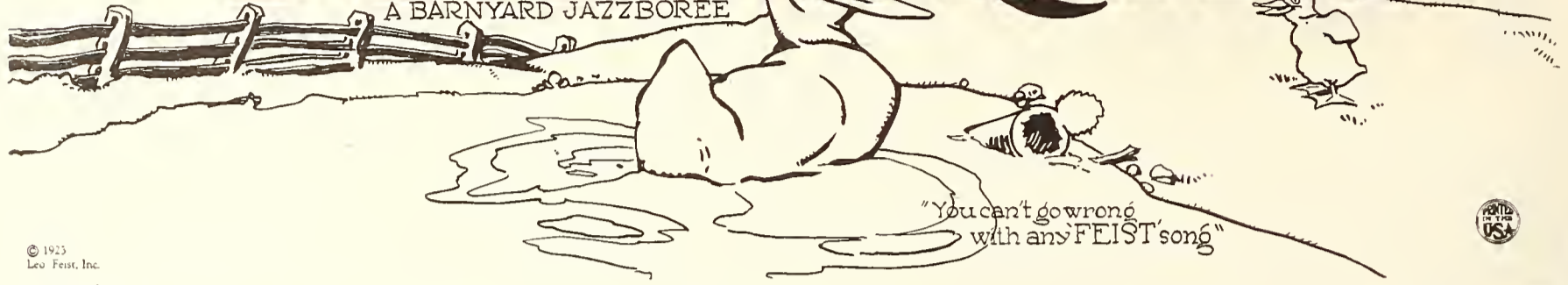
THAT OLD GANG OF MINE

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY



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A BARNYARD JAZZBOREE



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ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from Page 199)

- Hart-Cadman)—TenorHenry Moeller
- 10081 Minuet (Beethoven)—Violin; Piano Accomp., Thos. Griselle.....Scipione Guidi
- Hungarian Dance No. 5 (Brahms-Joachim)—Violin; Piano Accomp., Thos. Griselle.....Scipione Guidi
- 5215 How Tedious and Tasteless (Newton-Edson)—BaritoneHomer Rodeheaver
- Throw Out the Life Line (Ufford)—Baritone, Homer Rodeheaver
- 5216 Immortality (From lecture "Prince of Peace"), William Jennings Bryan
- The Virgin Birth (An Essay), William Jennings Bryan
- 5209 Silver Threads Among the Gold—Incidental singing by Hart and Bates, Frank Ferera's Hawaiian Entertainers
- Annie Laurie—Mocking Bird—Old-time Medley, Frank Ferera's Hawaiian Entertainers
- 5200 Mazurka (Manier)—Mandolin-harp, William and Vivian Place
- Souvenir (Drdla)—Mandolin-piano, William and Vivian Place
- 5206 Jenny Picking Cockles (Intro.: "Drowsy Maggie")—Medley of Irish Jigs...Flanagan Brothers
- The Maid on the Green (Intro.: "The Frost Is All Over")—Medley of Irish Jigs, Flanagan Brothers
- 5214 Laddie Buck of Mine (Ball-Brennan)—Tenor, Emmett O'Toole
- A Shawl of Galway Grey (Hogan-Stanley)—TenorEmmett O'Toole
- 5213 When You Walked Out Somebody Else Walked Right In (Berlin)—Tenor.....Irving Kaufman
- Cut Yourself a Piece of Cake (Bibo)—Tenor, Irving Kaufman

REGAL RECORDS

DANCE RECORDS

- 9536 Just a Girl That Men Forget—Waltz, Clark's Marimba Orch.
- Steal a Little Kiss While Dancing—Waltz, Clark's Marimba Orch.
- 9537 I Love You (From "Little Jessie James")—Fox-trot.....Hollywood Dance Orch.
- Mary (From "Poppy")—Fox-trot, Hollywood Dance Orch.
- 9538 That Old Gang of Mine—Fox-trot, Jos. Franklin's Orch.
- 'Neath Egyptian Skies—Fox-trot, Jos. Franklin's Orch.
- 9539 Stealing to Virginia—Fox-trot.....Roy Collins' Orch.
- Sun-Kist Rose—Fox-trot.....Roy Collins' Orch.
- 9540 When June Comes Along With a Song (From "Rise of Rosie O'Reilly")—Fox-trot, Majestic Dance Orch.
- Born and Bred in Brooklyn (From "Rise of Rosie O'Reilly")—Waltz...Majestic Dance Orch.
- 9541 No, No, Nora—Fox-trot.....Missouri Jazz Band
- Underneath the Sip, Sip, Sippy Moon—Fox-trot, Missouri Jazz Band
- 9542 I'm Drifting Back to Dreamland—Waltz, Regal Dance Orch.
- Wonder If She's Lonely, Too—Fox-trot, Regal Dance Orch.
- 9543 Squeezin', Teasin', Man of Mine—Fox-trot, Original Memphis Five
- Sad News Blues—Fox-trot...Original Memphis Five
- POPULAR VOCAL RECORDS
- 9544 Ev'ry Night I Cry Myself to Sleep Over You—Baritone Solo, Orch. Accomp.....Arthur Fields
- That Old Gang of Mine—Baritone Solo, Orch. Accomp.....Bob Thomas
- 9545 My Sweetie Went Away—Baritone Solo, Orch. Accomp.....Arthur Fields
- Three Thousand Years Ago—Comedy Solo, Orch. Accomp.....Billy West
- 9546 Oh! You Little Sun-uv-er-gun—Comedy Solo, Orch. Accomp.....Billy West
- If I Can't Get the Sweetie I Want—Baritone Solo, Orch. Accomp.....Arthur Fields
- 9547 Bebe—Tenor Solo, Orch. Accomp...Vernon Dalhart
- Annabelle—Tenor Solo, Orch. Accomp...Lou Hayes
- 9549 Mamma Goes Where Papa Goes—Comedy Solo, Orch. Accomp.....Bob White
- I Cried for You—Tenor Solo, Orch. Accomp., Arthur Hall

EMERSON RECORDS

LATEST DANCE HITS

- 10667 Dreamy Melody—WaltzEmerson Dance Orch.
- Say You'll Be Mine—Waltz, Green Brothers' Novelty Band
- 10668 Oh! You Little Son-Uv-er-Gun—Fox-trot, Pennsylvania Syncopators
- If I Can't Get the Sweetie I Want I Pity the Sweetie I Get—Fox-trot..Pennsylvania Syncopators

- 10669 Stealing to Virginia—Fox-trot, Pennsylvania Syncopators
- Bebe—Novelty Fox-trot ..Pennsylvania Syncopators
- 10671 I'm Sitting Pretty in a Pretty Little City—Fox-trotPennsylvania Syncopators
- I Love You—Fox-trot.....Emerson Dance Orch.
- 10670 Mamma Goes Where Papa Goes—Fox-trot, Pennsylvania Syncopators
- I've Got the Yes! We Have No Banana Blues—Fox-trotPennsylvania Syncopators
- LATEST SONG HITS
- 10666 Alahamy Blacksheep—Tenor and Baritone Duet—Orch. Accomp.Irving and Jack Kaufman
- Ev'ry Night I Cry Myself to Sleep Over You—Tenor Solo—Orch. Accomp.....Irving Kaufman
- 10672 Swinging Down the Lane—Tenor and Baritone Duet—Orch. Accomp....Irving and Jack Kaufman
- Dreamy Melody—Tenor Solo—Orch. Accomp., Irving Kaufman

PATHE PHONOGRAPH & RADIO CORP.

SPECIAL

- 021042 Our Late President, Warren G. Harding, on "America" Our Late President, Warren G. Harding, on "The Republican Party and His Tribute to the Disabled Soldiers"
- SACRED
- 021052 Jesus, Lover of My Soul.....Earle F. Wilde
- He Lifted Me.....Earle F. Wilde
- INSTRUMENTAL
- 021053 Kilauea—Hawaiian Patrol, Patrick Conway's Band
- Bullets and Bayonets—March, Patrick Conway's Band
- 021054 Auld Lang Syne—Chimes.....Chris. Chapman
- Blue Bells of Scotland—Chimes...Chris. Chapman
- HAWAIIAN
- 021058 Hula Hula Rose, Ferera's Hawaiian Instrumental Quartet
- Just a Breath of Hawaii, Ferera's Hawaiian Instrumental Quartet
- RACE RECORDS
- 021059 Liza Johnson's Got Better Bread Than Old Sally LeeMary Jackson
- I Don't Let No One Man Worry Me.Mary Jackson
- 021060 Oh! Daddy Blues.....Emma Gover
- Original Charleston Strut.....Ruth Coleman
- 021061 M. T. Pocket Blues.....Emma Gover
- She Walked Right Up and Took My Man AwayRuth Coleman
- 021062 You Can't Do What My Last Man Did, Maggie Jones
- Don't Never Tell Nobody What Your Good Man Can Do.....Maggie Jones

POPULAR VOCAL

- 021063 Cuddle Uddle Up.....Apollo Male Trio
- Somebody Else Took You Out of My Arms, Frank Sterling
- 021064 Not Here, Not There (It's Fifty Miles From Nowhere)Wright-Bessinger
- It's Not the First Time You Left Me (But It's the Last Time You'll Come Back), Wright-Bessinger
- 021065 Every Night I Cry Myself to Sleep Over You, Arthur Wilson
- Wonder If She's Lonely, Too?...Arthur Wilson
- 021066 That's a Lot of Bunk..Harry Blake-Robert Judson
- Three Thousand Years Ago.....Harry Blake
- DANCE
- 021067 I Love You (From "Little Jessie James")—Fox-trot; Vocal Chorus by Geo. Perry, Strand Roof Orch.
- Easy Melody—Fox-trot; Vocal Chorus by Geo. Perry.....Golden Gate Orch.
- 021068 Covered Wagon Days—Fox-trot; Vocal Chorus by Arthur Grant.....Strand Roof Orch.
- Foolish Child—Fox-trotStrand Roof Orch.
- 021069 Sittin' in a Corner—Fox-trot; Vocal Chorus by Arthur Grant.....Golden Gate Orch.
- Tell All the Folks in Kentucky—Fox-trot, Golden Gate Orch.
- 021070 Mean, Mean Mama—Fox-trot.Original Indiana Five
- Stavin' Change—Fox-trot....Original Indiana Five
- 021071 That Old Gang of Mine—Fox-trot, with Vocal Chorus.....Les Stevens and His Orch.
- Underneath the Sip, Sip, Sippy Moon—Fox-trotMax Terr and His Orch.
- 021072 Steamboat Sal—Fox-trot, Les Stevens and His Orch.
- Cannibola—Fox-trot ..Les Stevens and His Orch.
- 021073 Just a Girl That Men Forget—Waltz, Fry's Million Dollar Pier Orch.
- Why Don't My Dreams Come True?—Waltz, Fry's Million Dollar Pier Orch.
- 021074 I'm Drifting Back to Dreamland—Waltz, Fry's Million Dollar Pier Orch.
- So This Is Love (From "Little Miss Blue-beard").....Fry's Million Dollar Pier Orch.
- 021075 House of David Blues—Fox-trot, New Synco Jazz Band
- Somebody's Wrong—Fox-trot, New Synco Jazz Band
- 021076 Oh! You Little Sun-uv-er-gun—Fox-trot, Westchester Biltmore Country Club Orch.
- Black Sheep Blues.....H. Natzy, Director
- Somebody's Wrong—Fox-trot..New Synco Jazz Band

- 021077 Music of Love (From "Artists and Models")—Fox-trot, Westchester Biltmore Country Club Orch.
- Mary (From "Poppy")—Fox-trot, Casino Danace Orch.
- 021078 If I Can't Get the Sweetie I Want I Pity the Sweetie I Get—Fox-trot, Westchester Biltmore Country Club Orch.
- Love Is Like a Flower—Fox-trot, Casino Dance Orch.

BANNER RECORDS

DANCE RECORDS

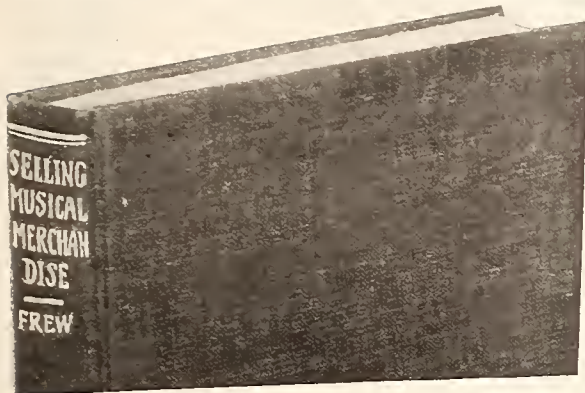
- 1249 I Love You (From "Little Jessie James")—Fox-trotMajestic Dance Orch.
- Mary (From "Poppy")—Fox-trot, Majestic Dance Orch.
- 1250 Stealing to Virginia—Fox-trot, Jos. Franklin's Orch.
- 'Neath Egyptian Skies—Fox-trot, Jos. Franklin's Orch.
- 1251 Just a Girl That Men Forget—Waltz, Banner Dance Orch.
- Wonder If She's Lonely, Too?—Fox-trot, Banner Dance Orch.
- 1252 No, No, Nora—Fox-trot.....Six Black Diamonds
- Underneath the Sip, Sip, Sippy Moon—Fox-trot, Six Black Diamonds
- 1253 When June Comes Along With a Song (From "Rise of Rosie O'Reilly")—Fox-trot, Hollywood Dance Orch.
- Born and Bred in Brooklyn (From "Rise of Rosie O'Reilly")—Waltz...Hollywood Dance Orch.
- 1254 Sad News Blues—Fox-trot...Original Memphis Five
- Squeezin', Teasin', Man of Mine—Fox-trot, Original Memphis Five
- 1255 That Old Gang of Mine—Fox-trot, Roy Collins' Orch.
- Sun-Kist Rose—Fox-trot.....Roy Collins' Orch.
- 1256 I'm Drifting Back to Dreamland—Waltz, Xylo Novelty Orch.
- Steal a Little Kiss While Dancing—Waltz, Xylo Novelty Orch.

POPULAR VOCAL RECORDS

- 1257 Bebe—Tenor Solo, Orch. Accomp...Vernon Dalhart
- That Old Gang of Mine—Baritone Solo, Orch. Accomp.....Bob Thomas
- 1258 Ev'ry Night I Cry Myself to Sleep Over You—Baritone Solo, Orch. Accomp.....Arthur Fields
- I Cried for You—Tenor Solo, Orch. Accomp., Arthur Hall
- 1259 Oh! You Little Sun-uv-er-gun—Comedy Solo, Orch. Accomp.....Billy West
- If I Can't Get the Sweetie I Want—Baritone Solo, Orch. Accomp.....Arthur Fields
- 1260 My Sweetie Went Away—Baritone Solo, Orch. Accomp.....Arthur Fields
- Three Thousand Years Ago—Comedy Solo, Orch. Accomp.....Billy West
- 1261 Annabelle—Tenor Solo, Orch. Accomp...Lou Hayes
- Mamma Goes Where Papa Goes—Comedy Solo, Orch. Accomp.....Bob White
- DAISY MARTIN RECORD
- 1262' Feelin' Blues...Daisy Martin and Her Royal Tigers
- What You Was You Used to Be, Daisy Martin and Her Royal Tigers
- STANDARD RECORD
- 2102 College Songs—Medley.....National Male Quartet
- Songs of the Past—Medley...National Male Quartet

SOUTHERN VICTOR WHOLESALERS
The Carley Company
 RICHMOND VIRGINIA

The Toledo Talking Machine Co.
 Toledo, Ohio
Wholesale Victor Exclusively



CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

Chapter	From the Publisher. Introduction.
PART I	
THE PROBLEM OF BUYING	
I.	Buying in General.
II.	Importance of Quality in Buying.
III.	Where to Buy.
IV.	Future Buying.
V.	Buying for Special Sales.
VI.	Some Don'ts for the Buyer.
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THE PROBLEM OF PUBLICITY	
VII.	Advertising in General.
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IX.	Advertising by Personal Contact.
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XI.	Direct and Mail Advertising.
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XXVII.	The Principal Instruments of the Band and Orchestra Described.
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FREE INSPECTION OFFER

Edward Lyman Bill, Inc.
383 Madison Avenue, New York.

You may send me, on five days' free inspection, your book **SELLING MUSICAL MERCHANDISE**. I agree to return it to you within five days, or remit \$2.00

Name

Address City

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TEST IT. 

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

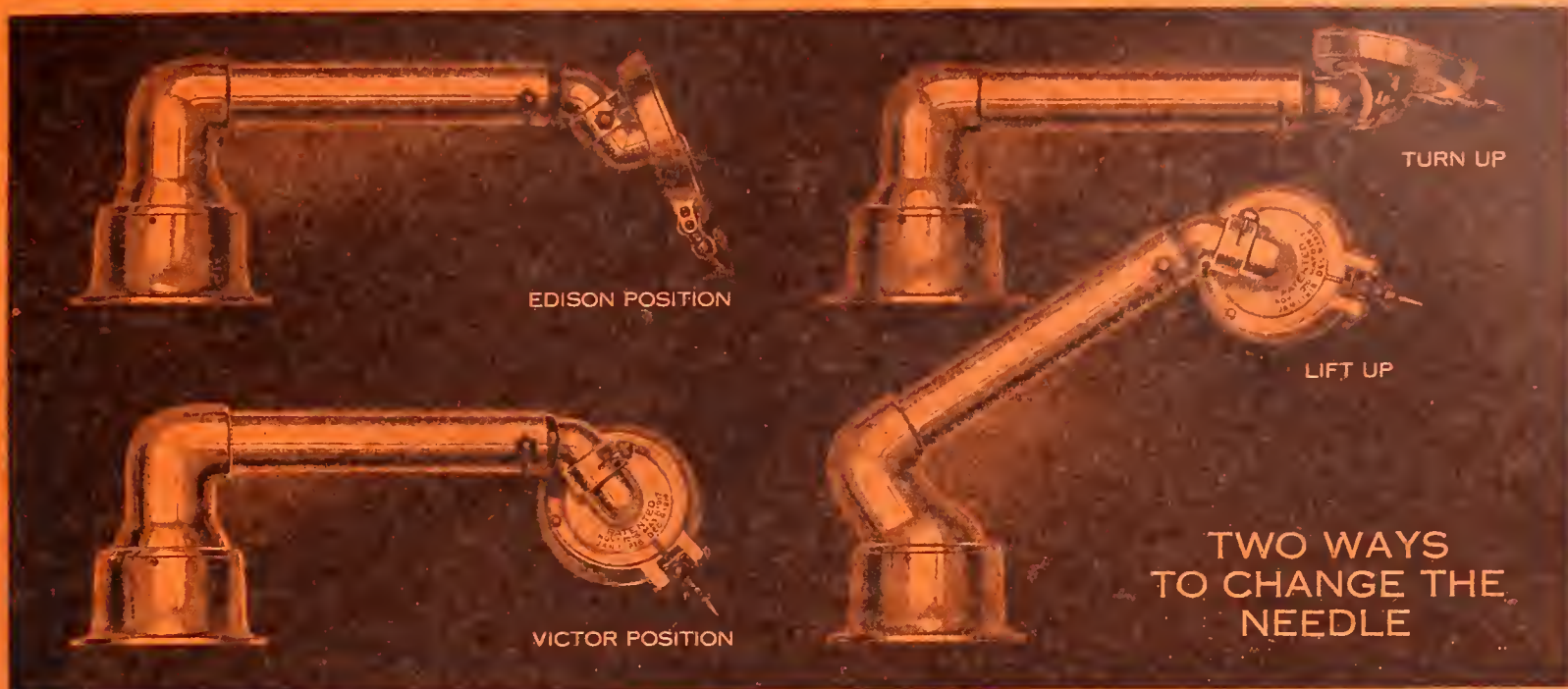
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
281 N. HOWARD STREET, BALTIMORE, MD

W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE

VICTOR
Machines, Records and Supplies



Shipped Promptly to all Points in the Northwest



TWO WAYS TO CHANGE THE NEEDLE

The SCOTTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

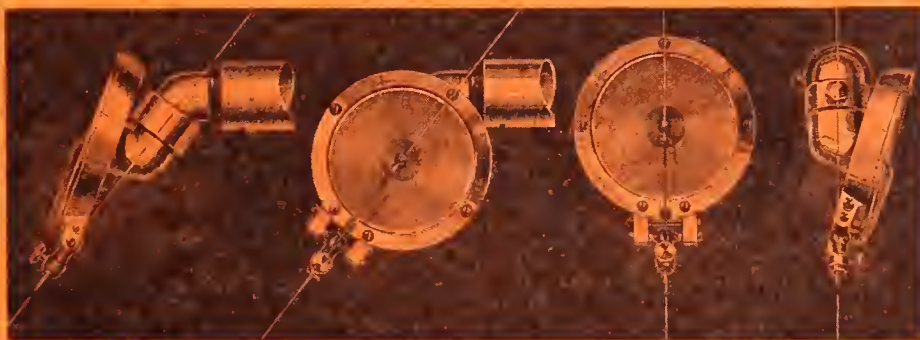
To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

THE NEW EDISON line includes every popular phonograph model in vogue today.

And back of every model are the years of painstaking research; the fortune of \$3,000,000 poured into laboratory tests; which have made the New Edison the actual Re-Creator of the human voice.



*See Pages 62, 63,
64 and 65 inside*

JOBBER OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver 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.
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—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co.
(Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
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).

The **TALKING** *Machine*
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, November 15, 1923

Victrola

REG. U. S. PAT. OFF.

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



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

Victor Talking Machine Company, Camden, N. J.

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 



Chippendale De Luxe
\$575

Sonora Possesses the Three Vital Attributes of Quality Merchandise

YOUR future as well as present phonograph business is wholly dependent upon the degree in which the instrument you handle possesses the three vital attributes of quality merchandise. These consist of *natural* tone quality, beauty of design and a comprehensive range of prices to suit all types of purchasers.

One demonstration will convince you that Sonora possesses those attributes in

greater degree than others. Listening to it play one record will establish its far superior tone quality; a glance at the accompanying illustration will show you that Sonora is unsurpassed in attractive, artistic cabinetry, while the range of prices, from \$60 to \$3000, will clearly indicate the tremendous market available to you.

Send for the Sonora proposition—it will interest you.

The Choice of those who've heard them all

Sonora Phonograph Company, Inc.

279 Broadway, New York

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

The Talking Machine World

Vol. 19. No. 11

New York, November 15, 1923

Price Twenty-five Cents

VOX CORP. ENTERS THE TRADE FIELD

Management of Vox Corporation of America, Manufacturers of Talking Machine Products, in Charge of A. Fodor, Backed by Strong Sales Organization Headed by O. P. Graffen

The talking machine industry will be interested to learn that Vox products, which have become prominent in a very short time abroad, will now be merchandised in the country through the Vox Corporation of America, with headquarters at 25 West Forty-fifth street, New York. The management of the American organization is in charge of A. Fodor. Mr. Fodor has a reputation for his technical ability to develop and standardize inventions and for his extraordinary knowledge and experience as an organizer of new industries. He is assisted by a competent sales staff headed by O. P. Graffen, one of the best-known members of the talking machine trade. Vox products comprise almost everything manufactured in the talking machine trade, and according to present plans the American organization will concentrate its energies upon the sale of records, spring and electric motors, sound boxes, tone arms, dictating machines and electric typewriters, etc.

Full details regarding the company's campaign for merchandising these products in this country will be announced in the near future, and in the meantime plans are being prepared for their rapid and efficient distribution throughout the country. With an international reputation behind them, it is expected that the Vox products will find a ready market in this country, and during the past few months hundreds of applications have been received for dealer franchises from representative houses in the leading trade centers.

NEW METROPOLITAN EDISON DEALERS

Phonograph Corporation of Manhattan Opens New Agencies in Gotham and Vicinity

The Phonograph Corporation of Manhattan, distributor of the New Edison in the metropolitan district, has recently established many new dealers, among which are A. S. Gould, 37 Main street, Flushing, N. Y.; A. Salomane, 467 Main street, Metuchen, N. J.; James McGarry, 486 Broad street, Newark, N. J.; E. J. Schoonmaker, 414 Main street, Bound Brook, N. J., and Max Bruskin, 278 Steinway avenue, Long Island City.

The popularity of the Edison line among the members of the retail trade, as well as the public in the metropolitan territory, has been growing steadily, and, according to reports from dealers throughout the trade who are in a position to know, the approaching holiday season will be one of the biggest on record as far as the Edison line is concerned.

WIDENER SHOPS ADD BRANCH

The Victrola department of G. Schirmer, Inc., 3 East Forty-third street, New York City, has been taken over by the Widener Shops, and in the future it will be operated under the supervision of that concern. The Widener Co. is planning to discontinue the store at 4 West Thirty-seventh street, consolidating the business in one establishment.

An important announcement appears in our London letter, elsewhere in this issue, to the effect that the Brunswick-Balke-Collender Co. recently closed arrangements with the famous house of Chappell & Co., Ltd., 50 Old Bond street, London, to act as distributors for Brunswick phonograph records in Great Britain. This firm is one of the oldest in England.

MUSIC TRADE TO MEET IN NEW YORK

Leading Branches of Industry Headed by Prominent Men—Irwin Kurtz Represents Talking Machine Trade on Arrangements Committee

At a meeting of the directors of the Music Chamber of Commerce, held in New York on November 2, it was decided that the annual convention of that organization and its divisional unit members would be held in New York at the Waldorf-Astoria Hotel. The week of May 18 to 23 was set tentatively as the date. The committee in charge of convention arrangements consists of Robert N. Watkin and W. C. Hamilton, representing the National Association of Music Merchants; C. T. Purdy, representing the New York Music Merchants; Irwin Kurtz, representing the New York talking machine dealers; J. W. Stevens, representing the New York piano manufacturers; A. W. Johnston, representing manufacturers of musical supplies, and W. J. Haussler, representing small goods and musical merchandise trades.

GEO. P. BENT RE-ENTERS TRADE

Widely Known Piano Man Joins Forces With His Son in Operating "The Music Shop"

CHICAGO, ILL., November 10.—R. B. Corcoran and H. J. MacFarland, co-partners with C. M. Bent, conductors of the retail Victor store at 214 South Wabash avenue, known as "The Music Shop," have sold out their interests to George P. Bent, former head of the George P. Bent Piano Co., who retired from business several years ago as a piano manufacturer and has since made his home in Los Angeles. From now on C. M. Bent and his father, George P. Bent, will conduct this business as partners. The father will continue to reside in Los Angeles and the management of the business will be looked after by his son here in Chicago.

KAUFMAN & BAER SECURE SONORA

Prominent Pittsburgh Department Store Closes Important Deal With Sonora Jobber—Complete Line of Instruments Placed on Display

PITTSBURGH, PA., November 8.—The Sonora Distributing Co., of this city, Sonora jobber for this territory, closed an important contract yesterday with the Kaufman & Baer Co., whereby this well-known department store will carry a complete line of Sonora phonographs. This deal was closed by Earl Miller, of the Sonora Distributing Co.'s sales staff, and arrangements have been made for an artistic display of the Sonora product. H. Milton Miller, manager of the company, is enthusiastic over closing this deal, which places the Sonora line in one of the largest department stores between New York and Chicago. George Israel, merchandise manager of the Kaufman & Baer Co., and Thos. J. Coyne, manager of the store's talking machine department, represented the department store in the negotiations which have just been closed.

NEW ORCHESTRAS FOR VOCALION

Coleman's Hotel Ambassador and Club Trocadero Orchestras Signed Up to Record

Among the new Vocalion Red records to be released shortly will be the first recordings of the orchestras controlled by Emil Coleman, namely, the Ambassador Hotel Orchestra and the Club Trocadero Orchestra, which have been added to the long list of prominent dance orchestras now playing for the Vocalion. The announcement of the first numbers by the Coleman orchestras will be made in an early Vocalion bulletin.

MIGUEL FLETA RECORDS FOR VICTOR

Spanish Tenor Scores at Metropolitan Opera House—Three Other Artists Also Join Victor List—First Records Soon to Be Released

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., announced this week that Miguel Fleta, the celebrated Spanish tenor, who scored such a great success at his debut at the Metropolitan Opera House, New York City, last week, will record for the Victor Co. According to the critics of the daily papers, Fleta is one of the greatest tenors who ever came from Spain. He is still young and has a large repertoire, including a number of recent works not yet heard in America. His voice is lyric, but powerful, and of exceptionally fine quality in all registers. The good reports that have come to us from Europe and South America regarding Senor Fleta are evidently well justified.

Other artists who recently consummated arrangements with the Victor Co. to make records are Charles T. Tittmann, Della Baker and Claire Brookhurst.

Mr. Tittmann is a basso with a sonorous voice of unusual range and quality. He is widely known, having to his credit eight consecutive annual appearances at the celebrated Bach festivals in Bethlehem, Pa. He has also appeared in recitals throughout the country as soloist for leading orchestras and in opera.

Miss Della Baker is a native of St. Louis, who recently entered the concert field in New York. She has appeared with some of the leading orchestras and at musical festivals. Her voice is one of rare beauty.

Miss Claire Brookhurst is also an American, having been born in New York City, and her musical education has been acquired in this country. She has appeared in concert with the Russian Symphony Orchestra and made a trans-continental tour in concert. She is now soloist in a prominent church in Harlem. She has an unusual contralto voice with a wide range, and, owing to her linguistic ability, she sings all songs in the original language.

APPOINTED VOCALION RECORD DEALER

Bloomington's to Handle Complete Vocalion Record Line—Deal Closed by Musical Products Distributing Co., New York Jobber

Herbert D. Berkeley, manager of the phonograph department of Bloomington Bros., New York, announced recently that this store had arranged to carry in this department a complete line of Vocalion Red records, manufactured by the Aeolian Co. This important deal was closed by the Musical Products Distributing Co., New York, jobbers for Vocalion Red records in metropolitan territory, and B. D. Colen, president of this company, is highly gratified to add Bloomington's to the growing list of New York Vocalion record dealers.

REALTOR'S MESSAGE ON RECORDS

Special Records Made for Minneapolis Firm Teach Home Ownership

MINNEAPOLIS, MINN., November 7.—For the first time in history real estate precepts have been inscribed on phonograph records and set to music. The idea is the work of Dick Woodruff, manager of the small house department of Confer Bros., who has conceived the plan of utilizing the talking machine as a means toward teaching home ownership. The records, manufactured by an Eastern concern, have popular airs sandwiched in between short talks on the benefits to be derived from home ownership. More than 2,000 of these records have been sent out by mail by Confer Bros.

Value of the Phone as an Aid to Selling

Many Methods of Making the Phone Pay Dividends in Increased Sales Being Used by Live Retailers—Clever Phone-Mail Stunt Pays

In these days of keen competition the dealer who would get his share of business must utilize every possibility of increasing his sales volume. Half-way measures mean lost opportunities. The merchant who advertises and does not take advantage of other methods of securing business, such as canvassing, direct mail and all other forms of selling and publicity, is losing business. He may be what he considers successful, but the fact remains that greater success would attend the utilization of all mediums that lead to sales. A medium which is assuming a more and more important and effective place in the retailers' plans for enlarged sales volume is the telephone. During the last year many brief stories describing the way dealers are making their telephones pay actual dividends have appeared in the columns of *The World*.

Various Ways of Cashing In on the Phone

In some talking machine establishments one member of the sales organization is delegated to spend a certain amount of time telephoning customers regarding certain records which it is assumed will please the patron and this has been found quite effective in stimulating sales. A well-known department store has trained its records saleswomen to study each customer in order to ascertain the musical likes of each. A record is kept by each salesperson as to the particular records purchased in the past and from this a pretty accurate idea of the musical likes of each customer is obtained. Once each week the saleswomen of this establishment spend an hour at the telephone making contact with customers. Through this means also many slow-moving records have been disposed of. These records were non-sellers simply be-

cause in the average store it is the custom to steer clear of the better type of music and concentrate on the more popular recordings, to the detriment of records which really should form the backbone of the record business.

Novel Way of Making the Phone Pay

One of the most novel ways of making the phone produce business is now in use by one of the largest talking machine and music stores in the metropolitan district. The manager of this department has delegated a man to use the phone in calling up various people whose names have been taken from the phone book and directory. Of course, he is thoroughly familiar with the streets of the city and knows approximately the type of people living in the streets selected for his phone operations. The salesman talks to the lady of the house and cleverly secures certain information, i. e., whether a talking machine is owned, what type of music is desired, etc. To homes where there is no talking machine the following form letter is immediately sent:

In reference to our phone conversation, we were surprised to learn that you did not order the records that we were holding for you, awaiting instructions to send them.

In the course of the conversation you mentioned that you did not have a Victrola in your Home.

Why deprive yourself of the unrivaled sweetness and power of Caruso's voice that filled the Metropolitan Opera House to capacity whenever he sang?

Do you not miss the beautiful voice of John McCormack singing "I Hear You Calling Me" and "At Dawning"?

Is it not a treat to hear Fritz Kreisler play "Thais-Meditation," as well as to hear Galli-Curci sing one of your favorites?

All of these Victor Records can be best reproduced on Genuine Victrolas. The new Victrola Console Models we have on display will not only give you the fullest pos-

sible enjoyment from its exact reproduction of tone, but these Consoles serve as a beautiful piece of furniture as well.

The Rudolph Wurlitzer Co., being the largest Musical House in the World, is financially able to sell Victrolas to people who do not care to pay cash, but would rather pay monthly. The monthly payments are trivial, compared with the amount of enjoyment you will receive from a "Genuine Victrola from Wurlitzer."

After you have carefully gone over the catalog we are sending you, we would like to have you pay us a visit and see the actual Victrolas on display. When can you call?

If there are no results another letter is sent out after a lapse of a reasonable length of time. This letter asks whether the first communication has been received and it also emphasizes the fact that the enclosed catalog illustrates the latest models; requests that a personal visit be made to the store so that the line may be examined at first hand and an idea of the tone quality of the instruments may be realized and closes with the following paragraph, which makes action on the part of the customer easy:

"If unable to come in personally and examine the various models side by side, telephone Bryant 8140, Desk 52, or write a line and a salesman will call on you and give you full information, without obligating you in any way."

Phone Helps Small Dealers

The telephone way of selling should prove of especial benefit to retailers who are unable to maintain an outside sales organization. It is inexpensive and a most forceful means of bringing the product forcibly to the attention of prospective customers. People who will invariably refuse to talk to a salesman will answer the phone and will listen to the message of the dealer or salesman provided it be brief and to the point.

Last Call for Nyacco Record Albums For Holiday Trade

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH
NYACCO ALBUMS

In order to take care of the holiday demand for Nyacco albums you must place your orders now. The demand for Nyacco albums this Fall has been exceptional. However, our two factories, New York and Chicago, will save you freight and insure prompt delivery if you order now.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samples sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Kraft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums. Present stock available at low prices. Write now.

New York Album & Card Co., Inc.

NEW YORK

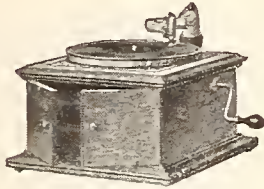
23-25 Lispenard St.

CHICAGO

415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif.
86 Third Street, San Francisco, Calif.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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

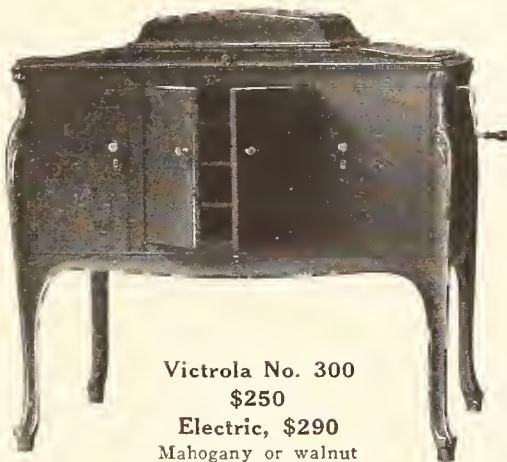


Victrola No. 125
\$275
Electric, \$315
Mahogany

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 410
\$300
Electric, \$340
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade -marks

Victor Talking Machine Company

Camden, New Jersey

COLUMBIA DEMONSTRATION RECORD

Mammoth Publicity Campaign to Feature Special Columbia Demonstration Record—Presents Selections by Famous Artists—Designed to Successfully Stimulate Record Business

Starting on November 17 and continuing throughout the month, the Columbia Phonograph Co. will sponsor a tremendous advertising campaign featuring a ten-inch demonstration record that will be offered to the public at twenty-five cents. This demonstration record has been introduced to give Columbia dealers an opportunity to call to the attention of prospective record purchasers the distinctive merits of Columbia New Process records. Coming at the height of the Fall buying season, this record will undoubtedly act as a material stimulant to record business during the holiday season.

The Columbia demonstration record features on one side an operatic selection by Charles Hackett, famous tenor and exclusive Columbia artist; a violin solo by Toscha Seidel, well-known violinist and exclusive Columbia artist and a symphony orchestra recording. On the reverse side is a popular dance hit by Ted Lewis, one of the country's leading dance orchestra directors and an exclusive Columbia artist.

The demonstration record campaign includes a full-page advertisement in the Saturday Evening Post of November 17, a full page in four colors in the American Weekly of November 25, with a circulation of 4,500,000; full pages on November 25 in rotogravure sections of newspapers throughout the country, with a combined circulation of 8,000,000, and black and white full-page advertisements on November 25 in Sunday editions with a combined circulation of 1,500,000. In order that Columbia dealers may cash in on this tremendous campaign, the company's advertising department has prepared a striking window poster in colors to be posted in the dealer's window. This poster will call the attention of passersby to the demonstration record and link up the advertising campaign with the dealer's store. Proofs of the American Weekly and Saturday Evening Post advertisements will be sent to the Columbia branches for distribution, or, if possible, direct to the dealers.

The special demonstration record will have the new Columbia gold label on the side featuring

Chas. Hackett, Toscha Seidel and the Columbia Symphony Orchestra, and the new fire bronze label will be on the Ted Lewis side. To further distinguish it from the ordinary record, it will have the words "Sample Record, 25c" lettered in white under the name Columbia. Each record will be enclosed in a special envelope of a distinctive color and the envelope will give the complete story of the record and its purpose. The value of a demonstration record as a sales stimulant was proved several years ago and there is no question but that this new demonstration record will be invaluable to Columbia dealers the coming season in developing sales for Columbia New Process records.

WENDELL HALL ON VICTOR LIST

Well-known Composer and Singer to Make Victor Records Exclusively—Popular Among Radio Fans Throughout the Country

In Wendell Hall, a new and exclusive Victor artist, whose first record will appear in the November 23 list, the Victor Talking Machine Co. is presenting to the music-loving public a singer and composer with an unusual history. Mr. Hall started his professional career in 1913, appearing in quartets, men's choruses and in church work. He later played the clarinet, saxophone and trombone, and following this he traveled from coast to coast in vaudeville with his act, "The Singing Xylophonist." During the war he went to France with the A. E. F. as a bugler.

His next step was to write popular songs, including both words and music, and he is credited with such hits as "Underneath the Mellow Moon," "My Carolina Rose" and others. About two years ago Mr. Hall became one of the pioneer radio entertainers and to-day he is known to radio enthusiasts throughout the country, having appeared at more than twenty-five of the largest broadcasting stations. Although a native of Chicago, he spent a number of years in the South, where he became acquainted with Southern customs and expressions, and where he made a study of Southern songs. Mr. Hall's first Victor record will feature two of his own compositions, self-accompanied on the ukulele.

The Carl Co., of Schenectady, N. Y., C. W. Carl, proprietor, suffered heavy loss in a fire early this month. The building in which the business was housed was practically destroyed.

A. F. KIEFER NOW STARR JOBBER

Takes Over Kunde Holdings in Milwaukee, Including Distribution of Starr Phonographs and Gennett Records in That Territory

MILWAUKEE, Wis., November 9.—Alfred F. Kiefer announced this week that he had taken over the holdings of A. G. Kunde, who had been local distributor for Starr phonographs and Gennett records, exclusively. Before taking over this interest Mr. Kiefer was for a while connected with the talking machine department of the Yahr & Lange Drug Co., Sonora distributor, and before that was for ten years ac-



Mrs. and Mr. A. F. Kiefer

countant and auditor for the Hoffman Co., which concern formerly operated a phonograph jobbing business. Besides the exclusive representation of Starr phonographs and Gennett records, Mr. Kiefer also maintains a twenty-four-hour service department for Starr phonographs. In this work he takes care of the local Starr and Gennett dealers and assures them of prompt delivery by calling for and delivering the repaired jobs.

ARTISTIC VICTOR HOLIDAY FOLDERS

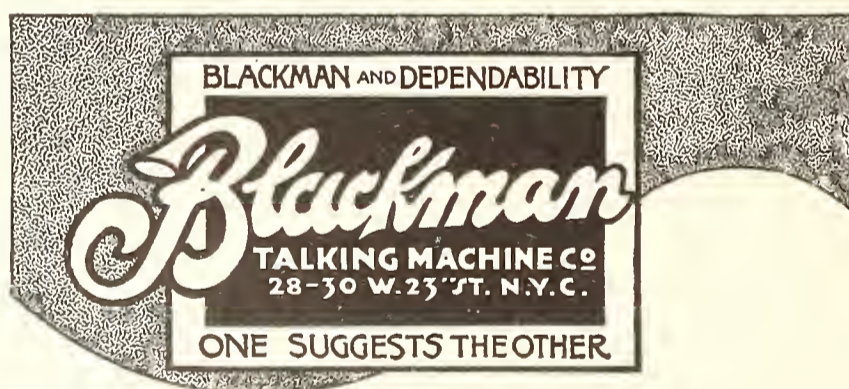
Christmas Publicity for Dealer Distribution Features Machines and Records

The Victor Talking Machine Co. is distributing to the trade some exceptionally handsome holiday folders designed for dealer distribution. One of the folders, handsomely illustrated in colors, carries the complete line of Victor console, cabinet and portable instruments. The cover of this folder contains a picture of the interior of the home with a Victor console prominently displayed in the center of the room, while behind it are pictures of the various famous Victor artists. The rear cover shows the outside of a house in a Winter setting, with a band grouped before it. The text is brief and carries a Christmas atmosphere.

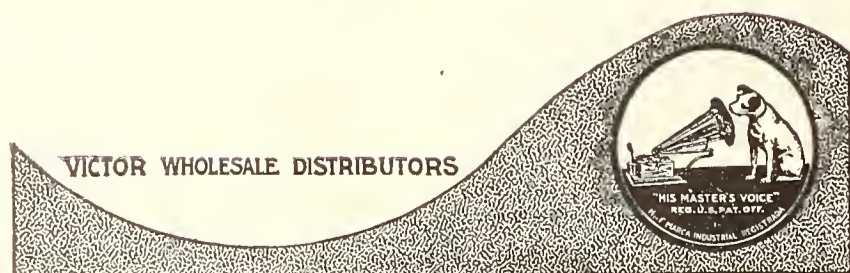
Another folder deals entirely with records designed especially for Christmas. This is also done in colors and the text on the front cover urges the appropriateness of Victor records as Christmas gifts.

B. R. FORSTER ENDS LONG TRIP

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York City, returned last week from a trip across the continent in the interest of Brilliantone needles. Mr. Forster visited the principal cities en route and found generally good conditions prevailing everywhere. The outlook for 1924 seemed very promising and substantial orders for Brilliantone needles were placed. Mr. Forster returned through the Southern territory, stopping off at his old home for a short visit. Needless to say, he enjoyed his stay among his old friends, whom he had not seen for some time.



Blackman offers a Dependable service to Dependable dealers.
"Birds of a feather flock together."



Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak

Of performance past and present. Just as the Victor has occupied its position of leadership for a quarter-century, so it continues to lead the way in the talking-machine industry.



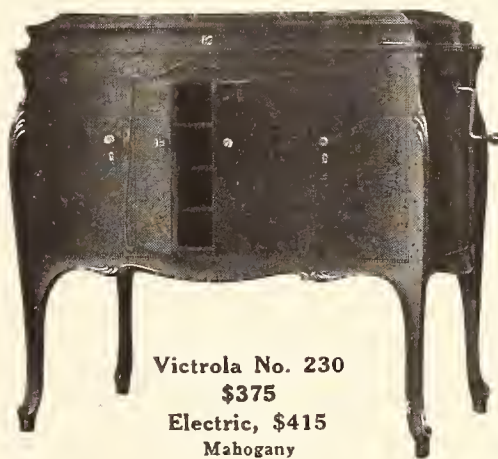
Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 215
\$150
Mahogany or walnut



Victrola No. 230
\$375
Electric, \$415
Mahogany



Victrola No. 405
\$250
Electric, \$290
Walnut



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

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Are You Preparing for Holiday Business?

Pre-Christmas Weeks Offer Greatest Sales Opportunity of Year
—Gift Dollars Can Be Garnered by Intelligent Sales Promotion

A month from the time this issue of The World reaches its readers the holiday rush will be on in real earnest. Whether the talking machine dealer gets his share of the gift money of the public will depend largely upon himself and the efforts he has put forth to attract attention forcibly and favorably to his line of merchandise. The big idea to remember is that in order to make the most of his Christmas-sales opportunity the dealer must use an entirely different plan of presenting talking machines, records and any other musical lines which he handles to the public. In short, the presentation in advertising and other methods of bringing his wares to public attention must be largely on the basis of suitability of his line as a Christmas gift. His entire business organization must be established for the moment with this object foremost at all times: Talking machines and records make suitable gifts. That should be his slogan from now until Christmas is over. It should be the central theme of all sales talks, store arrangement and decoration and window displays. In short, the "gift" idea should permeate the entire establishment. No half way measures will do. Negligence may mean lost business, and dealers in other lines will get a share of the profit which should go to the talking machine merchant.

The Matter of Service

Past experience has shown members of the talking machine trade that service is an important part of their business. Service, that is, courteous attention to each customer and doing everything to make every patron happy and satisfied, is comparatively easy during the

months of the year when there is no particular rush. The situation becomes more complicated during the holiday period, however. It must be remembered that during the few weeks preceding Christmas every store is rushed to a greater or lesser extent. Many people are crowded around the counters, the majority of them impatient to be waited upon as quickly as possible so that they can do further Christmas shopping. Whether the talking machine dealer and his salesmen serve their patrons efficiently, quickly and thoroughly, never losing an opportunity to make the most of each sales possibility, depends to a large extent upon their knowledge and experience. But a great deal depends upon another factor—store arrangement. Stock, both talking machines and records, should be arranged so that they are easily reached by both customers and salesmen. The fewer people who are forced to spend a lot of time with the salesman the better it is for the business. One dealer last year placed several tables in the open space available in the center of his store. Upon these tables were placed a number of records suitable for Christmas. A simple thing, truly, but one which has resulted in an astonishing number of sales of these special records in past years and it will probably result in as good, if not better, business this year. The point of this incident is that the salesman do not have to spend a lot of time suggesting records. People, while waiting to be served, walk over to the table and naturally read the titles of the various recordings. Perhaps they did not enter the store with the intention of purchasing any of these records, but the idea

hits them as being good and thus another sale is added to the list. Another dealer is installing Audaks, a record demonstration device which facilitates selling, to meet increased demands.

Christmas Gift Opportunities

It is not only in the sale of the larger talking machines and records that the dealer has a wonderful opportunity of cashing in in a big way. There are the children to consider. After all, one of the great forces of Christmas as celebrated in this country is to make the kiddies happy, and the talking machine dealer has it in his power to compete with toys and the usual things which make the heart of a child happy. Besides, he has something which not only furnishes amusement for the tots, but something which has a distinct educational value. A most valuable talking point. This is the portable talking machine and the various clever recordings on the market designed especially for the amusement and education of children. It would not be a bad idea to fix up a part of the store especially for the purpose of catering to the children. And a portion of the window display space also could profitably be used in this manner. Some stores are paying a good deal of attention to the children this year as prospects. And this applies not only to the wee youngsters, but to those of primary and high school age. Talking machines and records as gifts to the children and from the children to their parents or other loved ones! There you have it in a nutshell. Dealers in the Middle West and Far West, especially, have taken cognizance of the child in the merchandising scheme around Christmastime. Several of the Western stores have special rooms for the children. Naturally, when the parents visit the store they take the tots to this room, which is fitted up as a children's play room. A small talking machine and a good display of juvenile records form the main feature of the display. Remember the children!

Early Preparation Necessary

As was mentioned last month in The World the great mass of detail which confronts the talking machine dealer in making his plans for holiday business necessitates early planning. The dealer who waits too long, or trusts to providence to take care of his holiday sales preparations, will be one of those who wail the loudest about the paucity of business. There is one thought that cannot be reiterated too often and that is: It is the go-getter who gets the business. This does not mean the chap who expects to win by sheer aggressiveness, but the man or woman, regardless of what business he or she may be in, who thinks, plans and acts. So, we repeat, get the threads of your holiday sales drive together and then launch it and follow it up with all the energy, skill and knowledge your sales organization is capable of.

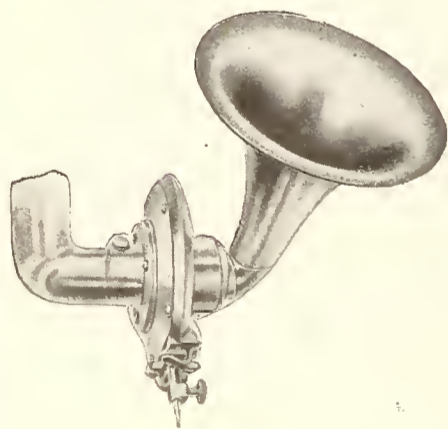
JENSEN BROS. OPEN BRANCH

TERRE HAUTE, IND., November 3.—Jensen Bros., well-known Brunswick dealers, operating a store at 527 Wabash avenue, have just opened an attractive branch store in the new bank building at Twelve Points, this city. The new store is in charge of Mrs. Sallie G. Shaw, who has had several years' experience in the music business locally and who is widely acquainted among music lovers of this vicinity.

An attractive store, to be known as Frank's Music House, has been opened at 1205 Vine street, Cincinnati, O., by Max Frank, who has been manager of Hoffman's music department for the last three years. Talking machines, records, player-pianos and music rolls are handled.

ADD-A-TONE

THE TONE AMPLIFIER



THE ADD-A-TONE is the Supreme Tone Amplifier, and is designed to operate in place of the ordinary sound box of the phonograph. It is a simple, neat appliance, which can be easily and quickly attached to your machine.

Put up in an Attractive Box—Will Make a Beautiful Christmas Gift

Incomparable for Dancing

"If you haven't heard the ADD-A-TONE you haven't heard your machine."

UNIQUE REPRODUCTION CO., Inc.

32 Union Square

NEW YORK

Cable Address: ADDATONE, N. Y.

ANNOUNCING The PEERLESS \$50.00 WINDOW DISPLAY CONTEST

Will give \$50 in gold to the Phonograph dealer who sends us a photograph of the best dressed Peerless Album window between now and Christmas.

CONDITIONS

1. Photographs must be taken between now and Christmas of a street store window. All dealers are eligible.
2. One or more Peerless Albums or show cards must be displayed with the word Peerless in evidence.
3. Award will be made according to strength of selling appeal, artistic arrangement, unique idea conveyed and general impression of Peerless quality.
4. All photographs must be received at this office by noon on December 24. Prize winner will be announced in the January 15 Talking Machine World.
5. Judges are as follows:
Lee Robinson, Talking Machine World
Curt Wessel, Phonograph Weekly
Vivian Burnet, Talking Machine Journal
6. All photographs, properly marked for identification, will be returned to the senders upon written request.

Phil Ravis

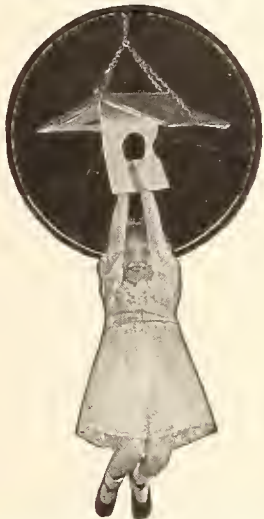
Pres.

*IN VIEW of the fact
PEERLESS
—the album*

should constitute the backbone of your Gift Record Selling Plan for Christmas—by all means—dress your window accordingly, have a photograph

taken and submit it to us for entrance in this contest.

NOTE: If you are one of the few dealers who do not carry a stock of Peerless Record Albums, send for our attractive show cards, which you can use to decorate your window and win first prize. These we supply gratis.



PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Write us for Quotations on Special Grade No. 6 Album



A postal will bring this sign to you in the next mail—write

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

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

636-638 BROADWAY
NEW YORK

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

NEW YORK, NOVEMBER 15, 1923

REASONS FOR THANKSGIVING IN THE TRADE

THE nearness of Thanksgiving brings to mind that the talking machine industry has a special reason to be thankful, as it approaches, in a triumphant way, the close of 1923. Month after month has witnessed substantial progress in manufacturing, in distribution, in retailing and in greater prestige for the talking machine, based upon the production of musical instruments that represent greater perfection in design, construction and musical excellence.

Since the disturbing deflation period in the years following the World War the industry has displayed such a measure of recuperation and vigor as to be surprising to those who a year or more ago were prone to indulge in indigo-hued phrases as to the future of the industry. Readjustment is now at an end. This accomplishment has been no easy task. Hence, now is the time to preach, and, better still, to practice constructive rather than destructive policies, to the end that there will develop greater faith in the industry and confidence in the men who make it.

We are to-day enjoying a gratifying measure of activity. Every branch of the industry is bringing a fair reward to those who are striving by the application of progressive ideas to score success. From a financial point of view the industry was never so healthy, this despite misleading articles in some daily papers due probably to a misunderstanding of the legal procedure which became necessary in order to complete the reorganization of a great manufacturing organization and to insure its future operation along successful lines. This meant progress, not disaster. Then another concern of national reputation was forced into print without a knowledge of the cause. Court proceedings helped, however, to demonstrate its financial integrity and capable management, as well as the absolute unreason for the action, inasmuch as the legal proceedings instituted were quashed. Therefore, despite the wagging tongues of unthinking persons, nothing has happened to undermine the stability of the talking machine industry. In one case an unfavorable condition, a relic of war days, has been removed; in the other the critics of the administrators of the business have been convinced of its financial health and the lack of necessity for the action taken.

Now, in this connection, it may not be out of place to point out the unwisdom, nay, the danger, of loose remarks that breed suspicion and doubt when the financial affairs of any concern are discussed. Every member of the industry should have sufficient pride in its success to resent implications that subject any enterprise to unmerited comment, particularly where its financial affairs are concerned. When we consider the history and development of the talking machine industry, its wonderful achievements, and the notable men who have played, and are playing, such an honorable part in its upbuilding, it becomes the duty of everyone interested in its welfare to be missionaries in maintaining the dignity and standing of the industry. Idle conjecture and the reiteration of rumors, often malicious, that are apt to retard or destroy confidence in the soundness of the talking machine industry should be condemned and discouraged. They lead to a false idea of the condition of the industry not only in the minds of the public, but in banking and financial circles as well.

MAKE THE DEALER'S STORE A MUSICAL CENTER

IT is interesting to note that the members of the Talking Machine Men, Inc., the organization of talking machine retailers in New York City and neighboring territories, have arranged to supply the needs of individuals in their localities seeking musical organizations and artists for dances, musicales, etc., by acting in co-operation with a newly organized booking office controlling a number of well-known orchestras, as well as individual artists.

The idea is in the elementary stage and its working out will be carefully watched, for the plan has been adopted not because it is calculated to arouse special interest in this or that make of records or those who make them, but because it will attract attention to the store of the neighborhood dealer as a place where musical requirements of all kinds may be met.

It is quite logical that the talking machine dealer should be regarded in his community as something more than the ordinary type of merchant, for the success of his business is based primarily upon the musical desires and musical appreciation of the public. He is, therefore, in an excellent position to keep in close contact with things musical, supporting them generally and in turn reaping the reward of increased interest in his establishment.

In various sections of the country dealers have underwritten the appearance of recording orchestras and artists, or, through their efforts, encouraged the appearance of such artists, but the New York movement goes somewhat further than this in putting the dealer in a position to place the customer in touch with the musical world in general by securing for him talent of various descriptions, ranging from the individual artists and the trio to symphony orchestras and brass bands. Moreover, the plan carries with it direct profit-making possibilities, and the work of its carrying out will be watched with distinct interest not only in the metropolitan district but in other sections of the country.

SUPPORT THE PRICE MAINTENANCE BILLS

THE question of a Federal statute legalizing the fixing and maintenance of retail prices on trade-marked goods is more vital just now than it has been in the past for the reason that liquidations and adjustments of wholesale and retail stocks, a percentage of which has not been overhonest or ethical, has, in a large measure, served to undermine public confidence in commodity values. It is a recognized fact that the trade-marked articles of recognized standing are being used in a constantly increasing number of cases as bait to lure purchasers for so-called bargain goods of decidedly questionable merit.

Various organizations in the music trade have on many occasions endorsed the price maintenance bills that have been presented to Congress, but in spite of these endorsements and of the direct efforts made to bring about the passage of the bills, success still lies in the offing. It might be well for trade organizations to give thought to the Merritt Bill, introduced by Representative Schuyler Merritt of Connecticut, which is designed to permit the manufacturer of an article offered under a trade-mark or special brand to specify or mark on the article the price at which it is to be resold.

The Merritt Bill overcomes some of the objections offered to previous measures, such as the Kelly-Stephens Bill, by providing that the privilege of fixing prices shall not exist where the manu-

facturer is in a position to enjoy a monopoly in his field, and that the fixing of prices cannot be brought about by joint agreement between a number of manufacturers.

The development of the talking machine industry, particularly of the distributing branch of the industry, was due directly to the policy of price maintenance observed rigidly until the courts decided against the particular systems in vogue. Price maintenance not only protects against the price cutter, but likewise acts as a check to the profiteer. A measure such as the Merritt Bill should have a direct and powerful influence in restoring public confidence in the intrinsic values of a manufactured product.

IS A NATIONAL EXHIBITION DESIRABLE?

TO show or not to show, is one of the questions that are interesting the talking machine trade in New York and vicinity just now, particularly the members of The Talking Machine Men, Inc. There are those in the trade who, having had the propositions broached to them, are firm in the belief that the only thing needed to place the industry on a high wave of prosperity for months and even years to come is a so-called national exhibition of talking machines to be held in New York in some large building, such as Madison Square Garden, some time in the immediate future. There are others who, having had something to do with, or some knowledge of shows of similar kind, are inclined to be conservative and study the matter closely before endorsing any such plan.

If the proposed talking machine show, or for that matter a general music show, is to be operated by the promoter of the private venture, well and good; but if the trade or any organized division of the trade, such as The Talking Machine Men, Inc., are to stand sponsor for the venture, financially, as well as morally, then it might be well for them to study the experiences met with in previous shows of the kind.

A general music show is not in any sense a new idea, for there have been a half dozen or more of them held, the last one in Grand Central Palace, New York, during the Winter of 1920, and on a basis that in elaborateness compared most favorably with any other trade exhibition. The director and manager of the music exhibi-

tion was an experienced showman and he got results, but the talking machine men might do well to find out from him just what his experiences were. They, perhaps, would afford an excellent guide in the making of a decision regarding the proposed new venture.

There is no question but that co-operatively the talking machine trade has a wealth of material with which to attract huge crowds and there should be available for any such show, if it is to be successful, the greatest musical organizations and artists in the country, if not in the world. The questions to be studied, however, are, first, the cost of the show; second, whether all the leading interests of the trade will participate and bear a share of that cost, and third, the sort of publicity that will put the idea over, and fourth, and by all odds most important, just what tangible results may be expected immediately or in the future from such a show, from a purely dollars-and-cents angle.

We don't seek to appear pessimistic in the matter, but there is real experience to draw from in forming conclusions. It is a known fact that promoters are careful to refer to the outstanding successes among such shows as the automobile, and more lately the radio show, but a neglect to mention the scores of failures which are to be registered for every success is a matter to be studied carefully before a decision is reached. Before the venture is decided upon there must be evident a strong spirit of co-operation and a readiness to work and work hard.

UNION OF RETAIL FORCES IN LOS ANGELES

FROM Los Angeles comes the announcement that the Radio Dealers' Association in that section has become part and a division of the Music Trade Association of Southern California. It is rather early to prophesy just what this new combination of the radio and music trades in one association is going to accomplish, or what the general effect will be. But the move will appeal to those who have urged the linking of the two interests and to those members of the music trade who regard radio as a more or less dangerous competitor. From the last angle it would seem better to have the competitor in the same camp where he can be watched and co-operated with rather than to have him outside the pale.

MIS. Co



A Complete Victor Jobbing Service

*Merchandise = Selling
Advertising = Finance*

Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue

TELEPHONE 9400 LONGACRE

New York



Concerts as a Means of Sales Promotion

Interesting Suggestions for Making Wholesale Demonstrations of Talking Machines and Records Described by Frank H. Williams

Is there any better way of selling a talking machine than by demonstrating it to the prospective purchaser?

The actual hearing of the music rendered by the phonograph is, in the majority of instances, quite sure to arouse interest and oftentimes makes a purchaser of the prospect. Consequently, it looks as though it would be the best sort of business to build business by staging concerts more frequently.

Let us consider what could be done by talking machine stores along this line, enabling them to get more business and make more money.

Noon-time Concerts

During the noon hour in the average city there are a large number of office workers and retail sales people and others who, after eating a light luncheon, wander around the business districts looking for something to attract and hold their attention. Since this is the case, why wouldn't it be good business for the talking machine store to draw some of these people into the establishment by the simple procedure of staging concerts during the noon hour which would be open to everyone and be of such a popular nature that the majority of the noon-hour seekers for amusement and entertainment would be mighty glad to attend them?

While staging these concerts the store might secure the names and addresses of the people present by passing out cards on which they could write the selections they would like to hear rendered at the next noon-time concert given by the store and on which they could also affix their names and addresses. This sort of a stunt would serve a double purpose in that it would show just what sort of music is most popular with this class of people, and in that it would give the store a good list of people who were enough interested in phonograph music to go to the trouble of suggesting special selections that they would like to hear.

All of this could be used by the store to good advantage in personal solicitation among the people signing the cards. And it would, unquestionably, be of help to the store in getting more business.

Noon-time Concerts in Restaurants

Practically every restaurant owner knows that if he has music during meals he will be doing something which will be of real help to him in getting more business. Consequently most restaurant owners would readily give permission to the proprietor of a phonograph store to come to the restaurant during the noon hour and put on a special concert on a machine sent by the music house for the occasion. And the restau-

rant owner, of course, would be perfectly willing for the music store to cash in on the stunt by placing placards prominently about the restaurant stating that the Smith Music House was giving the concert as a means of demonstrating the merit of the Blank phonographs which it handles.

Then while the concert was under way the employes of the music store might pass out cards to the people in the restaurant on which they could indicate which of the selections rendered during the concerts had most powerfully appealed to them. Of course, too, there would be space on the cards for the people to sign their names and addresses.

In this way the store would again secure a live-wire list of people who were interested in music and whose business could be personally solicited and, undoubtedly, from this list the store could work up a large number of sales. Also it wouldn't be such an utterly impossible thing to make sales of phonographs to some of the restaurant owners in whose places of business the concerts had been rendered.

Special Invitation Concerts

Nearly everyone gets a thrill upon going to the phone and having the person at the other end of the line deliver some such message as this:

"This is the Smith Music Store. We are having a special concert in our hall this evening at which we will play some of the latest operatic and classical music on one of our largest phonographs. We know you are interested in this sort of music and would be glad to have you attend the concert. There is no admission fee, of course, and no obligation on your part. Also we will be glad to have you bring some of your friends if you desire to do so. As our seating space is limited we will be very glad to have you tell us now whether or not you will attend and, if so, how many people you will bring with you."

A personal invitation of this sort would be sure to get responses from many of the people who were invited, because of the fact that the folks who were invited in this way would feel quite flattered at the invitation, and so the store would be sure to have a good group of people in attendance.

Then during the course of the concert the store could pass out cards to all of the people present on which they could write their suggestions for other selections they would like to hear played at future concerts and on which they could also write out any suggestions they might have to offer as to ways and means by

which the concerts could be made more interesting and popular. Then there would be space for each person to sign his name and address.

Most of the people who attend a free concert of this sort would under these circumstances feel a certain obligation to the store, despite the statement that "there was no obligation," and so would feel like signing the cards for the purpose of discharging this obligation. The store would, therefore, get a lot of cards from the people present and this would give another splendid list of prospects to work on through personal solicitation.

Sunday School and Church Concerts

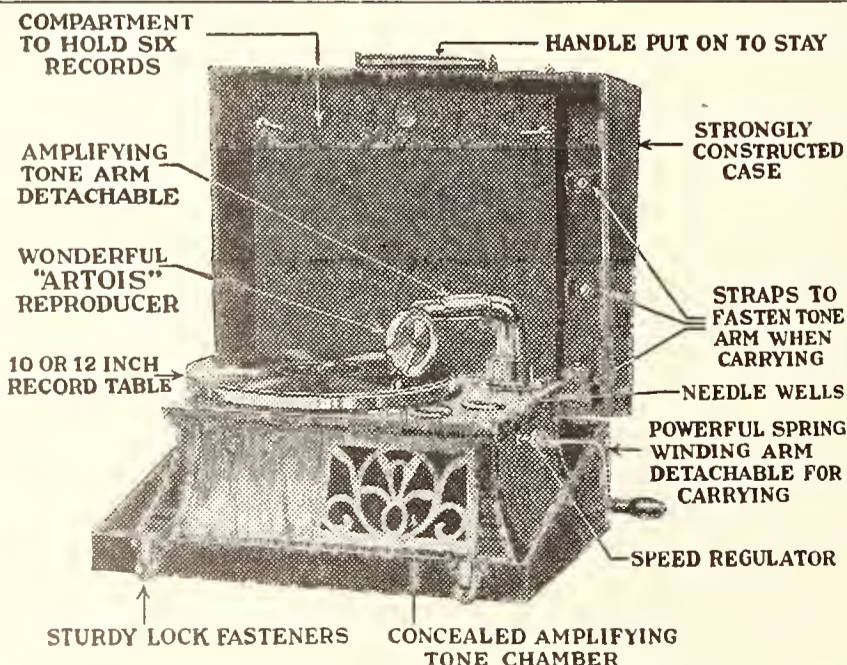
Frequently the Sunday school or the church entertainment is dull and uninteresting because of the fact that it is the same old thing done over and over again in the same old way. The officers of the Sunday school or church probably realize that this situation obtains and they would be glad to arouse more interest in the affairs by instituting some changes, but they are at a loss to know just what to do.

So if the talking machine dealer went to some Sunday school or church entertainment committee and offered to send a phonograph and operate it with appropriate selections during the school sessions or during the church entertainment, his offer would, unquestionably, be gladly accepted and the school superintendent, or the chairman of the entertainment committee, would gladly make an announcement to the school or the assemblage telling about the kindness of the dealer in supplying the music free of charge and so on. All of which would be the best sort of advertising for the phonograph store and it would probably lead to some very good sales.

When such concerts are arranged it would be a good plan for the dealer or salesman to spend quite a little time conferring with the officers of the Sunday school or with the members of the entertainment committee for the purpose of seeing just what music they would like to have played at the events. During these conferences the owner or salesman would get quite intimate with these people and would find out whether or not they had phonographs in their own homes and so would be able to lay the foundation for future sales which, otherwise in the normal course of events, would never have been made.

There is no question but that the more people the phonograph store interests through the use of concerts the more prospects it will dig up and the more business it will get.

Your mind is the fountain-head of opportunity; why not use it?



The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---
Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

**** FULL OF LIFE, POTENTIAL ENERGY AND POWER**



A SIZE FOR EVERY
PHONOGRAPH MOTOR

A Complete Line of
Talking Machine Repair
Materials

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

Makers of
Honest Quaker Main Springs
& Umantone Needles

Record Service That Pays Big Dividends

When the Salesman Is Compelled to Say "We Are Out of That Record" Sales Are Lost Unless the Desired Selection Is Secured

The proposition has been demonstrated time and time again that where competition is keen the dealer who conducts his business along the most efficient lines and extends the best service never lacks patronage. Experience has proved that a merchant's success is measured by these things, provided that he handles standard and worth-while products. And of all the elements that make up a business enterprise service is probably the most important, for by this means patronage can be built up.

These are the principles which have proved eminently successful in building up a large following for the Ideal Music Co., which is located in the center of the financial and commercial district of downtown New York. In addition to the Gotham establishment, this firm operates stores in Newark and Plainfield, N. J., and in Brooklyn, N. Y., and the Victor line is featured exclusively. The New York store is under the direct management of Edmund V. Bragdon, treasurer of the company, who, by the way, is one of the real live wires of the trade.

Catering to Business People

As has been mentioned, the New York store is in the financial and commercial district of the city and the only persons who spend any time there are on business bent. The problem of building up a steady clientele is an entirely different one from that with which the neighborhood talking machine retailer is faced. The office workers and business people who spend their days in the giant business structures which crowd one another in this district are all commuters. Each morning they pour forth from subways, trains and ferries, many of them coming from towns and cities forty and fifty miles distant. They do their day's work and then rush for the same vehicles of transportation to take them home. From this brief description of the conditions which the Ideal Music Co. must face it will readily be seen that entirely different methods must be utilized in bringing the store to the notice of prospective customers than the neighborhood dealer has at his command. Newspaper advertising here is worthless, personal canvassing is out of the

question and direct mail to individuals in offices is impossible, and these are the obstacles which this company has successfully surmounted.

While a merchant so situated cannot use the methods of the dealer in the small town or one who caters to residential districts, the latter will find much of value in some of the practices employed by the Ideal Music Co. For example: Mr. Bragdon has instituted a service program in the merchandising of records which has resulted in the sale of thousands of dollars' worth of records, the majority of which would not have been sold otherwise. He noticed that often there is a shortage of a certain record and that when customers were told that that record was not in stock they often went out without making any purchase, nor did they ever take the trouble to come back later to determine if the record had been secured as promised. To retain this patronage and at the same time extend a service which would result in increased sales the Ideal Music Co. had two cards printed, one on which the customer is asked to place the name and number of the record desired which was not in stock, as well as other information, and the other is a special post card to be mailed to the customer when the record desired has been secured. The first card is reproduced below so as to give some idea of the form followed:

PLACE THE NUMBER OF THE RECORD DESIRED HERE →		
USE A SEPARATE CARD FOR EACH RECORD		
WITHOUT OBLIGATION TO ME, KINDLY NOTIFY ME WHEN YOU CAN SUPPLY THE ABOVE RECORD.		
NAME _____		DATE _____
ADDRESS _____		
IF YOU DO NOT KNOW THE NUMBER OF THE RECORD WRITE NAME HERE		
NOTICE SENT	HOLD UNTIL	RECORD CLAIMED
	OVER	

The reverse side of this card is devoted to a cleverly worded message to customers which in reality is an advertisement of the plan of ordering records which do not happen to be in stock. The reasons for the necessity of the service

are briefly and clearly outlined in the following neatly printed text:

IDEAL SERVICE COUNTS
 To our friends:
 As you no doubt know, there has been a great shortage of Victor records. This condition, we believe, will right itself in the near future.
 You are probably looking for some of the "hard-to-get" records. Without obligation to yourself, let us notify you when we can supply them. We will gladly furnish all of these cards you need.
 IDEAL MUSIC CO.

When a customer asks for a record which the company happens to be out of the salesman immediately suggests that he be permitted to secure the record for him or her and one or more of these cards are given to the patron to fill out. One card is used for every record desired.

When the record has been secured the following printed card is mailed to the customer:

Your VICTOR RECORD Is Here	
We have just received a supply of	
Record No. _____	
One of them is being reserved for you, and we will hold it for you for three days.	
When In—ask to hear Record.	
<i>Ideal</i> Music Co. 29 JOHN ST. NEW YORK.	

That this plan has been a tremendous factor in increasing the record business of the Ideal Music Co. there can be no doubt when it is considered that during a recent shortage of certain records over a thousand dollars' worth of "deferred" record orders were filled with the aid of this system. In addition many people who were very infrequent purchasers were turned into steady customers through this concrete evidence of willingness to be of service. This may seem a small thing in itself, but the results speak for themselves and no talking machine dealer can go wrong if apparently small things such as this are developed for the benefit of patrons.

IMPORTANT RADIO CONFERENCES

Leading Manufacturers and Distributors Plan Meeting to Promote a Better Understanding

It was announced recently that leading manufacturers and distributors in the radio industry would meet in a series of conferences in the near future to promote a better understanding among radio manufacturers and broadcasters. These meetings will be sponsored by the National Radio Chamber of Commerce, and a preliminary conference was held a few weeks ago.

At this meeting J. Walter Drake, assistant secretary of the Department of Commerce, gave a very interesting and informative talk, during the course of which he expressed the hope that the radio industry would co-operate with the National Radio Chamber of Commerce in its work of organization. Mr. Drake made it plain that unless the radio industry was in a position to express its desires in Washington with a united front, the opinions and wishes of individuals could not be accorded consideration.

OKEH DEALER ENLARGES STORE

PASSAIC, N. J., November 7.—Max Laiks, at 145 Second street, this city, is now the owner of one of the most attractive stores in Passaic. In addition to his general store, Mr. Laiks recently took over the establishment next door and has turned it into an up-to-date phonograph and record store. Six booths have been erected and Mr. Laiks, who is an exclusive Okeh dealer, is making plans for a banner holiday trade.

To Do or Not to Do

A Good Holiday Business Depends Upon Today's Decision

It is an undisputable fact that the months of November and December mean the biggest business for the Sonora dealer. Those who have ordered enough merchandise for the Holiday Season will find themselves in the right position. The dealer who wants to profit by past experience will understand this message—and act at once!

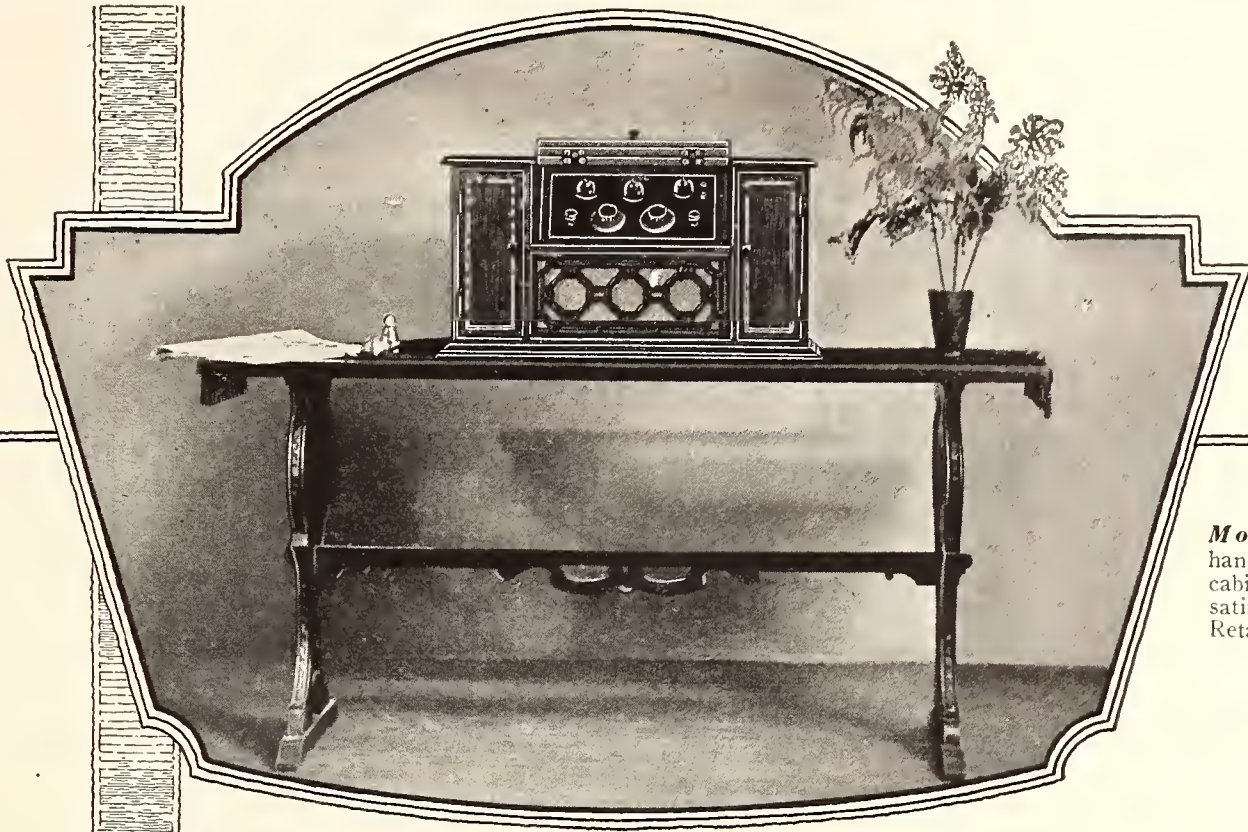


Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

234 West 39th Street

New York



Model X— Beautiful hand-rubbed mahogany cabinet with inlay of satin-wood and ebony. Retail price, complete \$285.00

An Unusual Radio Merchandising Opportunity

New Kennedy Radio Sets, greatly simplified, now available in exquisite furniture models

THERE now exists a real opportunity for *one* music dealer in each community to secure exclusive representation for the new Kennedy radio furniture models.

Two things give these new Kennedy radio models their unusual merchandising possibilities:

First, the radio units in these models have been perfected in the Kennedy Engineering Laboratories so that now anyone without previous knowledge of radio can operate them. This also makes it easy for your piano and phonograph salesmen to successfully sell these Kennedy sets.

Second, the furniture in which these new units are housed is in period architecture, produced by skilled designers—it is so exquisitely proportioned that it lends itself to the most refined surroundings. Dials and external trimmings are gold plated—loud speaker built in. Equipment includes individual phones, tubes and batteries. All fully enclosed.

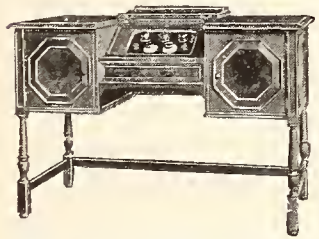
In a word, the Kennedy organization has lifted radio out of the "technical" class—simplified it and put it on a plane with the most tasteful drawing room furniture.

The Kennedy merchandising policy calls for the appointment of only one music dealer in each community. Protection is complete and with it comes the assurance of prestige and profits that are highly desirable.

Descriptive literature and dealers' discounts sent on request. Write or wire for exclusive dealer proposition.



Spanish Desk Model—Cabinet finished in either mahogany or American walnut. Interior completely lined with golden bird's-eye maple. Retail price, complete.....\$825.00



Jacobean Console Model—Built of American Walnut with artistically matched paneling. Exemplifies late Jacobean design. Retail price, complete\$775.00

All Kennedy receiving sets are regenerative—Licensed under Armstrong U. S. Patent No. 1,113,149.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS SAN FRANCISCO

KENNEDY

The Royalty of Radio



Sell the Idea that

Vigorous health and summer-time pep can be maintained during the winter months by exercising to

DR. KELLOGG'S HEALTH LADDER

on

Columbia

New Process RECORDS



YOU can do your customers no finer service than to sell them the way to build up health and energy during these winter months.

Why? Because health is what people want. During the summer they had it because they were out of doors and exercised in play or at work. Winter-time, however, hinders outdoor activity. Unless there is a substitute the inevitable follows—muscles become soft and flabby, circulation is impaired and resistance is lowered.

Here then is your opportunity. Sell these people Dr. Kellogg's Health Ladder—a system of enjoyable exercises given with inspiring music on Columbia *New Process* Records. The man or woman who buys the Health Ladder and uses it daily will soon possess again the summer-time health and vigor which makes life a pleasure.



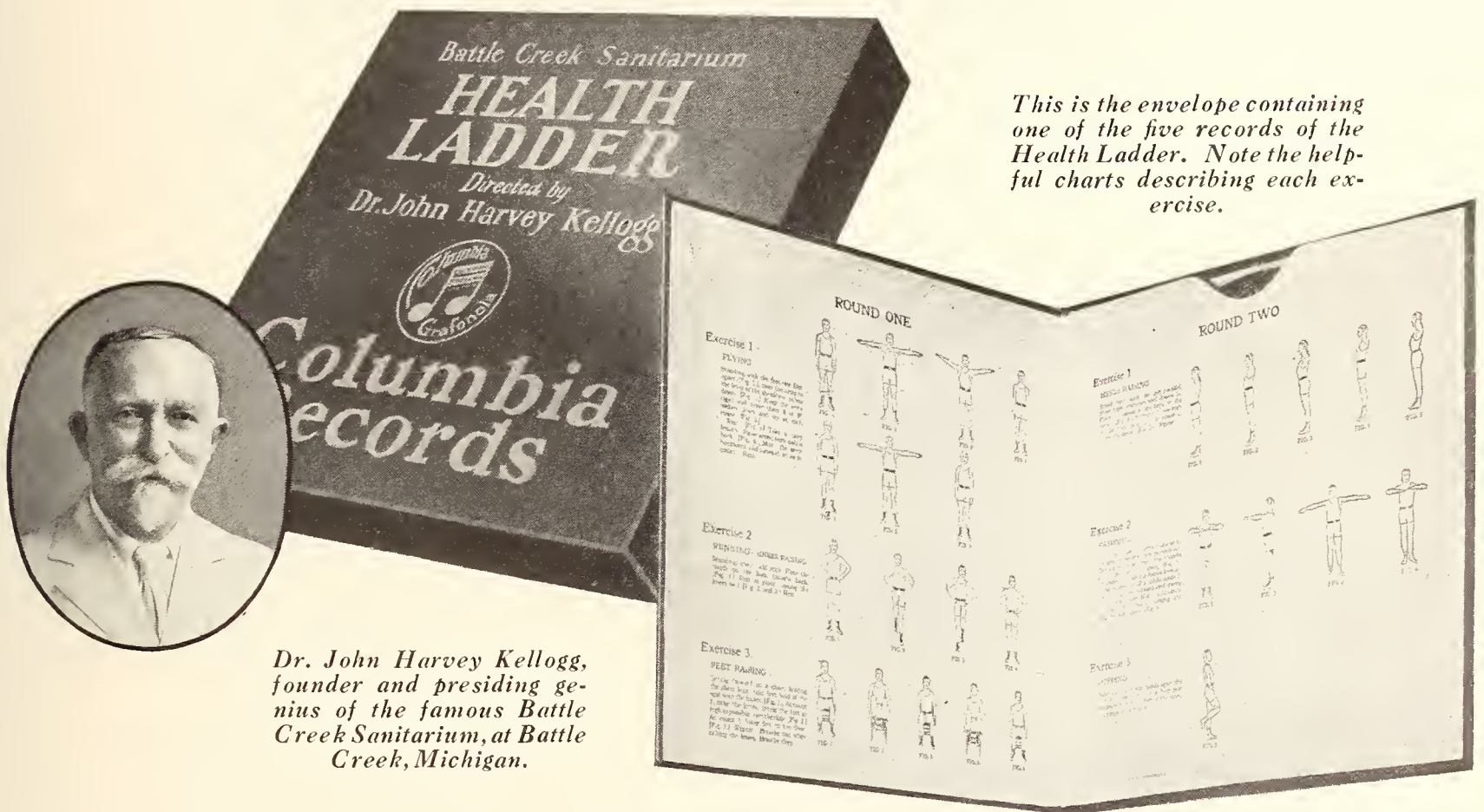
In offering Dr. Kellogg's Health Ladder to your trade you have one of the finest series of physical exercises ever arranged. For over forty years these exercises have been an important feature of Dr. Kellogg's system of health treatment at the famous Battle Creek Sanitarium.

Dr. Kellogg's exercises are right for the business man, his wife, son and daughter. Old and young, all are considered, not solely the trained athlete, as might be the case were the director a specialist in physical drill or athletics.

Your customers need the Health Ladder to increase their happiness and efficiency—to add years to their lives. If you have the Health Ladder you can sell it to them. Supply yourself now. The Health Ladder retails for \$10.00 a set. Place your orders at once so as to get this profitable winter business.

COLUMBIA PHONOGRAPH

Exercise is Health and Exercise with Music is Pleasure



A Description of Dr. Kellogg's Health Ladder

DR. KELLOGG'S Health Ladder is a series of five records, including twenty different exercises, directed by Dr. Kellogg exclusively for Columbia Records. These exercises are divided into groups called "rounds," of which there are eight.

The arrangement of the exercises of the Health Ladder is such as to bring all parts of the body into active play, thus encouraging symmetrical development. So well graduated are the exercises that those unable to go through the entire series at first can advance from one "round" to another as their strength increases.

What the Health Ladder aims to ac-

complish can be summarized as follows:

1. To correct wrong poise in sitting or standing, bad postures at work, such defects in physique as flat chest, round back, projecting abdomen and forward carriage of hips.
2. To improve breathing and circulation by strengthening the heart, chest muscles, diaphragm and abdominal muscles.
3. To restore as nearly as possible to normal position the prolapsed or fallen stomach, liver, kidneys, colon and other abdominal and pelvic organs.
4. By localized muscular work, to remove undue accumulations of fat.
5. By general muscular work to improve the general nutrition, thus increasing vital resistance, endurance and mental and physical efficiency.

COMPANY ✿ ✿ NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

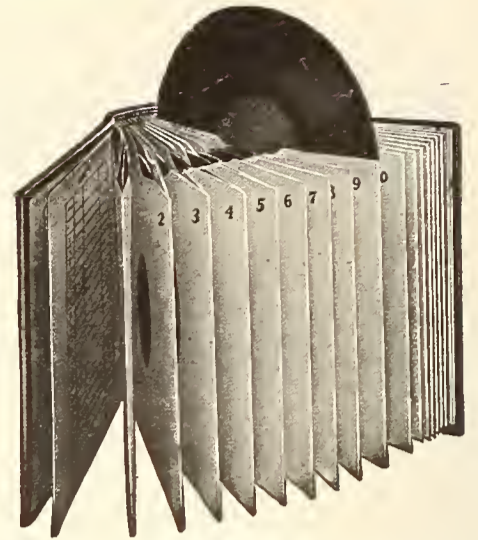
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

All Set for the Talking Machine Men's Ball

Over Score of the Leading Recording Orchestras Agree to Furnish Music for the Evening of November 21—Present Prospects Are for a Record-breaking Crowd

Plans are now completed for the annual ball of the Talking Machine Men, Inc., to be held at the Hotel Pennsylvania on Wednesday evening, November 21, and which from present prospects promises to eclipse previous affairs of the same order held by that organization. The committee in charge of the arrangements has succeeded in lining up for the ball the great majority of the leading recording orchestras, the list reading like a directory taken from all the catalogs, and the names offered are such as should insure a tremendous attendance on the part of the public.

Among the orchestras that have promised to provide music for the ball are included the following: All Star Trio, Ben Selvin's Orchestra, Bennie Krueger's Orchestra, Ben Bernie's Orchestra, Brooke Johns' Orchestra, Carl Fenton's Orchestra, California Ramblers, The Columbians, The Collegians, Coleman's Montmartre Orchestra, Charles Dornberger's Orchestra, Dixieland Jazz Band, Elkeles' Club Deauville Orchestra, Great White Way Orchestra, Gene Rodemich's Orchestra, Jos. C. Smith's Orchestra, Memphis Five, Paul Whiteman's Orchestra (Himself), Paul Specht's Orchestra, Ray Miller's Orchestra, S.S. Leviathan Orchestra, Ted

Lewis and Band, Tennessee Ten, The Virginians, Vincent Lopez and His Orchestra, Yerkes' S.S. Flotilla Orchestra and Zez Confrey and His Orchestra.

The main problem seems to be at this time that of arranging a schedule that will permit of all the orchestras playing one or two numbers each and still keep within the time limits

set by the hotel. Last year the grand ballroom of the Pennsylvania was packed almost to suffocation by those seeking the opportunity to dance to the music of the recording orchestras, and although a slightly higher price for tickets prevails this year, it is confidently believed that the crowd will be as large.

The ball is held by the Talking Machine Men, Inc., for the purpose of building up the treasury of the organization to enable it to carry on co-operative advertising campaigns for the benefit of its members and to engage in other work calculated to help the trade and the cause of music generally.

Victor Co. Factory Working Under Pressure

Various Departments on Overtime Basis in Effort to Meet Heavy Demands for Victrolas and Records—Substantial Increase in Record Business Is Reported

At the present time the factory of the Victor Talking Machine Co. is one of the busiest manufacturing plants in the East with all departments working full time under pressure and a goodly number of them overtime in an effort to keep up with the demand for both machines and records, and to overcome the annual shortage that is already making itself felt in respect to the former product.

The immense building just completed to house an addition to the company's record pressing plant has not yet been occupied for

that purpose, although it will be soon after the first of the year, the empty space is being utilized to good advantage in helping out temporarily other departments of the business.

According to officials of the company the demand for records has shown a substantial increase over that registered during previous years, due to two causes, among others. First, the new system of weekly releases which makes for a heavier distribution of popular numbers, and, second, the double facing of Red Seal records, a no mean task in itself, which has served to stimulate that division of the record business.

While utilizing their existing facilities to the uttermost, the Victor Co. is busily engaged in perfecting, and, for that matter, carrying out plans for increased production right along the line. These include the new pressing plant in Camden, the building for which is now completed, and the recording and pressing plant in Oakland, Cal., which is now actively under construction and which when completed will serve to take considerable pressure off the main headquarters.

SERIES OF EDISON CHRISTMAS ADS

A series of dealer ads designed for use in holiday campaigns has been prepared by Thomas A. Edison, Inc. These advertisements are up to the usual high standard of the work turned out by the Edison advertising department in its dealer publicity service. The console phonograph as an appropriate Christmas gift is given prominence. The layouts of the ads are appropriate to the season, making an effective display, and dealers can secure mats and electros by communicating with the advertising department of the company.

The Rudd & Rix music store, Green street, Herkimer, N. Y., has been purchased by Robert A. Bothwell, formerly manager. He will continue the business under his own name. A complete line of Victor talking machines, records and sheet music is handled by this concern.



THE EDISON PROPOSITION

is *not* a loading proposition.

INSTEAD,

it is a quick turn-over proposition.

EXAMPLE

after example can be cited to show that, with ordinary effort, a merchant can turn-over his initial investment several times a year. We will gladly tell you how. Just drop us a line.

*Popular Priced Models—From \$100.00 up
Smooth Surface White Label Records*

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

Imported Recordings

Through the International Talking Machine Company, the oldest and largest in Europe

A new phase of phonograph Record Merchandising

WITH the introduction of imported recordings, phonograph record dealers in all parts of the country have grasped a new merchandising possibility.

Other industries have for years taken full advantage of the magic influence of the word "imported." The buying public of America has been taught to regard imported merchandise as particularly desirable. For the products of the Old World, from briar pipes to clothing fabrics, have a quality distinctively their own, which domestic merchandise cannot duplicate.

The General Phonograph Corporation has for the past year been amassing a carefully selected repertoire of imported recordings for the purpose of supplying American record dealers with a line of "imported recordings" which would have no domestic equal.

Already the music lovers of America are becoming familiar with the superb, musical value of those Old World recordings. On the following two pages we have endeavored to briefly summarize the desirable qualities of these recordings and give dealers an insight into this new phase of record merchandising.

It will pay you to read the following pages!

Imported

Odeon Records

IN the past, only those people who traveled in Europe were privileged to hear famous European artists at their best, for it has long been a recognized fact that artists from Europe lack the necessary inspiration of their art when away from their own countries. Although these artists are frequently heard in this country, their performances do not possess the superb brilliancy that characterizes their appearances in their homelands. Now, however, it is possible for everyone in the United States to hear the celebrated European artists at their very best—to possess phonograph records made by these artists right in their own countries, under ideal musical and artistic conditions.



*The following records
selections are*

Rare Records

- | | |
|--------------------------|---|
| 3004
12 in.
\$1.25 | } Hungarian Rhapsody No. 2 (Part 1) ...European Sym. Orch.
Hungarian Rhapsody No. 2 (Part 2)European Sym. Orch. |
| 3008
12 in.
\$1.25 | } Brummel Petrus—IntermezzoDajos Bela Orchestra
The Wedding of Sleeping BeautyDajos Bela Orchestra |
| 3017
12 in.
\$1.25 | } Blue Danube WaltzMarek Weber and His Orchestra
Southern Roses WaltzMarek Weber and His Orchestra |
| 3024
12 in.
\$1.25 | } Silent Night, Holy Night—First Violin, Second Violin
and OrganMarek Weber Trio
Song of Christmas—Violin, Harp and Organ..Marek Weber Trio |
| 3025
12 in.
\$1.25 | } Greetings of JoyMarek Weber and His Orchestra
Sunset On The St. Lawrence.....Marek Weber and His Orch. |
| 3033
12 in.
\$1.25 | } Premier Oui—Hesitation WaltzDajos Bela and His Orch.
Le Tango Du Reve—Tango.....Dajos Bela and His Orch. |
| 3035
12 in.
\$1.25 | } Batik—Valse BostonDajos Bela and His Orch.
Papillon—Valse BostonDajos Bela and His Orch. |
| 3037
12 in.
\$1.25 | } DreamingMarek Weber and His Orchestra
Souvenir De MarieMarek Weber and His Orchestra |
| 3039
12 in.
\$1.25 | } Just One NightMarek Weber and His Orchestra
Ecstasy of LoveMarek Weber and His Orchestra |

- | | |
|--------------------------|---|
| 3045
12 in.
\$1.25 | } Frasquita—WaltzesMarek Weber and His Orch.
Serenade TarenghiMarek Weber and His Orch. |
| 3046
12 in.
\$1.25 | } Electric GirlMarek Weber and His Orch.
Mangia, Mangia, Papirusa!Marek Weber and His O |
| 3048
12 in.
\$1.25 | } La SerenadeMarek Weber and His O
La Lune Qui Danse (The Dancing Moon)
Marek Weber and His Orch. |
| 3049
12 in.
\$1.25 | } Ballade Argentine—TangoMarek Weber and His O
Tango Pervers—TangoMarek Weber and His O |
| 3052
12 in.
\$1.25 | } Pas Du CygneDajos Bela and His Orch.
Dreams Of The FlowersDajos Bela and His Orch. |
| 3056
12 in.
\$1.25 | } PelicanMarek Weber and His Orch.
SalomeMarek Weber and His Orch. |

Odeon
RECORDS

Records
manuf
United
makers

GENERAL PHONOGRAPH CORPORATION

Recordings

BY special arrangements with the International Talking Machine Co., we alone are able to import through them the matrices of recordings by world-famous operatic stars, internationally known musical organizations, and the foremost musical celebrities of practically every country in Europe. We then press the records in the Okeh factories and release them under the Odeon Label. Each month a notable selection of these splendid recordings is released, and the rapidly increasing demand for them is a clear indication of public approval. They are bringing to the music lovers of America a greater familiarity with, and a finer appreciation for, the true worth and beauties of Europe's music.

Dealers who feature these remarkable recordings gain not only new, steadily-buying customers, but also build invaluable reputations for handling a line of records that is of an unusually high standard and quality.

typical examples of the
 ble from our
importations



- 3061 } ColombinellaMarek Weber and His Orchestra
- 12 in. } AmbrosiaMarek Weber and His Orchestra
- \$1.25 }
- 3064 } Loin Du BalDajos Bela and His Orchestra
- 12 in. } Whispering FlowersDajos Bela and His Orchestra
- \$1.25 }
- 3066 } Forget Me NotDajos Bela and His Orchestra
- 12 in. } PeggyDajos Bela and His Orchestra
- \$1.25 }
- 3067 } AmraMarek Weber and His Orchestra
- 12 in. } InvanoMarek Weber and His Orchestra
- \$1.25 }
- 3070 } Prelude In C Sharp MinorMarek Weber and His Orch.
- 12 in. } Minuet In G (Op. 14, No. 1)Marek Weber and His Orch.
- \$1.25 }
- 3072 } Schubert Serenade—Violin, Harp and Organ
- 12 in. } Serenade Toselli—Violin, Harp and Organ...Marek Weber Trio
- \$1.25 }

SPECIAL ALBUM SETS

Symphony in B Minor

- 5008 } Symphony In B Minor—1st Movement
- 12 in. } Symphony In B Minor—1st Movement (Continued)
- 5009 } Symphony In B Minor—1st Movement (Continued)
- 12 in. } Symphony In B Minor—2nd Movement
- 5010 } Symphony In B Minor—2nd Movement (Continued)
- 12 in. } Symphony In B Minor—2nd Movement (Continued)

Played by Eduard Moerike and the Orchestra of
 The German Opera House, Berlin
 Sold In Sets Only Retail Price, \$5.00

Der Freischutz and Oberon Overtures

- 5022 } Der Freischutz—Overture, Part I
- 12 in. } Der Freischutz—Overture, Part II
- 5023 } Der Freischutz—Overture, Part III
- 12 in. } Oberon—Overture, Part III
- 5024 } Oberon—Overture, Part I
- 12 in. } Oberon—Overture, Part II

Played by Eduard Moerike and the Orchestra of
 The German Opera House, Berlin
 Sold In Sets Only Retail Price, \$5.00

Okeh
 RECORDS

n Europe;
 ed in the
 es by the
 he famous

OTTO HEINEMAN, President

NEW YORK

When you stop to realize—

(continued from the preceding pages)

That each month the General Phonograph Corporation releases more Dance Records than any other company;

That our Foreign Language Records are made by native artists in their native lands—and, therefore, have a genuine appeal to the millions of foreign-born Americans;

That OKeh Records are the first on the market with the hits;

That some of the country's most famous artists record exclusively for OKeh;

That OKeh Race Records are supreme in the colored field—

You must agree that it will pay you to handle

OKeh Records

The Records of Quality

Know Your Overhead and Prevent Losses

Dealer Handling More Than One Line Must Keep Accurate Check on Each to Get a Correct Idea of His Profits—A Simple System

A fundamental principle of business management is to know accurately the overhead expense so that a close check can be made at all times to determine profits. Undoubtedly every merchant, whether he be in the talking machine business or in any other enterprise, has some method of determining his profits, but there are many merchants who, through faulty systems of cost finding, imagine they are making a profit when the contrary is the case. When a single line is handled it is a simple matter to secure an accurate idea of actual profits, but when two or more lines are carried the problem becomes more complicated. The larger concerns which operate various departments, such as talking machine, record, musical merchandise, radio, etc., have more or less elaborate systems of cost finding, enabling them to know the overhead of each department and also which lines are paying and which are failing to make good. Many small dealers, however, do not operate departments, although they may handle several lines, and also in many cases there is little or no effort made to determine exactly what the profits are from each line of goods handled. Too often the cost finding consists merely of treating the business as a whole, and where this method is practiced there are no accurate data on actual profit or loss in the handling of the various lines.

The profits of one line may be eaten up by another which is consistently losing money. Without accurate information it is impossible to determine where the trouble lies and, consequently, the dealer is unable to take measures to eliminate the loss, either by improving his

merchandising policy or by discontinuing the line which is not proving profitable.

A Case in Point

The case of a certain dealer which came to the attention of the writer a short time ago excellently illustrates this point. This merchant operated a fine, large establishment in a prosperous section of a large city not very far distant from New York. His talking machine and record business was doing well, but one day he conceived the idea of installing a line of cameras and accessories and for this purpose he spent considerable money in purchasing a special showcase and wall cases for a fair-sized stock of photographic necessities. He spent very close to a thousand dollars for stock and fixtures. His main object in selecting cameras was to bring people into his store to get acquainted with him and the fine line of talking machines he handled. According to his own statement he made no effort to determine what it was costing him to run this department. Where this dealer made his first mistake was in selecting a line entirely foreign to the music business. His second mistake was in overlooking the fact that just around the corner was a store which specialized in cameras, printing and developing, which had an established reputation and was getting practically all of the trade in that line in that neighborhood. His third, and perhaps worst, mistake was in not keeping an accurate check on the cost of operation of this new venture. As a matter of fact, when this last failure was brought home to him he realized that he was spending a good bit of money for something which was bringing him

practically no return—this money might better have been spent in some good advertising.

It often has been emphasized that quick stock turnover and a fair margin of profit are the two essentials of success, but if the dealer does not know what it is costing him to sell his goods he has no means of fixing a fair price.

How One Dealer Does It

A large and successful talking machine establishment, which has a number of lines, keeps separate accounts for each, and every month the profit and loss statement is drawn up by the auditor as follows: The gross sales are first determined. From this are deducted, in the case of talking machines, the loss on returns, allowances and discounts, if there are any. Then the cost of goods sold is deducted, giving the gross profits. From the gross profits are deducted the cost of advertising, rent for the space occupied (if one-third of the entire floor space is occupied one-third of the rent is charged), salaries (this includes salesmen, canvassers, collectors, bookkeeping, etc.), freight and cartage, light, heat, phone, etc., giving the net profits. If interest is charged on sales or any other income is derived from other sources this is placed under the head of miscellaneous income and added to the monthly net profits, giving the total net profits of the talking machine section of the business. This is a very simple system and one which can safely be used for every line or department of the store, thus giving the dealer at all times a clear idea of just how he stands. Where several lines are handled the net profit of each department must be added to determine total net profit.



DOUBLE FACED RED SEAL
Galli-Curci
VICTOR RECORDS
Come in and hear this Victor Artist

To Increase Sales
of
New Double-Faced
VICTOR
RED SEAL
RECORDS

Double Faced
RED SEAL RECORDS
by
JASCHA
HEIFETZ
Come in and hear this
VICTOR ARTIST



Now that the Victor Company has double-faced their Red Seal records and at the same time greatly reduced their price, it will, no doubt, create a greater interest from those who formerly confined their purchases to the popular releases. It is an opportune time for dealers to make a special effort to interest their customers in this higher standard of music rendered by the celebrated artists that record exclusively on the Victor Red Seal discs. Supplementary to our regular weekly service featuring one popular record each week, we have issued a series of fourteen panels of Red Seal artists (portraits drawn from photographs) four of which we illustrate. If this series of panels is of interest to you, write us for descriptive circular with prices.



Double Faced
RED SEAL RECORDS
by
CHALIAPIN
Come in and hear this
VICTOR ARTIST

ARTISTS FEATURED

<i>Caruso</i>	<i>Chaliapin</i>
<i>Galli-Curci</i>	<i>Gigli</i>
<i>Louise Homer</i>	<i>Jascha Heifetz</i>
<i>Jeritza</i>	<i>Fritz Kreisler</i>
<i>John McCormack</i>	<i>Paderewski</i>
<i>Rachmaninoff</i>	<i>Ruffo</i>
<i>Schuman-Heink</i>	<i>Werrenrath</i>

The Da-Lite Electric Display Co.
116 No. Erie Street Toledo, O.

Double Faced
RED SEAL RECORDS
by
Schuman-Heink
Come in and hear this
VICTOR ARTIST



Reawakening Public Interest in Records

More Intensive Merchandising Methods Necessary to Get Full Benefit of More Frequent Releases of Records, Says L. H. Holt

The practice that has now become general of releasing records at weekly intervals or even oftener presents many new angles for the consideration of both manufacturers and dealers and calls for a general rearrangement of distributing methods in order to take full advantage of the new opportunities and conditions.

The present system of release necessarily means that many former production, selling and promotion plans and strategies must be, and to a large extent have already been, relegated to history. Around the new system of what we may term "ready release" new plans of manufacturing and merchandising have naturally been created. While a good deal of this work has already been done by the manufacturers, and to a certain extent by distributing interests, the process has by no means been completed in that many refinements will come through actual experience.

In the first place, the weekly, or even daily, release of new records, as compared to the system of monthly releases which existed so long, is a natural development of the desire for, and necessity of, capitalizing on the popular hits before they have reached the peak of success and of not delaying until that peak is passed. Experience proves that the first record issued of a new popular number corralled a heavy percentage of the demand for that number, and the natural development was to arrange for the release of all new records as soon as possible. There was a twofold reason for this. First, the force of competition, and, secondly, the idea of securing an increased volume of public patronage.

In conjunction with the new plans to release records at short intervals, most of the manufacturers are producing supplements and other publicity and sales material designed to capitalize on the reawakened public interest with the utmost completeness. These supplements and bulletins compare most favorably with those in effect when monthly releases were the vogue, and they describe each release in an illuminative, newsy and effective style. The most im-

portant thing for the dealer to do, therefore, is to see that these supplements and other publicity matter go into the hands of his customers and prospects with a minimum of delay.

Mailing the Bulletins

There has been much discussion relating to the mailing of record bulletins. This discussion has centered mainly on whether or not to include form letters, whether the letters should be filled in, what kind of envelopes the bulletins should be mailed in, etc.

After checking up the methods pursued by a large number of retail merchants handling various makes of records, the writer has concluded that the best system is to mail the bulletins out without any letter or any other enclosure of any sort. In the first place, this is the cheapest method, and, in the second place, it necessarily concentrates attention on the newsiest part of the dealer's message—namely, the new records themselves. In the third place, the bulletins supplied by the manufacturers are generally of a higher grade in so far as paper, printing, illustrations, typography, etc., are concerned than the literature produced by the local retailer. Consequently, unless a good deal of money is spent on the matter sent out with the bulletin by the dealer—and this additional matter obviously adds distraction—the impression on the recipient will not be uniformly good.

Finally, as regards the envelopes, on account of the fact that the bulletins relating to current releases are so small in comparison with the former monthly bulletins, they can be readily enclosed in the ordinary envelope of the dealer, although special envelopes which permit flat mailing are probably more desirable.

The Factor of Economy

The work incident to the mailings of the type recommended above is as follows: In the first place, the list of customers and prospects should be stenciled so that mailings may be made promptly and at a minimum of expense. In the second place, the list should be constantly edited so that the deadwood may be cut out and new names constantly added. Provision

must also be made for the placing of the dealer's name and address on each bulletin mailed out. This should preferably be done by printing, but where there will be too much delay in time and the cost also is thought too high these should be done by plain embossing. Machines for this purpose can be procured at a cost of but a few dollars and the effect is infinitely superior to that of rubber stamps, which are generally blurred and offset.

Persistence Is Necessary

The foregoing discussion pertains to an individual mailing, but it must be clear that if a prompt clearing of the information about new releases is important for one day or one week, it is just as important for every other day and every other week in the year. A trip through a daily newspaper plant should afford inspiration of the right sort.

In other words, the newsier the news is, the more important are the results to be secured by conveying it to the dealer's customers. Therefore, in view of the present system of release, every dealer should plan to immediately clear each and every release along lines similar to those suggested above. Promptness and consistency should be the watch words of the retail industry.

Coincident with the new plan of record release, there are many other things which require attention, although, as has been stated, the matter of bringing the news to the public by direct mail through bulletins is the first and most important thing for the dealer to do.

Educating the Public to Visit the Store

The next important thing to do is to everlastingly foster a habit on the part of the public to continually visit the store in order to hear and learn more about the new records. Hitherto the practice has been to educate the public to come in only once a month, but now there is occasion for a constant procession of visitors and that habit should be aided and abetted in every possible way. Posters and bulletins in the store, the conversation of the sales organization, the window display and many other avenues should be continuously employed to build the line of visitors into ever larger proportions. Also this new development in record release means that record demonstration booths of a comfortable and acoustically correct character are more important to the dealer's success than ever. It also means that as the number of visitors is increased the facilities for their reception should be steadily increased.

Again, there is the proposition of newspaper advertising. This, of course, in the case of many dealers cannot be done on an extensive scale. At the same time every dealer should make some effort to call the attention of the public to the new records and should be continually inviting the public, through the medium of the newspapers, signboards and other advertising media, to come in and hear the new records.

There are, of course, many other angles to this record selling problem, but the most important ones have been touched on in this article. A more comprehensive analysis will be possible after the table of trade experience has grown more extensive, but meanwhile it is highly important that every retail talking machine dealer fully appreciate the tremendous opportunity that the new system of record release offers to keep his business and his products constantly before the public and in an extremely newsy and, therefore, influential way.

The new system of releasing records undoubtedly requires a type of enterprise which is redundant with the spirit of that old adage about the early bird and the worm. In other words, quick action is the keynote.



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 1923-1924
Sample program and particulars upon request

PHILIP W. SIMON, Manager
1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY

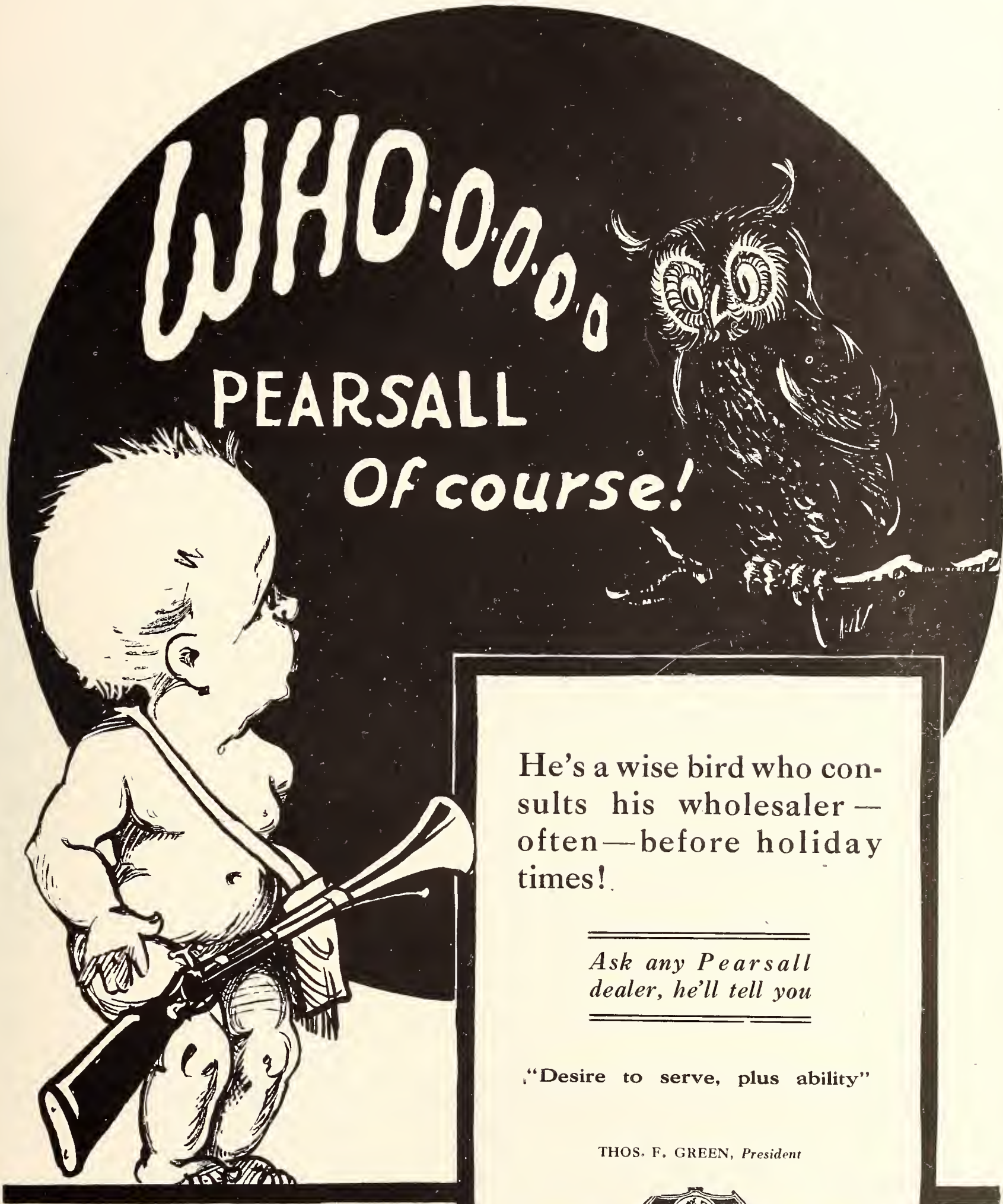


RUDY WIEDOEFT



FRANK BANTA

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



He's a wise bird who con-
sults his wholesaler —
often—before holiday
times!

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

“Desire to serve, plus ability”

THOS. F. GREEN, *President*

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Timely Holiday Business Building Stunts

W. B. Stoddard Tells of Some Clever and Successful Publicity Ideas Which Any Talking Machine Dealer Can Use to Advantage

Now is the time when dealers should plan their holiday campaigns in the way of window displays or newspaper advertising, for any stunts they wish to pull off should be made the first of December, immediately following the withdrawal of the Thanksgiving displays. Indeed, the campaign should be under way before the first of December, particularly if the dealer wishes to interest patrons in a Christmas Club. Many who would like to buy a talking machine do not feel that they can afford the outlay at one time, and if convenient payments are stressed, the holiday sales will be greatly increased. A St. Louis firm advertised early in November:

**SAVE YOUR DIMES AND BUY XMAS GIFTS
JOIN THE XMAS CLUB THIS WEEK**

When the holidays arrive you will have money for a worth-while gift. This is the plan: Lay aside \$1 the first week; \$2 the second; \$3 the third; \$2 the fourth, and \$1 the fifth. When the holidays arrive you will have \$9, which will be the first payment on

A HANDSOME PHONOGRAPH
If you do this there will be no choosing a gift in a crowded store, and no frantic wondering as to where the money is to come from for purchasing a gift.

A card with a similar advertisement in large letters was placed in the window, together with three different models of phonographs from which to choose.

How a Columbus Dealer Puts It Over

Another trade-inducing stunt was that of the Christmas Shopping Bell, which was introduced with much success last year by a firm in Columbus, O. During the latter half of November they ran in the papers the outline of a big bell, within which was the announcement:

CHRISTMAS BELL DAY

Hear Ye! Hear Ye!
Official Christmas Bell Day, December First.
The glad tidings bell will ring in two weeks.
(This was changed to "ten days," "a week," etc., as the date drew near.)
On this date commences the Christmas Sales Campaign on Phonographs.
Save now for enjoyment all the year around.
Keep close watch on our windows for the opening day.

Upon the day in question the windows and doors were wreathed with ropes of evergreen and festoons of it were draped the entire length

of the interior. Mingled with this were sprays of holly and mistletoe, presenting a very festive appearance. In the window were set a number of phonographs on a floor covered with cotton wadding sprinkled with diamond dust, while on the cabinets were laid sprays of holly and mistletoe also powdered as if with snow. A card beside each machine announced the special Christmas sale price at which the machines would be sold. But the chief novelty of the sale, which compelled the attention of everyone who passed, was a gong that sounded automatically every half minute. This was placed over the door, and its insistent clang rose above the noises of the street, and informed even the most careless and preoccupied that something unusual was transpiring.

Novel Stunt in Having Literature Read

At this season of the year it is advisable to send out literature on the subject of phonographs supplied by the manufacturers. But sending it out and getting it read are two different things. A dealer in St. Paul hit upon a novel plan for securing attention to his circulars. He had received what he considered a very good proposition for a special sale of talking machines and was anxious that it be placed before responsible parties. Accordingly a number of these circulars were enclosed in envelopes, and mailed to a selected list of prospects. The envelope bore the name of the firm and the signature of the president, while in heavy type was printed "My personal check payable to you is enclosed herein." Naturally, every circular was opened, and therein was found a check for 10 cents, payable to bearer on demand. The short letter explained that the check was in payment for the time spent in glancing at the circular, and went on to suggest that a phonograph, of the kind mentioned in the circular, would make an excellent Christmas gift. "The interesting feature of the stunt," said the manager, "was that a very small percentage of the checks were cashed, most of the recipients seeming to prefer to keep them as a curiosity. The novelty of our method, however, caused them to read our circular, as they fig-

ured it must be worth while if we were willing to pay them actual cash for so doing. As a result of this little letter we had numerous telephone calls and visits, and a considerable number of the instruments we were advertising were sold through them."

Value of a Smiling Service

At this season of the year smiling service counts for much, and a dealer in Portland, Ore., had capitalized this thought to good advantage. Stamped on his stationery and emblazoned on cards is his guarantee:

TO MY PATRONS

My custom and policy is to see that every patron is pleased. It is impossible to serve you all personally, but I have tried to select salesmen who will give you the very best of service at all times. If at any time you should receive discourteous treatment or are dissatisfied with a sale, I would consider it a special favor if you would call at my office and allow me to make amends.

He has capitalized his smile, for many of his ads are adorned with a cut of his countenance—a face lighted up with a pleasant smile that inspires confidence in the man and his methods. One of his most effective modes of advertising is by street-car signs, using his slogan, "Service with a smile," his photo and at the bottom "Sandy's not nervous, so gives you good service." His ads, too, are highly original, and in addition to their humor always have a basis of sound common sense. For example, a one-column, six-inch ad, with plenty of white space, was in the form of a little narrative:

"A sweet young thing of sixteen came into our music store recently and inquired of our particular Adonis 'Have you 'A Heart That Beats for Me,' and he promptly fainted.

"Once in a while, of course, a customer will ask for a record we do not have, but he's got to go some to do it this season, as we have the biggest and classiest line of records in the city. Ask to hear some demonstrated."

OLDENDORF BUYS VICTOR AGENCY

LAWRENCEVILLE, ILL., November 3.—G. I. Nunn has sold his Victrola agency to the Oldendorf Music House, which will handle the Victor line, in addition to the Edison, in this city hereafter. Mr. Nunn has been the sales agent for Victor talking machines in Lawrenceville for the past twenty years, but is selling out in order to have more time to devote to his other interests.

LARAWAY CO. OPENS BRANCH STORE

CORVALLIS, ORE., November 3.—The Laraway Music Co., of Eugene, Ore., recently opened an attractive branch store at 130 South Second street here. In addition to the Victor and Brunswick lines, pianos are handled. Artistic interior decorations and arrangement make this one of the finest establishments of its kind in this section. Paul B. Norris is in charge.

NEWARK BRUNSWICK SHOP CHARTERED

NEWARK, N. J., November 4.—The Brunswick Shop, Inc., of this city, has been granted a charter of incorporation under the laws of New Jersey, with a capital of \$100,000, to deal in phonographs, pianos, etc. Henry Gottfried, of this city, is the incorporator.

COTTON FLOCKS

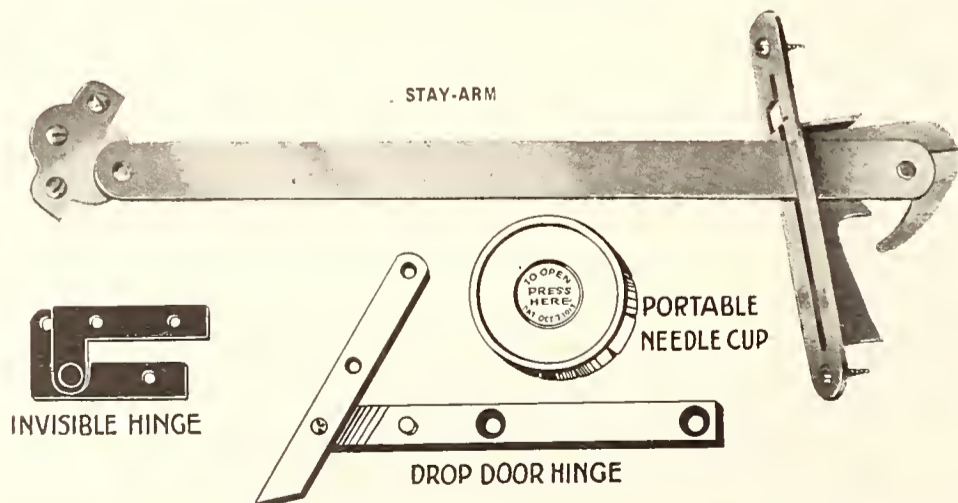
.. FOR ..

Record Manufacturing

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

FULL LINE of HARDWARE

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



We have been catering to the hardware needs of the talking machine industry 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.



PAL

\$ 35

RETAIL

Made in Genuine
Dupont Fabrikoid
(A fine imitation leather)

**LIBERAL
DISCOUNTS**

A Premier CHRISTMAS Gift!

Its outstanding quality—its remarkable tone—its beauty make it as ideal a phonograph for the home as it is for the outdoors.

This, together with its low retail price, produces a Christmas gift that will bring you a sale well worth while!

For the rest of the year there is no phonograph that is so certain to produce profits as the PAL PORTABLE.

Holiday Orders Are Being Filled Now!

PLAZA MUSIC CO.

18 WEST 20th STREET

NEW YORK

HALF PAST TEN

'SOP-TIM-BOM'
NOVELTY CHINESE WALTZ SONG

Ev- 'ry time the clock strikes half past ten, All my thro'ts go rush-ing back a -gain

You can't go wrong with any FEIST song

MADE IN THE USA

Profiteering Price Cutter Is a Trade Pirate

The Hon. Clyde M. Kelly, Representative From Pennsylvania, Likens Price Cutter to a Spider Waiting for Unwary Fly—Declares Him Trade Demoralizer and Business Killer

"The profiteering price cutter who takes a standard, identified, widely wanted article and reduces the standard price in order to deceive the unwary customer is a trade pirate," says Clyde Kelly, of Kelly-Stephens bill fame. "He is a spider luring the puzzled customer into his web. He is not a public benefactor, he is a public malefactor. His predatory plan is to fool the purchaser by giving him a few cents on one transaction so that he may rob him of dollars on others. He is a price cutter in order to be a profiteer. He gives twenty-five buyers a bargain on known goods so that he may overcharge 500 customers on unknown goods. He piles up profits for his department store or mail-order house by the tactics of the green goods man and advertising faker and the deceived public foots the bill. His success, built on unfair methods, means higher price and lower quality on all goods. In the beginning he robs the consumer by fraud and later devours him by extortion.

"The profiteering price cutter ruins the reputation of high-grade goods and destroys the goodwill of the makers, thus stealing both purse and good name in one operation. He advertises standard goods at a loss and then seeks to persuade the public to accept substitutes on which he makes money. He demoralizes the price and the product. He forces other dealers to follow his lead or refuse to handle the article. He restricts sales and lessens distribution. His unfair practices leave the manufacturer helpless to protect his business, into which he has put his name, his labor and his money.

"The profiteering price cutter drives the small distributor to the wall by the worst form of illegitimate competition. He destroys competition by the very practices the anti-trust laws were intended to prevent. He is the cut-throat competitor who is everywhere and always the forerunner of monopoly. He is a restrainer of trade and a lessener of competition. He robs the neighborhood of their corner stores, which can give best service under fair competition. He shouts for a free market where, in a jungle war, his unscrupulous tactics may give him a stranglehold on business.

"The profiteering price cutter helps to weaken the honesty and morality of American business. He seizes any straw, however flimsy, to free himself from moral and legal obligations to fulfill contracts and obligations. He breaks down

HAWLEY ON EDISON ACHIEVEMENTS

General Manager of Girard Phonograph Co., Philadelphia, Speaks Before Kiwanis Club, of Trenton, N. J., and Gets Fine Reception

"The Life of Thomas A. Edison and His Favorite Invention" was the subject of an address made by P. R. Hawley, general manager of the Girard Phonograph Co., Philadelphia Edison distributor, before the Kiwanis Club, of Trenton, N. J., on October 17, by arrangement with the Hurley-Tobin Co., Edison dealer in that city.

Mr. Hawley was the principal speaker at the regular weekly luncheon on that day at the Stacy-Trent Hotel, and provided the members of the club with some exceedingly interesting facts relating to the development of the phonograph as well as numerous other of Mr. Edison's inventions.

In summing up his address Mr. Hawley described some of the powerful influences which music has over the mind and predicted that the phonograph would some day become more than a means of entertainment. He said that even now experiments are being conducted at the Edison Laboratories for the purpose of cataloging the influences which different kinds of music have over the average mind and for putting the results to practical use.

Joseph Tobin, of the Hurley-Tobin Co., was elated with the impression which Mr. Hawley's address made upon the club and stated that he felt it an inspiration for renewed effort in promoting Edison business in and around Trenton.

The Boot Music Co., of Denver, Col., recently added the Brunswick line of machines and records. The concern also handles the Victor talking machines and records.

the one-price-to-all system, which is an inseparable companion to honesty. He is the author of many degrading tendencies in business. His spirit of disregard of fair play is encouragement to every cheat in business. He helps rot the fabric of American commerce. He breeds the tax dodger and the canceler of honest contracts and the men who cheat but keep within the law. He encourages 'gentlemen's agreements.' He is an enemy to the public good and he must go."

PLANS NEW STORE FOR JAMESTOWN

Danielson's Music House to Reopen at Former Location on North Main Street

JAMESTOWN, N. Y., November 3.—Danielson's Music House, located at 17-19 East Third street, where the Lauter, A. B. Chase, Mehlin, Packard and Cable-Nelson pianos and Victor talking machines are handled, has arranged to open a new store at his old location, 17 North Main street, which was burned down some time ago. A new fireproof building has replaced the burned structure and the music house will occupy the ground floor, which will be fitted up in a modern manner. At the Third street store twelve booths are available for demonstrating records and rolls.

MUSIC HOUSE BUYS SITE

KLAMATH FALLS, ORE., October 30.—A building plot on Main street, near the Elks' Temple, has just been purchased by the Earl Shepherd Music Co., with a view to erecting a new structure here in the near future. The lot will afford thirty-three feet of frontage by 120 feet in depth. The Shepherd family, which has been engaged in the music business exclusively for fifty-seven years, carries the agency for the Knabe, Gulbransen and other pianos. The Victor and Sonora lines are also handled.

"RADIO" AUTO TO ENFORCE LAW

Wireless is being used to detect radio law violators. The U. S. Bureau of Navigation in the third and eighth districts of the radio service has equipped automobiles with wireless. An inspector and an assistant regularly tour their territories in the motor, equipped with a complete receiving set which is used for picking up unauthorized stations.

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.

SEE WHAT
Anger says
ON
PAGE 35

Read what this dealer
“FROM MISSOURI”

has to say about the AUDAK — the modern system for demonstrating records

—without booths—

Paul's
Victrolas and Records
 1103 Walnut Street
 Kansas City, Mo.

10/5/23

Artophone Corporation,
 203 Kansas City Life Bldg.
 Kansas City, Mo.

Gentlemen:

Replying to your inquiry regarding Audak equipments purchased from you will say that we are now using nine of these equipments and expect to add additional ones in the near future.

Having formerly operated a Music Shop in Kansas City, using conventional booths, I was at first dubious as to just how customers would take to the Audak idea, but I am very glad to say that we have had no complaints from customers, and several of them have told me that they much prefer the quick convenient service afforded by Audaks rather than be put in a stuffy, unsanitary booth.

As you know, our salesroom is rather small, 12 X 20 feet, and Audaks actually give us a nine booth capacity.

There is no question but that in this era of high rents Audak equipments solve the problem of doing a profitable record business.

Yours very truly,

Paul Record Store - Aug
By M M Paul
Manager

MMP/A

Here are a few of the conspicuously successful firms now using AUDAKS to sell more records at a better profit:

- | | | |
|---|--------------------------------------|-----------------------------------|
| Wanamaker's, New York and Phila. | J. L. Brandeis & Sons, Omaha. | Rothschild & Co., Chicago. |
| Kaufman's, Pittsburgh, Penna. | Gimbel Brothers, New York and Phila. | The Boston Store, Milwaukee, Wis. |
| Bloomington Bros., New York. | Euclid Music Co., Cleveland. | R. H. Macy & Co., New York City. |
| Frederick Loeser & Co., Brooklyn, N. Y. | Forbes & Wallace, Springfield, Mass. | Brunswick Shop, Detroit. |
| Lord & Taylor, New York. | Aeolian Co., New York. | The Emporium, San Francisco. |
| Jordan Marsh & Co., Boston, Mass. | Lit Brothers, Philadelphia. | And many others. |
| Saul Birns, New York. | | |

Audak is recognized as the means toward greater record sales and the reduction of the cost of selling them—bringing the increased profit to the dealer, which today he must have.

Write or wire for catalog and details

Distributors in all principal cities

AUDAK COMPANY

:: ::

565 Fifth Avenue, NEW YORK

Local Musical Events Open Way to Sales

Talking Machine Dealers Must Actively Co-operate in the Musical Events of Their Communities in Order to Reap Resulting Profits

A limited number of talking machine dealers in various localities have for some time past been making an effective tie-up with musical organizations and artists in their localities through acting in a sense as booking agents. In some cases the dealers have brought to their towns and underwritten the concerts of prominent recording orchestras and artists and have their reward always in the publicity accruing from the concert and most generally from the dollars and cents profits realized through their endeavors.

Up to this time the work of such dealers has been largely along lines of exploitation and designed to center public interest on talking machine artists and stimulate record sales rather than to make the store a recognized center for musical activities. The new departure is to have the dealers constitute themselves booking representatives for various recording organizations and artists, for the convenience of customers and others in their localities who plan to hold recitals, dances, etc., for various purposes, and seek suitable music for the occasion.

Members of The Talking Machine Men, Inc., New York, have arranged to carry on this work in a large way in co-operation with the central booking offices controlling well-known orchestras and artists. In this connection the idea is not so much the direct exploitation of records and artists of any particular company as it is the matter of impressing the public with the fact that the neighborhood talking machine dealer is in a position to provide musical entertainment of every character rather than simply talking machines and records.

The talking machine store in any community which is not linked closely with local music and concert activities is missing what is perhaps its strongest and closest point of contact with the class that are the best type of prospects for the merchandise it sells. This has been proved time and again by the experiences of some of the leading houses in the retail music trade. It is impossible to mention very many names of merchants who have not consistently pursued this policy as one of the funda-

mentals of their selling methods. The experience of years has taught these concerns the helpful results, at comparatively small expenditure, that are obtained from this policy.

Merely mentioned as an incident, but a striking one nevertheless, is the statement that the Dreher Piano Co., of Cleveland, which handles large numbers of talking machines, expects, through linking its establishment closely with one of the local concert courses in that city, to draw approximately 200,000 people to its store between now and the end of the musical season. Is there any other method which could place that number of people already interested in music in contact with the warerooms at a lower investment?

According to present prospects, the musical season just opened will be one of the greatest which the country has ever experienced. This, of course, is something that is annually said, but this year there is a far more accurate basis for the statement than is usually the case. The work which has been consistently done in arousing popular interest in music has at last reached a cumulative stage where its results are direct and apparent. It is not meant by this that they come to the merchant's ware-rooms without effort upon his part; but it is meant that the popular state of mind is such that it responds readily and directly to exploitation work which takes into consideration the present-day psychology and uses that as a guide.

There should not be a city in the country in which local concerts or recitals are held wherein the music merchants do not play a prominent part in their promotion and support. They should do more than merely lend their support financially; they should use their own personal efforts and be active, individually or collectively, in this work. It may be frankly said that there is nothing philanthropic in it nor is it simply a contribution to community betterment, no matter how great the results may be in this direction. It is one of those rare instances where self-interest and public interest are in the same channel.

It is trite to say that the basis of all sales of musical instruments is music. But it is a truism that cannot be repeated often enough, and one which can never be driven home forcibly enough to the talking machine or general music merchant and to the salesman who come in contact with his prospective customers. Any sales plan which in the long run disregards this fundamental fact is false in its relation to the problem that confronts the dealer. And this falsity is expensive in that the overhead cost represented therein cannot bring its due proportion of results when disregarding it.

There is another angle to this entire situation which should not be disregarded. Musical activities in any community work directly to the benefit of all music merchants who draw sales from the people within the radius of their influence. Therefore, no music merchant can afford to disregard, or to be deficient in support of these events, no matter what instruments may be used or featured.

If the merchant handling talking machines or musical instruments of any kind fails to link his establishment as closely as possible with the musical people and the musical events of his community he is invariably failing to take advantage of what is probably his one best selling approach. And there is no dealer, no matter how great his volume of business may be, who can afford to be so indifferent.

SHOW WINDOW CONTEST IN GOTHAM

Advertising Exposition Will Offer Prizes to New York Merchants for Artistic Displays

A contest in show window dressing will be held for New York merchants and storekeepers at the Advertising Exposition to be held at the Seventy-first Regiment Armory from November 12 to 17. Each contestant's window display will be photographed and the pictures will go before a jury of award, upon whose report prizes will be distributed at the exposition. The displays will be made throughout the city a week before the opening of the show.

There will also be an advertising critic contest, in which readers will be asked to vote on the attractiveness of 100 advertisements. A prize will be awarded for the most popular choice. Another prize will be awarded for advertising copy, plan, thesis or central idea submitted by New Yorkers to supply any deficiency in the city.

Educational classes will be conducted every morning and afternoon. All young persons interested in advertising will be invited to attend.

NEW RECORD LIST FOR SALESMEN

The Victor Talking Machine Co. has just issued a special record list to facilitate the work of salesmen in selecting and looking up records for customers. The list includes the new Victor records released from September 21 to October 26 inclusive. The records are arranged by titles in alphabetical order.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.



SEE
WHAT

Anger Says

ON
PAGE 35





Radiola Grand and Mahogany Stand with "B" batteries and 4 Radiotron WD-11 dry cell vacuum tubes \$350.00

Radiola Grand

WITH the Radiola Grand, radio takes on new meaning. The simplicity of tuning in—just a knob or two to turn. The big distances it covers—picking up far-away stations with volume enough to fill a room. The perfection of tone with which the loudspeaker—carefully built in like the horn of a fine phonograph—gives forth the music and speech. All this—combined in a cabinet of skillful workmanship and tasteful design—places radio in the home where beauty counts—and performance.

Points to note:

All the batteries—dry cells—are hidden away inside.

You can regulate the volume of sound by a control that governs the loudspeaker.

For long distance, plug in the headphones. Coast to coast reception is no unusual record for Radiola Grand!

Famous for *true* reception, undistorted. For keen sensitivity. And for beauty.

"There's a Radiola for every purse"

Radio Corporation of America

Sales Department
Suite: 3007
233 Broadway
New York

District Sales Offices
10 So. LaSalle Street Chicago, Illinois
433 California Street San Francisco, California

DEALERS: Write today for the RCA catalogue, full description of the Radiola Grand, and the RCA selling plan.




This symbol of quality is your protection

Radiola

REG. U. S. PAT. OFF.



This symbol of quality is your protection



**The NEW
Columbia
is superior**

*Hearing
is believing*

The Motor is the Acme of Precision.
As accurate as a watch because it was made that way by phonograph engineers and scientists who set that standard as their goal. The result? The New Columbia delivers an even and measured flow of power which makes the rhythm, tempo and tone of each record perfect. *Hearing is believing.*

**COLUMBIA PHONOGRAPH COMPANY
New York**

HUMES MUSIC CO. IN ITS NEW HOME

Well-known Southern Music Company Stages Formal Opening of Building Remodeled at Cost of \$150,000—Thousands of Visitors

COLUMBUS, GA., November 3.—The Humes Music Co. held a formal opening of its handsome new music store at 1122 Broad street last month, when several thousand citizens took the opportunity of inspecting the new quarters of



Looking Into Humes' Artistic Display Rooms

the company, and in some cases placing orders for musical goods. The opening was made the occasion of a three-page story in one of the local newspapers in which the advertisements of the Humes Co. and of the various concerns whose products it handles occupied prominent

space. The text told something of the history of the company and of its wonderful progress.

The building into which the Humes Co. has just moved was purchased by the company some time ago and remodeled throughout to meet the particular demands of the business, the cost of the building and improvements being in the neighborhood of \$150,000. The first floor has its front arranged to represent an imposing lobby, which may be viewed from the street through plateglass windows extending to the floor. On this floor are located the small goods, Victor record and music roll departments, and here is also displayed a full line of Victrolas, with the main display on the mezzanine floor.

The second floor is devoted to a magnificent display of pianos and on the third floor is a spacious recital hall.

In addition to hundreds of interested local visitors who flocked to the store the following out-of-town guests were present: Maurice O. Beckham, special Ampico representative of the American Piano Co., New York City; A.

R. Boone and Irving Bimstein, of Birmingham; Mr. and Mrs. C. L. Elyea and daughter, Mr. and Mrs. J. F. Gordy, H. G. Ray and M. E. Lyle, of Atlanta; D. S. Pruitt, of the Victor Co., Camden, N. J.; French Nestor and Earl Dahlberg, of Jacksonville, Fla.

The equipment in this beautiful establishment was installed by the Unit Construction Co., of Philadelphia, Pa., and it represents the most modern thought in interior fittings.

The Humes Music Co. was organized by J. E. Humes, president of the company, in 1908, with quarters at 1127 Broad street. In 1914 it was found necessary for the company to seek larger quarters and it was necessary to move again in 1918. It is believed that the present building will meet the requirements of the company for some years to come.

THE TALKING MACHINE AS EDUCATOR

How Prof. Mohler's Lectures to School Teachers at Columbia College on Cultivation of Musical Taste and Appreciation Help

Louis H. Mohler, a well-known authority in the educational world, has been conducting at the Teachers' College, Columbia University, New York, regular classes of grade teachers and music supervisors on the subject of "How to most successfully cultivate the taste for and appreciation of good music among school children." The subject matter of these lessons, as developed by Mr. Mohler, comprises specially selected records from the Columbia catalog. These selections are taken from the symphony list of records and the Columbia library of educational records. The teachers go out to the schools in the country and practice Mr. Mohler's methods with great success. To make it possible for teachers to follow his method after attending his classes and even without attending, Mr. Mohler has compiled a very thorough outline of his course, listing appropriate records and explaining methods of instruction.

THOMAS A. EDISON HONORED

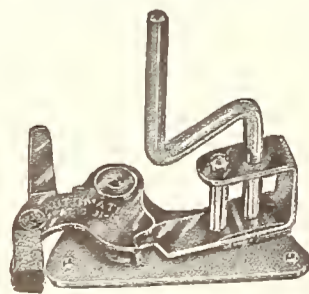
Thomas A. Edison, the electrical wizard, was the guest of honor at a luncheon held recently in the Hotel Biltmore, New York, in connection with the opening of the Electrical and Industrial Exposition in the Grand Central Palace. In a brief address Mr. Edison predicted that development in the electrical field in the next decade will be as great as in the last ten years.

SOPHIE TUCKER ENLARGES REPERTOIRE

Sophie Tucker, popular vaudeville headliner, is taking another swing on the big-time vaudeville circuit, and after completing a transcontinental tour, will return to New York to make Okeh records, for which she has an exclusive contract. Miss Tucker's new act has met with an enthusiastic reception everywhere, and as a vaudeville headliner she is one of the leaders in the theatrical world.

The stock of talking machines and records of the Grafonola Shop, East Washington street, Suffolk, Va., was damaged by water and smoke during a recent fire in an adjoining store.

K-E AUTOMATIC STOPS

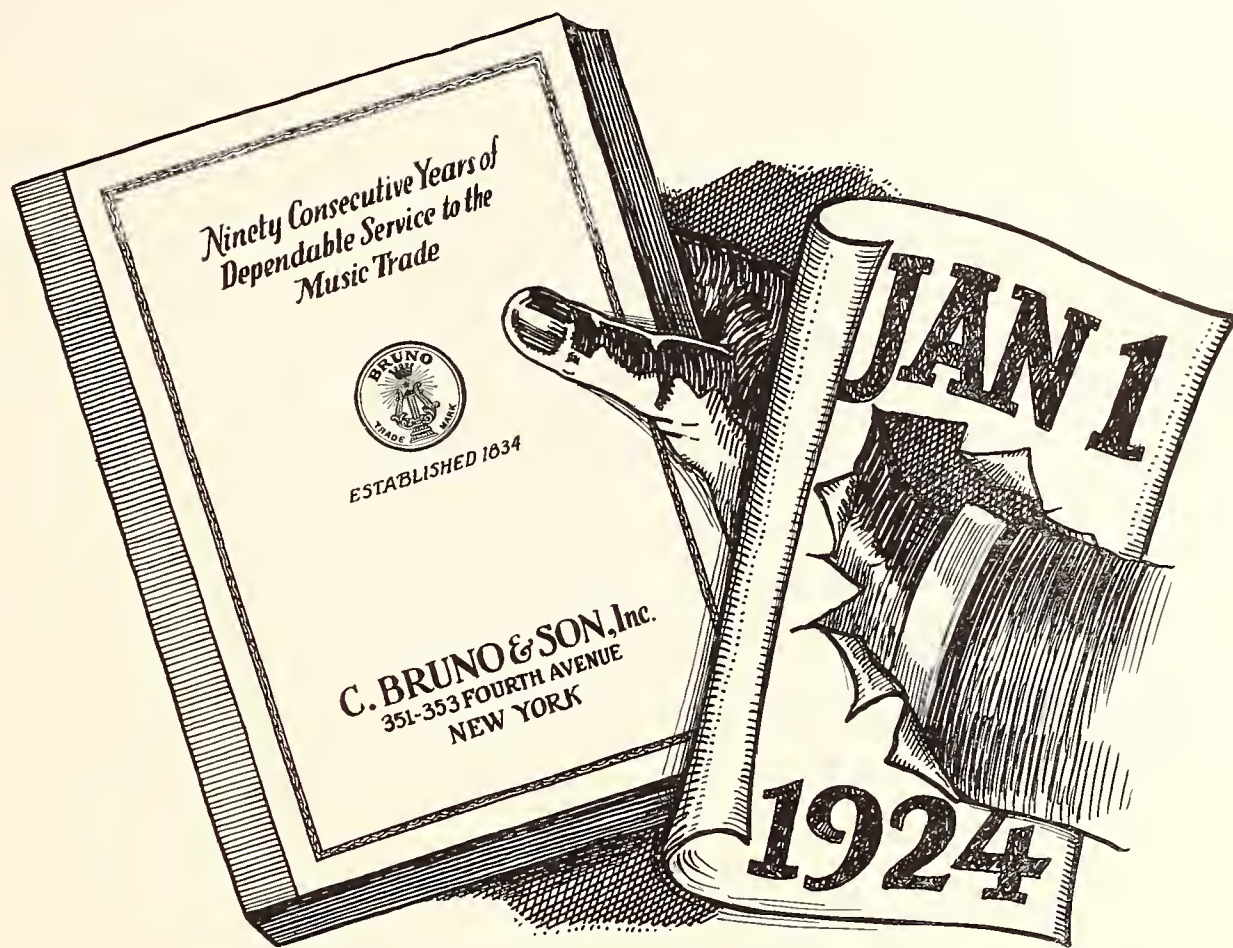


The K-E is still the best Automatic Stop made
Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK



Get a Flying Start on 1924 Business

THE Music Dealer who has the ambition to make his business a bigger and better one should not be without the 1924 Bruno Catalog—the handbook and purchasing guide for the musical merchandise trade.

Only merchandise of proven merit and dependable character finds a place in this complete and elaborate edition.

And so every Music Dealer may have implicit confidence that he is buying goods of a kind and quality that will

maintain for him a high reputation resulting in greater prestige in his community.

The Bruno Catalog holds real and substantial value for the Music Merchant. He should make it his business to have a copy close at hand at all times. To be without it means a sacrifice to him.

You are not doing yourself or your business justice without it. Write for a copy—today is the day.

C. Bruno & Son, Inc.

Wholesalers Exclusively of Dependable Musical Merchandise Since 1834

351-353 Fourth Avenue

New York

Radio Opportunities in the Rural Sections

Survey of the Farming Districts Made for the Radio Corp. of America Indicates That Rural Dwellers Will Represent an Important Part of the Retail Radio Sales Field

That the farmer is ready for radio is evidenced by the results of a thorough survey of the farm field recently made by the Thos. F. Logan Advertising Agency in behalf of the Radio Corp. of America. In its detailed report regarding this survey the agency commented in part as follows:

"Almost from the beginning the ultimate market for radio in the farm field had been fully understood by men of vision in the industry. However, the question had constantly recurred: 'Is the farmer ready; is the art sufficiently advanced, and is the way prepared for the full use of radio by the farmer and his family as a medium of entertainment, education and as a part of the business equipment of the farm?'"

"It was important to answer this question conclusively so as to avoid untimely or premature activity such as would create a bad reaction against radio.

"The fact that the farm survey now in the hands of the Radio Corp. of America gives an affirmative and constructive answer to this question is one of interest and importance to rural merchants as indicating that before long a large volume of radio merchandising will be moving into the hands of the farm family.

"Practically every section of the country is now covered by one or more broadcasting stations. With nearly 600 stations now operating, no farmer need go without his nightly radio entertainment. And who, more than the farmer, has greater need for such entertainment and

the other information that is broadcast? Yet, despite the stories we hear and the pictures we see, radio has meant very little or nothing to the tillers of the soil. Only isolated instances have been cited.

"The ideal receiving sets for farmers are the single-tube set for distances up to fifty miles from the broadcasting station, two-tube receivers for distances up to 100 miles or more. It is well to note in this connection that these ranges are quite arbitrary. The range of a given set is dependent upon many variable factors which can only be determined by actual experience. Thus a receiver rated at fifty miles may under favorable conditions reach out to 1,000 miles or even more. Conversely the same receiver may, during the Summer season, cover but twenty-five miles. These sets are all well within the range of the farmer's purse. The receivers produced to-day by reliable manufacturers are dependable and efficient in every way. They require no engineering knowledge whatever, no tiresome 'fussing around,' in fact, they require no more mechanical ability to operate than the talking machine. The harvester, the threshing machine and even the automobile are infinitely more difficult to operate. And what farmer has not shown himself adept in the manipulation of one or all of these farm machines?"

"The best way to sell to the farmer is to call on him personally at his home and give actual demonstrations. This immediately prevents him from putting off the purchase until he 'goes to

town.' It is also an excellent idea to leave the set for a short while on trial. The farmer's greatest need right now is an introduction to the delights of radio reception. Once he has had an opportunity to listen to music, lectures, sermons, sports, weather reports, market quotations and the hundred and one other interesting subjects that fill the air, he will be very reluctant to give back the set. Often he will buy a better and more powerful set than the one left on trial.

"In selling the farmer, as in selling anyone else, the best sales talk centers around the one word 'entertainment.' Next in importance are 'ease, simplicity and comfort in operation.' The less that is said about amplification, audio-frequency and regeneration the better. The farmer is not frightened by these terms. Worse than that, he is annoyed. The talking machine salesman does not worry his prospect with springs, moment of force, compensator and the like. He sells the delightful idea of sitting back in a rocking chair and listening to the world's greatest artists. He shows the radio dealer how to sell radio sets.

"The Radio Corp. of America has planned a vigorous campaign of introduction in the farm papers for the Fall and Winter of 1923-24. The list includes regular insertions in such papers as: The Country Gentleman, Successful Farming, Farm Journal and Capper's Farmer."

The Imfeld Music Store Co., operating talking machine stores in Hamilton and Oxford, O., recently added the Brunswick line of machines and records, which it will feature in addition to the Victor line.

The only horse worth betting on, says Forbes Magazine, is Horsesense. Not a bad tip!

HAVE YOU STOCKED THE "PHONO-VAUDETTE" FOR THE CHRISTMAS TRADE? The Season's Catchiest Novelty



HAWAIIAN DANCER



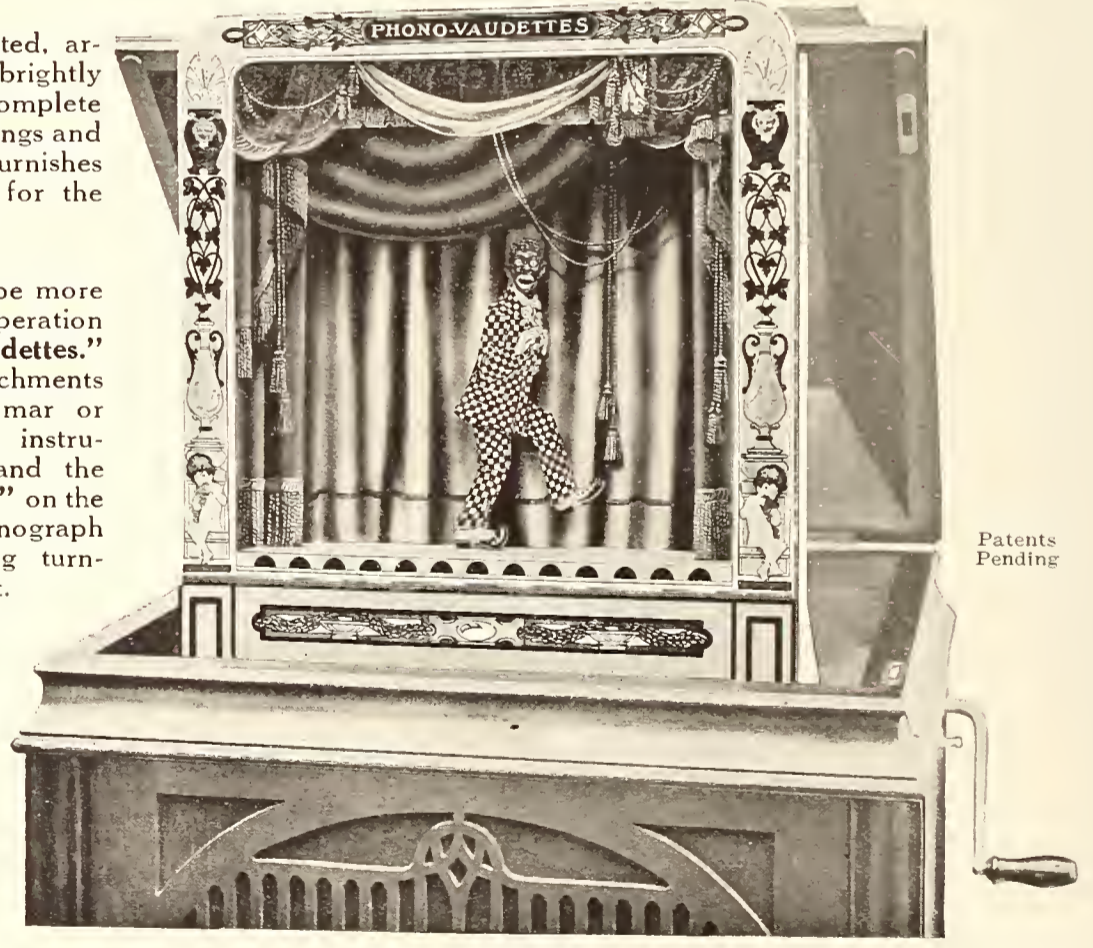
TRAMP COMEDIAN



SCOTCH LASSIE

¶ A well-constructed, artistically designed, brightly colored stage, all complete with back drop, wings and proscenium arch, furnishes a realistic setting for the clever performers.

¶ Nothing could be more simple than the operation of the "Phono-Vaudettes." There are no attachments of any kind to mar or deface the finest instrument. Simply stand the "Phono-Vaudettes" on the front of the phonograph and the revolving turntable does the rest.



Patents Pending

SHUFFLING SAMBO

IMPORTANT "LAST CALL" NOTICE TO DEALERS

There is just time enough to get particulars of our Holiday money-making offer and an express shipment before the peak of the Christmas trade is reached.

COMMERCIAL ART SHOP
COVINGTON, KY.

Use the Coupon NOW

Hasten particulars about special offer "Phono-Vaudettes."

Name
.....
Address
.....

STARS

of the

EMERSON
CATALOGUE

HOTEL ASTOR
ORCHESTRA
BENNIE DAVIS
EDDIE CANTOR
WALTER SCANLAN
HENRY BURR
SAM ASH
IRVING KAUFMAN
BILLY MURRAY
FRED VAN EPS
ELIZABETH MURRAY
ELLIOTT SHAW
JACK KAUFMAN
PHIL BAKER
VERNON DALHART
GEORGE JESSEL
BILLY JONES
LEWIS JAMES
CHARLES HARRISON
CHARLES HART
FRED HILLERBRAND
ERNEST HARE
ARTHUR FIELDS
ZEZ CONFREY
ROYAL DADMUN
TOM ENNIS
JOHN FINNEGAN
SIBYL SANDERSON
FAGAN
GEO. HAMILTON GREEN
ADA JONES
JOHN KIMMEL
JULES LEVY
MILAN LUSK
ELIZABETH LENOX
REED MILLER
EDDIE NELSON
LANE ROGERS
MAXIMILIAN ROSE
WILLIAM ROBYN
NOBLE SISSLE
RUDY WIEDOEFT
WATSON SISTERS
MANA ZUCCA
JOHN YOUNG
FRED WHEELER
STASSIO BERINI
MAX BLOCH
LAURA COMBS
MONROE SILVER
CAL STEWART
RIA ROSA
HARRY STODDARD AND
HIS ORCHESTRA
ALL STAR TRIO
BERGH'S CONCERT
BAND
CRITERION MALE
QUARTET
FERERA & FRANCHINI
GLANTZ AND HIS
ORCHESTRA
BENNIE KRUEGER'S
ORCHESTRA
LANIN'S ROSELAND
ORCHESTRA
LOUISIANA FIVE
NATZY'S BILTMORE
HOTEL ORCHESTRA
PEERLESS QUARTET
PENNSYLVANIA HOTEL
ORCHESTRA
HARRY RADERMAN'S
ORCHESTRA
SHANNON FOUR
SIX BROWN BROTHERS
JOSEPH SAMUELS MUSIC
MASTERS
SELVIN'S NOVELTY
ORCHESTRA
STERLING TRIO

Emerson Records

Fifty Cents Retail



HOTEL ASTOR ORCHESTRA
Exclusive Emerson Dance Combination

Popular Priced Records a Dominant Factor

Progressive phonograph dealers are installing Popular Priced Record Departments in their stores in order that they may avail themselves of the profits such a department represents, rather than to continue to permit a sale of such large volume to be diverted to other channels.

It Is Time for All Dealers to Face the Issue Squarely

The popular priced record is an established department of the phonograph industry today. Every day a dealer puts off adding such a department to his store he is eliminating about fifty percent of the record profits that normally belong to him. The phonograph dealer with a store of high standing and a clientele of discriminating buyers will select a Popular Priced Record of outstanding quality, with a sales policy back of it that will protect him against undesirable competition, cut prices, and unsatisfactory service.

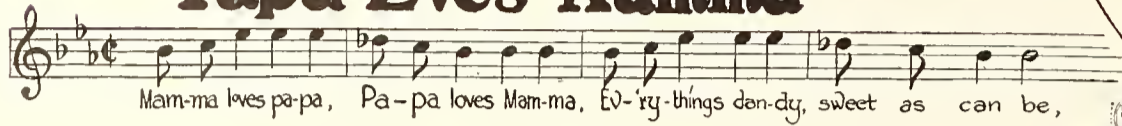
Emerson Records at Fifty Cents Retail

The new Emerson Record is one of unsurpassed merit, stable in price, sold on a policy in harmony with the best traditions of the phonograph industry. Send for samples of the new Emerson Record, and know its merits musically and artistically. With the samples we will send you a copy of the policy under which the Emerson Record is sold. Of course, the profit is the same as on any other standard record.

Emerson Phonograph Company, Inc.

105-111 West 20th Street
New York City

Mamma Loves Papa Papa Loves Mamma



NEW BUSINESS FROM OLD CUSTOMERS

Salesmen Who Neglect Former Patrons Are Ignoring Valuable Opportunity of Getting Line on Friends Who May Be in the Market

Old customers offer an opportunity for new business which the salesman might well take advantage of. In the majority of instances after the sale has been made the salesman who closed the deal forgets all about the customer, turning to new fields for business when he might further cultivate the friendship of the person who has already shown preference for the line which he represents and who, if thoroughly sold on the original purchase, should prove a prolific source of new prospects.

There is nothing original in the thought expressed above, perhaps, but it is timely and, therefore, worthy of consideration. One salesman whose annual business volume is far greater than that of his fellow workers, declares that a large proportion of his new business comes through the recommendation of former customers who have been pleased with their

purchases. In order that the people to whom he makes sales get the most out of their purchases this salesman drops into their homes whenever he happens to be in the vicinity, his ostensible object being to see if the instrument is working properly and giving thorough satisfaction. If he finds that this is not the case he ascertains the reason. In many instances he has found machines are in need of minor adjustments and these he makes on the spot. Also, if there are any other differences or misunderstandings, he sees to it that they are straightened out, thereby impressing on the patron's mind the fact that his firm is extending service of a high order to its customers. Of course, while he is in the home of a customer he injects the question as to whether there are any friends who might be interested in a talking machine. Many times the customer thinks of some friend who might be persuaded to invest in an instrument. The recommendation thus secured affords the salesman easy entrance into the homes of live prospects, and the very fact that the line he sells has been giving satisfaction immediately removes a big doubt in the mind of the prospect as to whether this particular make of machine will give returns commensurate with the money spent and, consequently, an important obstacle to a sale is removed, making the work of the salesman easier and much more effective.

Those salesmen who forget a customer as soon as the name has been placed on the dotted line will do well to ponder these few paragraphs and then give this method of securing prospects and making sales a thorough tryout. Of course, it is not necessary for a salesman to go out of his way to visit customers, but it is worth while to drop in when he is in the immediate neighborhood of a former patron.

TALKS TO WORLD VIA RADIO

On October 17 M. Millerand, president of the French Republic, addressed the world via St. Assise radio station, near Paris. The International News Service carried the message in full, and it was broadcast by stations in the United States and other countries. Vessels on the Atlantic and Pacific received the message via the Radio Corp.'s marine centers. This was the first time in history that a French President addressed the world by radio.

EDISON EXTOLS THE SIMPLE MELODY

Interesting Remarks Follow a Talk With Bandmaster Sousa on Music in America

When Thomas A. Edison and John Philip Sousa were brought together some time ago by Theo. Presser, of Philadelphia, the great bandmaster naturally complimented the famous inventor on his achievements and pointed out that, thanks to his genius, the great instrumentalists, singers and conductors can now be heard in the humblest homes.

Mr. Edison, in reply, deplored the fact that so few really cared to hear the great artists. "The public as a whole is very elementary, very primitive in its tastes. . . . A few people like the most advanced music—very, very few. The Debussy fanatic thinks that because he likes Debussy there must, of course, be thousands and thousands who do. He would be amazed if he knew on what a little musical island he is standing. You could hardly see it on the great musical map of the world. All the world wants music; but it does not want Debussy; nor does it want complicated operatic arias. I know at my own expense. Sometimes out of four thousand records advertised all up and down the land, some made by men and women of very great reputation, the public deliberately selects for its own some simple, heartfelt melody sung by some comparatively unknown singer, and demands this in such quantities that we have a hard time manufacturing enough."

CONGRATULATIONS, MR. STEINFELD

Samuel Steinfield, president and treasurer of the Claremont Waste Mfg. Co., Claremont, N. H., manufacturer of cotton flocks, was married on October 23 to Miss Jane Goldman, daughter of Mr. and Mrs. Harris Goldman, of Brookline, Mass. Mrs. Steinfield is well known in musical circles throughout New England, and has a host of friends in the musical world. Mr. and Mrs. Steinfield are now away on a honeymoon, and will be at home at Claremont, N. H., after December 1.

Elpert's, prominent merchant of Niagara Falls, N. Y., has a fine new store on Main street. Talking machines, jewelry and furniture are handled.

MAIN SPRINGS FOR ALL MOTORS

Best Quality - Quick Service - Low Prices



Each spring packed in a separate, numbered box. Each spring made of best crucible steel, tested and carefully inspected before leaving our factory.

Send us your order to-day.

	Price each	Price in lots of 50	Price in lots of 100
For Victor Motor			
No. MSW 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	50c	48c	45c
No. MSW 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	75c	72c	70c
No. MSW19—New Style, 1 inch x .022x13 feet long, crimp end on inside.	50c	47c	45c
No. MSW20—New Style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	75c	72c	70c
For Columbia Motor			
No. MSW21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW22—29/32 inch wide, .028x11 feet long, pear shaped hole.	45c	43c	40c
No. MSW 3—1 inch wide, .028x10 feet long, pear shaped hole.	50c	48c	45c
For Heineman Motor			
No. MSW21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 6—1 inch wide, .025x12 feet long, pear shaped hole.	50c	48c	45c
No. MSW23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	80c	77c	75c
For Brunswick, Krasberg, Saal, Sonora, Stevenson, Silvertone, Aeolian, Cheney, United, Meiselbach or Thomas Motors			
No. MSW 8—1 inch wide, .026x13 feet long, oblong hole.	55c	53c	50c
No. MSW 9—1 inch wide, .026x16 feet long, oblong hole.	65c	63c	60c
No. MSW10—1 inch wide, .026x18 feet long, oblong hole.	75c	73c	70c
No. MSW25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	45c	43c	40c
We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.			
Other Standard Makes			
No. MSW17—3/4 inch wide, .025x10 feet long, pear shaped hole.	40c	38c	35c
No. MSW18—7/8 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c

These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express. Combination orders may be made to obtain quantity price.

COLE & DUNAS MUSIC CO.
430 S. Wabash Ave. Chicago, Ill.

Headquarters for Everything in Musical Merchandise. Write for our new bargain bulletin; 1000 different items at special prices.

SYRIAN AND ARABIAN RECORDS

IMPORTED AND DOMESTIC

Of the Best Artists

"Macksoud," "Baidaphone" and "Odeon"

10, 11 and 12 Inches. Double Faced

Liberal Discount to Dealers. Ask for Catalogue

A. J. MACKSOUD

77 WASHINGTON STREET

NEW YORK, N. Y.



The New Pathé record that plays on all phonographs with steel needles—



The period between now and the Christmas Holidays represents the **BEST RECORD BUYING SEASON** of the entire year. The following list of Records carries a distinct Christmas appeal. No one class of Records sells as well during this period. *Cash in on this demand by ordering these numbers TODAY.*

55 Cents Each, 2 for \$1.00

(FOR THE CHILDREN)

- | | |
|------------------|--|
| Quantity Ordered | 022191—Christmas Eve In The Toy Shop.....Hunting & Sterling Trio |
| | —'Twas The Night Before Christmas.....Russell Hunting |
| | 020472—How Santa Claus Makes His Toys.....Gerard & Hunting |
| | —How Santa Claus Distributes His ToysGerard & Hunting |
| | 021016—Bedtime Tales, No. 1.....Gerard & Hunting |
| | —Bedtime Tales, No. 2.....Gerard & Hunting |
| | 021017—Bedtime Tales, No. 3.....Gerard & Hunting |
| | —Bedtime Tales, No. 4.....Gerard & Hunting |

(SACRED AND STANDARD)

- | |
|--|
| 021084—Silent Night, Holy Night.....Placide Morency, Tenor |
| —Adeste FidelesPlacide Morency, Tenor |
| 021083—Noel (O Holy Night)Turner Roe, Baritone |
| —The Star Of BethlehemTurner Roe, Baritone |
| 025089—Silent Night, Holy NightMargaret Matzenauer, Contr. |
| —Home, Sweet HomeMargaret Matzenauer, Contr. |
| 022433—Christians Awake, Salute The Happy Morn.....Shannon Four |
| —God Rest Ye, Merrie Gentlemen.....Shannon Four |
| 020454—Lead, Kindly Light (Chimes).....Chris. Chapman |
| —Nearer, My God, To Thee (Chimes)Chris. Chapman |
| 025090—Somewhere A Voice Is Calling.....Tito Schipa, Tenor |
| —Don Pasquale "Cerchero lontana terra".....Tito Schipa, Tenor |

(OPERATIC AND STANDARD)

- | |
|--|
| 025067—Barber Of Seville "Una voce poco fa".....Helen Yorke, Soprano |
| —Lucia di Lammermoor "Mad Scene".....Helen Yorke, Soprano |
| 025096—Love Sends A Little Gift Of Roses (Violin Solo).....Alexander Debruille |
| —Mignon "Gavotte" (Violin Solo).....Alexander Debruille |
| 025086—El Contrabandista (Piano Solo).....Joseph Lhevinne |
| —Ecoisais (Piano Solo).....Joseph Lhevinne |

**Include these "UP TO THE MINUTE" hits in your order—
They're really January numbers**

- | |
|---|
| 032002—Dreamy Melody.....Apollo Male Trio |
| —Easy MelodyApollo Male Trio |
| 032005—No, No, Nora! (Vocal).....Frank Bessinger |
| —Since I Fell In Love With YouCharles Cinway |
| 021068—Covered Wagon Days (Fox Trot) (Vocal Chorus).....Strand Roof Orchestra |
| —Foolish Child (Fox Trot)Strand Roof Orchestra |

Pathé the World Over

Pathé Phonograph and Radio Corporation
20 Grand Avenue, Brooklyn, N. Y.

Rush by first (.....) Records ordered above. If ordered in not less than five (5) of a number, our price to be 30 cents each. **RUSH.**
Exp.—Frt.—P. P.

NAME

ADDRESS

STATE

Per

Musical Sidelines as Stimulators of Trade

How Sidelines Can Be Made a Source of Increased Revenue and Some Important Problems Involved in Efficient Merchandising

Talking machine dealers are turning more and more to musical sidelines to increase their profits and to stimulate sales generally. Small musical instruments, radio, sheet music and music rolls are all receiving their share of attention. For the most part the dealers are working on the principle that anything that brings people into the store, provided it does not require a too large investment and is a ready seller and must be worth handling. Experience is bearing out these theories.

Sidelines Require Attention

The talking machine dealer, however, who installs a sideline and expects sales to drop into his lap is badly mistaken. The same principles of business management apply to the handling of a sideline that affect the general business. That is, the dealer must use the same intelligence and energy in bringing his sideline to the attention of the public that he uses to push the sale of talking machines and records. This means advertising and other forms of publicity, as well as real constructive sales promotion work. It is very true that a sideline, especially a musical product, will enable the talking machine dealer to enlarge his sales scope and thus increase his profits, but this holds good only when the dealer takes the trouble to get behind his product.

Some retailers are turning to sidelines foreign to the music field and generally this policy is not as good as sticking to the music business. This is so for a number of reasons, chief among which are that he is familiar with the merchandising of music; he has his musical prospects lined up and his whole business structure has been built for the specific purpose of

selling musical instruments. He knows from past experience how to approach his prospects and what results he may logically expect, whereas if he installs a line which bears no relation to the musical instrument business, after having established his reputation, he is placed in a position where he finds it necessary to learn to merchandise something with which he is entirely unfamiliar.

How Sidelines Help General Business

Another angle of the sideline proposition is that very often a product closely allied with the main business will have the effect of helping the sales of the main line handled. One of a number of enterprising dealers who have found this so is the Elizabeth Phonograph Shop, Inc., Elizabeth, N. J., which, in addition to a complete line of talking machines and records, handles music rolls, sheet music and musical merchandise. S. Brandes, proprietor of this establishment, in discussing the effect of the sideline on the sales of the main line, declared that in many instances people come into the store to purchase sheet music or music rolls and remain to hear and purchase talking machine records. "No dealer can expect to make a success of the sideline unless he gives the same intelligent thought to merchandising it that he does to his main business, whatever that may be," said Mr. Brandes. "We advertise and make every effort to impress upon the people in this vicinity that we handle sheet music and musical merchandise. Another thing I have found is that customers to whom I have sold talking machines, records or sheet music furnish an excellent prospect list to use when digging for musical merchandise business. These lines

interlock to a certain extent. They all pertain to music and it has been my experience that when there is one type of musical instrument in a home there is an excellent opportunity of making sales of other instruments of a different character. Just as the talking machine customer is a good prospect for musical merchandise, just so is the owner of a band or stringed instrument a good prospect for a talking machine, and this rule also applies to owners of pianos, etc. As I said, however, success depends largely upon the dealer himself."

Getting People Into the Store

Anything that brings people into the store is bound to help general business and that is one of the main objects of handling a sideline. Of course, if the dealer loses money by installing additional lines, he must take some drastic action, either placing the sideline on a profitable basis or, if necessary, discontinue handling it altogether. It is a foolish practice to spend money for fixtures and stock in the hope of bringing a few people into the store if there is no profit in the transaction. It would be much better to spend the money in boosting the sale of talking machines and records. However, there is some real profit in the musical sideline and, as Mr. Brandes so aptly puts it, "Success depends largely upon the dealer himself."

Alterations to the building housing the A. L. Arvidson Piano Co. business in Denver, Col., will soon be completed and the concern is getting ready for an intensive sales drive on pianos and talking machines, after a period of forced inactivity. The renovated warerooms will be the equal of any here in point of attractiveness.



Model G



Interior. Models D, G, H and I



Model I



Model H

Attractive Consoles in Combination American Walnut and Brown Mahogany—Top 35x22 in. Height 34½ inches.

LET US FURNISH YOUR HOLIDAY REQUIREMENTS

Write Today for Cuts and Prices



Model D

THE H. LAUTER COMPANY

West Washington and Harding Streets

INDIANAPOLIS, INDIANA



The New \$100 CONSOLE — A Big Holiday Seller

Deliveries now being made of the new KIMBERLEY "Grand." Its superb cabinet finish, attractive lines and quality construction insure a quick turnover.



There are Six
More
Kimberley
Models
Ready
for
Immediate
Delivery

Limited
Jobber
Territory
Now Open.
—
If you are
interested
write us
today.

New Kimberley "Grand"
List Price \$100
Mahogany only

WHY THE KIMBERLEY LINE IS A SALES LEADER

1. Superior Piano Finish.
2. Exclusive Precision Made Tone-Arm and Latest Type Motor.
3. Unusually Liberal Trade Discounts.

YOU NEED THE KIMBERLEY AGENCY NOW

Write or Wire for Details.

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory: Perth Amboy, N. J.

Office and Show Rooms: 206 Broadway, New York City

How a Live Dealer Sold Over 1200 Machines

People Visiting Weil Bros. Furniture House Must Pass Through Attractive Talking Machine Department—Cater to Foreigners—Overcome Keen Competition—Investigation Before Delivery

It is always as interesting as it is helpful to know "how the other fellow does it"—how talking machines and records are merchandised at retail in a manner to increase sales to customers, particularly in a locality where the large majority of residents are of small means. Disposing of more than twelve hundred talking machines in less than two years is the record of Weil Bros., who conduct a department for the sale of talking machines in conjunction with their furniture business on Third avenue, New York City.

To get an idea of the problems which this concern has had to meet one must know something about the neighborhood in which the store is located. The entire district is devoted to tenement houses, in which live many foreigners, including German, Swedish, Polish, Italians, etc. Also in that neighborhood are a great many cut-price stores and one of the greatest problems has been to meet this competition and at the same time to conduct business on a legitimate basis.

As has been mentioned, advertising has been the chief means of bringing people into the store, although the fact that the concern handles furniture has been instrumental in bringing many patrons into the warerooms of this concern. The talking machine department is on the main floor, occupying considerably more than half the entire floor space and, consequently, all customers find it necessary to pass long lines of beautiful Victor and Sonora instruments before they reach the elevator which takes them to the furniture department. The talking machine department itself is one of the handsomest and most spacious in the immediate district. There are nine booths, installed by the Unit Construction Co., as well as cases for the display of small musical instruments and talking machine accessories. Ten thousand records are carried in stock at all times.

Although such a large number of machines have been sold in the two years in which this department has existed repossessions are almost unknown, due to the fact that various inducements are given to the customers to make their payments promptly and to pay for the machine as quickly as possible. For example, each customer is advised that if the instrument purchased is paid for in from six to nine months the interest charge will be deducted. Every effort is made to keep the accounts of customers up to date and, wherever possible, weekly payments are stipulated in the contract. In most cases, also, an endeavor is made to have customers come to the store to make their payments, although where this is impossible collectors are sent out at regular intervals.

The surprising lack of repossessions is partly due to the rigid system of investigation which is pursued before the instrument is delivered, according to S. B. Simms, manager of the talking machine department, who, by the way, is a live wire of wide experience in the talking machine field. When a deal has been closed with a customer the contract is turned over to the credit department. When references are given these are quickly checked up and when investigation discloses the fact that the customer has lived in one house or apartment for a number of years and is in good standing with the landlord and dealers in the immediate vicinity the instrument is delivered without further investigation.

GETTING THE RECORD LIST TO BUYER

The advertising department of the Columbia Graphophone Co., New York, announced recently that beginning with the January issue of the Columbia record supplement there would be introduced a radical departure in the mailing of these supplements. Instead of using the usual supplement envelope, the supplement itself will be neatly addressed and stamped on the back cover, thereby enabling the recipient of the supplement to thoroughly appreciate the fine art work that characterizes the supplement cover. Columbia advertising executives believe that an envelope, no matter how attractive, stands an excellent chance of taking the shortest route from the mail box to the waste basket without ever being opened, but the presentation of a supplement addressed directly on its cover is calculated to give it maximum value as an attention getter.

SUGGESTS SPECIAL SALES DRIVE

Following out its plan of timely, practical suggestions to Victor dealers in the stimulation of record business, the Musical Instrument Sales Co., New York, Victor wholesaler, recently forwarded a letter to the trade suggesting that a special sales drive be instituted featuring Victor Record No. 961. This record presented in the November 9 list is by John McCormack, the famous Irish tenor, who sings "Wonderful One" and "Love Sends a Little Gift of Roses." The Musical Instrument Sales Co. offers to send its dealers leaflets, display cards, streamers, etc., in order to make the drive on this record profitable.

NEW ARNOLD-EDWARDS BUILDING

JACKSONVILLE, FLA., October 30.—The new store of the Arnold-Edwards Piano Co., of this city, is rapidly nearing completion and when ready for occupancy will be one of the most elaborate retail music warerooms in the entire South. The building represents a total investment of \$90,000 for construction cost alone.

The structure is three stories in height and will contain not only display rooms but an auditorium and professional studios as well.

The Ellis Reproducer Stands Supreme



The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adaptable to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by

Arthur Brand & Co.
1618 Vine St. Cincinnati, O.

Distributors of Talking Machine Repair Parts and Supplies



The Reflexo Counter Display

Minger says

Gilt Edge Needles Once Introduced Become a Steady Repeater!

Once sold the first time, Gilt Edge Needles produce repeat orders automatically on the basis of their clean-cut superiority. They are easy to sell the "first time" through the attractive attention-compelling metal display stand we furnish free with every assortment of 100 packages.

GILT EDGE The Needle That Plays 10 Records

From the first record to the tenth, each Gilt Edge Needle will bring out every tonal beauty originally put into the record. The Gilt Edge Assortment contains one hundred packages of Gilt Edge Needles (40 loud tone, 20 extra loud, 20 medium, 20 dance tone) retailing at 10c, total \$10. Cost to you, \$5 complete with display stand—100% profit!

REFLEXO

Blue Steel Needles are a marvelous improvement. One needle plays every tone, loud, soft or medium. 100 packages sell for 15c each, total \$15. Cost \$7.50. Test it!

Write for samples. Ask your jobbers.

The Reflexo Counter Display



Reflexo Products Co., Inc.

Sole Agents for W. H. BAGSHAW CO.

Gilt Edge and Reflexo Blue Needles

Factory—Lowell, Mass.

Office, 347 Fifth Ave., New York

FOR CHRISTMAS

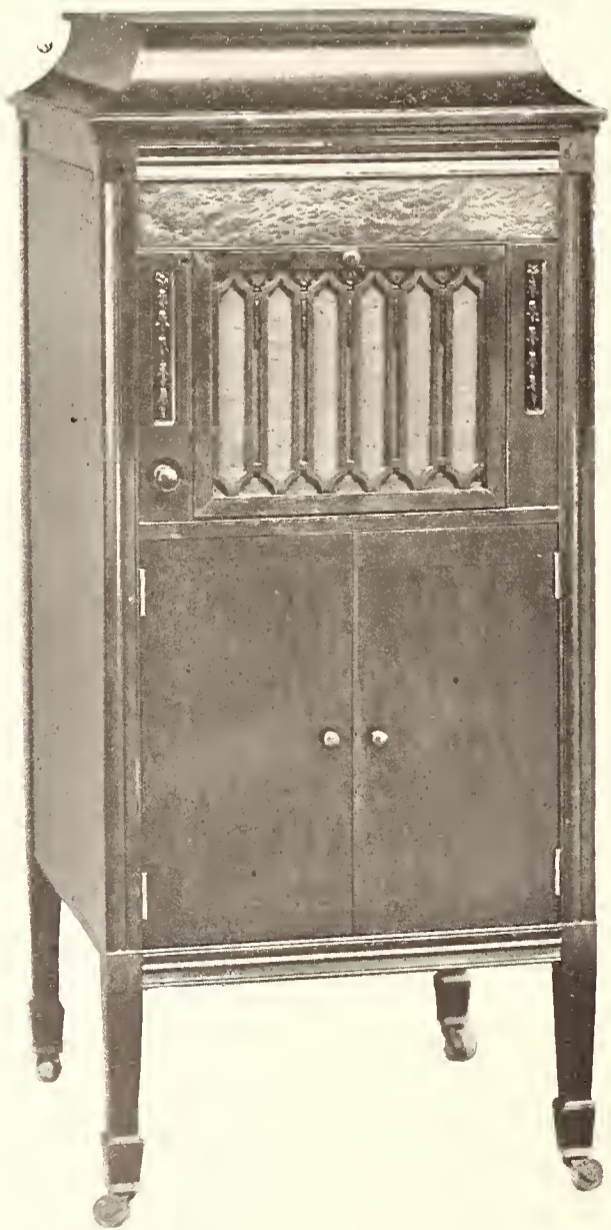
Two Ideal Instruments

Flemish Design Period Model

THE classic design and rich coloring of this Flemish Period Model make it an ideal gift phonograph.

Gold-plated hardware and velour turntable add greatly to its appearance.

A divided top allows for the placing of a lamp or vase and the new drop door discloses a silk and wood grille.



*Flemish Design Period Model 1644.
Priced \$185.*

Specifications — Height, 35"; Depth, 22";
Length, 35". Graduola—Velour Turntable—
Gold-plated hardware.

Conventional Vocalion Style 660.

Price \$160

An unusually graceful design which adapts itself
to smaller spaces and room corners.

Specifications—Height, 47"; Width, 21"; Depth,
21". Graduola—Gold-plated hardware, Albums.

*Both of these instruments are equipped with the GRADUOLA
which gives the pleasure of individual
expression and control of tone.*

Other Styles from \$125 upwards

The **AEOLIAN COMPANY**
AEOLIAN HALL NEW YORK

VOCALION

RED RECORDS



COLIN O'MORE

*"The Greatest Tenor Ballad
Singer of Our Time"*

That is what critics say of Colin O'More, tenor, with the San Carlo Opera Company.

Perfect tone and diction are delightful qualities in Colin O'More's singing which reproduce perfectly on exclusive

VOCALION

RED RECORDS

10"—\$1.25

- 24016—At Dawning
I Hear a Thrush at Eve
- 24017—Because
A Dream
- 24034—Because of You
Heaven at the End of the Road
- 24018—Believe Me If All Those Endearing
Young Charms
Foggy Dew
- 24030—Dear Little Shamrock
Low Back'd Car
- 24044—Fallen Leaf
Out Where the Blue Begins
- 24019—I Hear You Calling Me
Bonnie Sweet Bessie

10"—\$1.25

- 24029—I Love A Little Cottage
When I Awake
- 24043—A Kiss In The Dark
Wonderful One
- 24008—Little Town in the Ould County
Down
Pretty Kitty Kelly
- 24021—Pale Moon
The World is Waiting for the Sun-
rise
- 24039—The Tumble Down Shack in Ath-
lone
The Little Lilac Garden
- 24032—Three O'Clock in the Morning
For the Sake of Auld Lang Syne

Vocalion Red Records Play on All Phonographs

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th 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.
- SONORA 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.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
Distributor of Vocalions and Vo-
calion Red Records
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

My Home Town In Kansas

Nan Halperin's big song hit
by "LITTLE JESSIE JAMES"

If you could just see my home-town in Kan-sas! We've got a tree and

NEW VOCALION PIANO RECORDINGS

Record by David Pesetzki and Another by Cliff Hess and the Ambassadors in the December List of the Vocalion Red Records

Among the new Vocalion Red records to be released in December will be a piano record played by David Pesetzki. On one side of the record is "Juba" (Dance), from the suite "In the Bottoms," a characteristic number, and on the other side is "Marche Mignonne." These two compositions are standard selections of a lighter vein and are beautifully rendered. This record is the first of a series of piano records to be made in the future by different artists, ranging from the light standards to the more substantial classics.

The December Vocalion Red record bulletin will also contain another piano record that will have a popular appeal. This is record No. 14671, with "Upright and Grand" on one side and "Corn on the Cob" on the reverse side. Both numbers are fox-trots, with Cliff Hess and the Ambassadors playing "Upright and Grand" and Frank Banta and Cliff Hess with the Broadway Syncopaters playing "Corn on the Cob."

Dunkerly & Co., of Passaic, N. J., now own the building formerly owned by the People's Bank Co. An attractive Victor department occupies the first floor.

CONGRATULATIONS ARE IN ORDER

David Goldman, Okeh Auditor, Buys the Cigars Upon Arrival of Helen Sonia—Miss C. Motto Joins Forces of Okeh Betrothals

David Goldman, auditor of the General Phonograph Corp., manufacturer of Okeh and Odeon records, has been having a busy few weeks, for only recently he received congratulations of his co-workers upon the arrival of a baby girl, who has been christened Helen Sonia. Mr. Goldman is now the father of a pair of Queens, and, if the deflection in the ranks of his organization continues, they will both be needed in the very near future.

Within the past four years three of Mr. Goldman's right-hand assistants have entered the happy state of matrimony, and on October 31 Miss Camille Motto, who has been associated with Mr. Goldman for nearly a year, was the guest of honor at a reception given by her co-workers to celebrate her betrothal to Harry Leoni. Mr. Goldman has figured out that twelve members of the accounting department have become engaged during the past few years, one of the most recent being Miss Sally Dodds, whose betrothal to Wm. Buckheit was announced a few weeks ago.

The Tedstrom Furniture Co., of Pine Bluff, Ark., was recently appointed Edison dealer in that territory.

URGES DISPLAY TO BOOST SALES

Max Willinger, President, New York Album & Card Co., Tells Story With a Moral

To just what extent sales have been lost by retailers through the lack of display of goods in stock is, of course, hard to estimate. Max Willinger, president of the New York Album & Card Co., New York City, manufacturer of the "Nyacco" line of albums, tells the interesting story of a man, an owner of a talking machine, who learned for the first time last month that there was such a thing existing as a record album. This man, calling at the headquarters of the New York Album & Card Co., relative to the purchase of photograph albums, happened to pick up a record album and asked Mr. Willinger what it was. When told, the man asked if these record albums could be purchased from a talking machine retailer as the only place he had for storing his records were shelves which often caused the marring and breaking of the records. Mr. Willinger has had for some time a counter display card of the "Nyacco" album, but the display of the album itself, he points out, would undoubtedly improve sales.

MANY REQUEST NEW PLAZA CATALOG

Volume Showing "Certified Repair Parts" Demanded by Dealers Throughout the Country

The sales department of the Plaza Music Co., New York, reports a country-wide demand for the new catalog which the company issued recently, featuring "Certified Repair Parts." This catalog features a complete line of repair parts of every description, specializing on main springs, motors and talking machine supplies. The catalog is arranged in convenient form and the use of clear-cut illustrations showing the



Cover of Plaza Co.'s Repair Parts Book various parts has been an important factor in the success of the publication.

Included in the various parts listed are main springs for practically every type of motor on the market, parts for the standard makes of talking machines, felts, graphite, hardware, mica, turntable covers, etc., in addition to many types of motors, reproducers and tone arms. The last few pages of the catalog call attention to some of the many products that are manufactured or distributed by the Plaza Music Co., including Banner records, Little Tots nursery tunes, the popular Pal portable and Jewel rolls.

We Serve New York!

ENTERPRISING dealers who are reaping the benefits of handling the fast-selling, popular

Okeh Records

The Records of Quality

will soon be involved in the inevitable hurry and scurry of holiday business. To those dealers who are within the Metropolitan district, we earnestly suggest that they fortify themselves against profit-losing delays and incomplete deliveries by availing themselves of the unfailingly prompt and efficient service that we are thoroughly equipped to give.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



Buy
Okeh
Needles

They
Keep
Record Sales
Alive!

STRAND

Reg. U. S. Pat. Off.

for
Beauty
for
Tone
for
Price



Queen Anne
Special
\$150
Costs You
\$66

Two-tone shortage, we said!

(And it has come—but we can still supply you)

Business already in tells the story

(Dealers ordering *now* will get the merchandise)

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Swetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

Important Radio Merchandising Factors

Experiences of Some Leading Talking Machine Merchants in Retailing Radio—Interesting Digest of Problems Facing Dealers

That talking machine dealers are paying more and more attention to the possibilities awaiting them by tying up their talking machine business with radio in some way is evidenced by the increasing number of dealers who have added radio in some form or another. Other dealers, who have not yet reached the point of installing radio departments, are studying the problems connected with radio and informing themselves on the ramifications of the radio field in connection with retail merchandising in order to be fully informed before they take the plunge. There seems to be a growing feeling that sooner or later radio will be an important part of the talking machine dealer's

business, but many are convinced that the radio, to be made the most of by the talking machine trade, must be sold either as an attractively cased complete set, or in combination with a talking machine, both enclosed in the same cabinet. The consensus of opinion appears to be that handling parts for assembling purposes should be shunned by the talking machine trade. There is general agreement that necessary accessories must be handled, not so much for the profit that there may be in this branch of the business, but mainly as a necessary form of service for the purchaser.

Advocates Careful Selection

Sol Lazarus, one of the most progressive dealers in the metropolitan area of New York, commenting on radio merchandising possibilities for the talking machine dealer, holds the opinion that too much care cannot be exercised in the selection of the line handled. "The talking machine dealer who contemplates adding radio," declared Mr. Lazarus, "must exercise the greatest care in selecting a line that is not in the hands of the gyps. The one great drawback in the radio business to-day is the vast volume of goods which is being sold by unscrupulous dealers who are out to make a quick profit regardless of the effect of their methods on the trade in general. The legitimate dealer can overcome this form of competition to a large extent by selecting the best possible line to handle. This must be a line manufactured by a reputable firm and one which is not being sold at impossible prices. Another important consideration involved in the handling of radio is the method of merchandising. I believe that the best way to sell radio sets is by staging demonstrations in booths as is the case with talking machines. Of course, the trade is thoroughly equipped for this type of merchandising, so that is no hardship."

Installment Sales Best

"Then there is the question of whether or not to sell radio on the installment plan. Experience has convinced me that while the deferred payment plan is the only way in which radio can be sold to the masses a large down payment must be received. I consider in the neighborhood of 25 per cent to be about right. Twenty-five per cent down and the balance to be paid for in between five or six months. This means 20 per cent of the balance after the first payment has been made must be received by the dealer each month. Longer terms involve a credit risk which no dealer can afford to overlook."

Something New in Radio Merchandising

A combination talking machine and radio outfit is the best way to combine the talking machine business with this comparatively new entertainment medium, according to Saul Birns, who operates six talking machine stores in the metropolitan district of New York, and who at the present time is engaged in fitting up a radio salon in his main store on Second avenue, New York. His plans include many original ideas regarding selling and display. The main room is about twenty by forty feet, handsomely decorated. Along the walls of this room are placed between fifteen and eighteen combination talking machine and radio outfits. The cabinets include upright and console models of the talking machine type now in use; some of them are beautiful period models. Part of these cabinets contains the talking machine complete in all details and the remainder is devoted to the radio outfit, which is entirely hidden and is only disclosed by lifting the lid of the cabinet as in the case of a talking machine. All of these instruments are connected, ready for instant use, by means of an indoor aerial, which

consists of a wire along the ceiling of each side of the room. The radio programs are clipped from the papers each evening and all machines are tuned in ready for instant playing, so that when a customer comes in the radio program can be listened to merely by turning on an electric switch. There is no fussing around with the dials trying to "pick up" a station, involving loss of time and the possible loss of a customer through long waiting and inability to get a station. Of course, when there is "nothing in the air" the customer is informed of the fact and an attempt is made to arrange a demonstration later in the day.

Service an Important Requisite

In addition to the various factors involved in merchandising radio mentioned in the preceding paragraphs, service following the sale is of the utmost importance, according to Lambert Friedl, manager of the talking machine department of the New York Wanamaker store. There is always the possibility of something happening to the radio set after it has been installed in the home, according to Mr. Friedl. Connections may become loose, batteries run down, etc., and not everyone is capable of inspecting the outfit and locating the trouble. The dealer who handles radio outfits must be prepared to take care of customers after the sale has been made by making necessary repairs, adjustments, etc., if the good will of the patron is to be maintained and the merchandise is to retain its prestige with the purchaser.

The Wanamaker store, which handles nationally known radio lines, also sells a combination talking machine and radio outfit, and several demonstration booths formerly devoted to talking machine and record demonstrations are now used for displaying and demonstrating the combination outfits. The Wanamaker store is featuring these outfits in some timely advertising and a number of the combinations have already been sold.

Sell Radio Separately

The Landay Bros. retail chain of stores in the metropolitan district are paying considerable attention to radio. M. Price, manager of the Newark, N. J., store of the concern, declares that radio is not tied up with the talking machine department. No effort is made to sell talking machine customers radio, although he declares that he intends to make a bid for business among his talking machine customers some time in the future. The radio department occupies a prominent position in the warerooms and advertising is proving effective in securing new business from people who may also prove live prospects for talking machines and records, musical instruments, etc.

WITHDRAWS FROM PARTNERSHIP

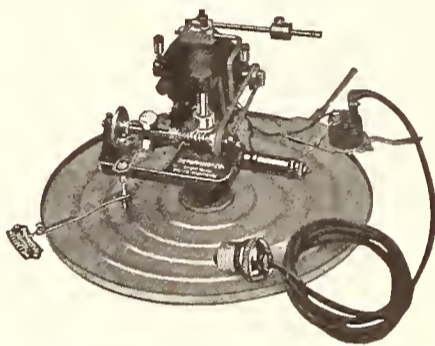
READING, PA., November 5.—Ralph E. Hangen has recently withdrawn from the partnership existing between Edgar P. Hangen, Paul S. Hangen and himself, trading as Hangen's Music House.

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 ready to run.

Sample, mounted on motor board, 12x12¾, \$25.00 C.O.D. Money back if not satisfactory.

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

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

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

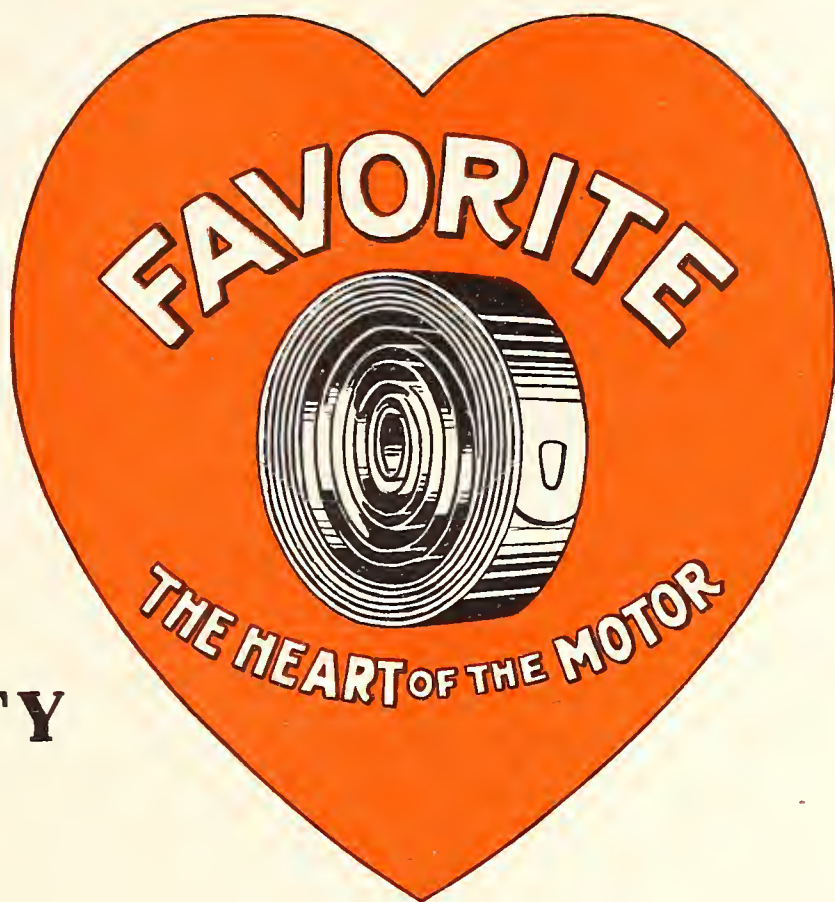
STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.



HIGHEST QUALITY

MAIN SPRINGS

MAIN SPRINGS

	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft., for Edison	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor	0.60
1 1/4 in. x 0.22 x 17 ft., Victor, bent arbor	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.40
1 in. x 0.25 x 12 ft., oblong hole, western motors	0.40
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg	0.60
1 in. x 0.28 x 10 ft., for Columbia, 2, 3, and 4 Spring Motor	0.38
1 in. x 0.22 x 10 ft., for Columbia, Single Spring Motor....	0.35
1 in. x 0.20 x 13 ft., for Victor	0.40
1 in. x 0.20 x 13 ft., for Victor, bent arbor	0.40
7/8 in. x 0.22 x 10 ft., oblong hole, Meisselbach No. 9.....	0.30
3/4 in. x 0.25 x 10 ft., for Blick motor	0.30
3/4 in. x 0.25 x 10 ft., oval hole	0.28
3/4 in. x 0.22 x 8 ft., German motor	0.25
3/4 in. x 0.22 x 8 ft., for Swiss motor	0.22
5/8 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick	0.65
1 in. x 0.22 x 9 ft., for Meisselbach No. 12, oblong hole...	0.35

COLUMBIA REPAIR PARTS

No.	Description	Price
427	Columbia main springs, No. 2951	\$0.38
3451	Columbia spring barrel head.....Complete	0.75
5008	Spring, barrel winding gear, old style.....	0.75
3834	Spring barrel winding gear, new style.....	0.75
604	Needle cups.....Per 100	2.00
606	Needle cup covers.....Per 100	1.00
5106	First intermediate gears.....Complete	0.40
5107	Second intermediate gears.....Complete	0.40
12537	Worm gear for single-spring motor.....Complete	0.98
12336	Bevel pinion single-spring motor.....	0.35
12333	Bevel pinion, regular style.....	0.75
12334	Bevel pinion, latest style.....	0.75
12235	Bevel pinion for old-style double spring.....	0.50
12332	Bevel pinion disk shaft.....Complete	1.00
13496	Male winding pinion.....	0.30
12496	Female winding pinion.....	0.30
3004	Governor shaft.....	0.40
11778	Driving shaft.....Complete	0.50
13798	Governor balls.....Complete	0.98
3570	Governor springs, each 0.02.....Per 100	1.50
6739	Stylus bar.....Complete	0.35
5010	Universal attachment.....	0.35
13228	Winding crank, 3 sizes, 7, 8 and 9 in. long.....Each	0.35
	Columbia Governor Screws.....Per 100	1.00
	Columbia Barrel Screws, No. 2621.....Per 100	1.00
	Columbia Sound Box Thumb Screws.....Per 100	1.50

PARTS—HARDWARE

5000	Crown gear for Blick motor	\$0.25
5001	Crown gear for Melophone motor	0.25
5002	Crown gear for Heineman No. 0	0.25
5003	Tone-arm goose neck for independent arm.....	0.25
5004	Governor pinion for imported motor	0.25
5005	Tone-arm base for independent arm.....	0.25
	Automatic nickel-plated lid supports	0.22
	Automatic gold-plated lid supports	0.55
	Piano hinges, nickel-plated, 1 1/2 in. long.....	0.22
	Highly nickel-plated needle cups.....Per 100	2.00
	Covers for cups.....Per 100	1.00
	Highly gold-plated cups.....Per 100	7.00
	Needle cup covers, gold-plated.....	5.00
	Turntable felts, 10-in., round or square.....	0.15
	Turntable felts, 12-in., round or square.....	0.18
	Motor bottom gear for Triton motor.....	0.20

MEISSELBACH REPAIR PARTS

	Price each	
P9764	Main springs for motors 16, 17, 19.....	\$0.60
P9765	Main springs for motor No. 12	0.35
CP532	Governor.....Complete	1.90
P1504	Governor shaft, new style	0.75
P1505	Governor shaft, old style	0.75
AP533	Governor ball	0.10
CP644	Turntable shaft Nos. 16, 17, 19.....	1.50
CP645	Turntable shaft for No. 12	1.25
AP697	Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698	Spring barrel cup for No. 12.....	0.50
CP1113	Spring barrel shaft and gear	0.90
P1529	Brake lever, bottom plate	0.10
P604	Brake lever, top plate	0.10
AP528	Winding shaft for Nos. 16, 17, 19.....	0.75
AP529	Winding shaft, straight cut, Nos. 16, 17, 19.....	0.95
AP530	Winding shaft, spiral cut, for 10; 12.....	0.35
AP531	Winding shaft, straight cut, for 10; 12.....	0.35
AP591	Brake lever	0.35
CP536	Intermediate gear for Nos. 16, 17, 19.....	0.90
	M Winding cranks, 3 sizes	0.75
	M Speed indicator	0.45

HEINEMAN REPAIR PARTS

CP5226	Governor.....Complete	\$1.50
CP9799	Turntable shaft.....Complete	1.50
AP9924	Governor balls, 33; 77; 44	0.10
AP9925	Governor balls for No. 36	0.10
P5004	Governor pinion for No. 0	0.25
P5003	Governor shaft	0.50
CP9629	Speed indicator.....Complete	0.45
P9764	Main spring for No. 33 or 77	0.40
P9765	Main spring for No. 36	0.28
P9766	Main spring for No. 44	0.60
AP9778	Spring barrel cup for No. 33 or 77.....	0.50
AP9779	Spring barrel cup for No. 36.....	0.50
AP9780	Spring barrel cup for No. 44	0.75
P9762	Winding shaft for motor No. 33.....	0.60
P9766	Winding shaft for motor No. 36.....	0.40
5304	Winding shaft for No. 44 or 77.....	0.75
5007	Escutcheon.....Complete	0.15
AP9409	Turntable brake.....Complete	0.15
AP10072	Winding crank, 3 sizes	0.75

TONE ARMS

No. K	With sound box	\$1.25
No. P	Nickel-plated without sound box	2.75
No. P	Gold-plated, without sound box	4.50
No. M	Tone arm, Meisselbach sound box	4.75
No. M	Gold-plated Meisselbach sound box	7.50
No. L	Made of brass tubing, nickel-plated.....	2.50
No. L	Made of brass tubing, gold-plated.....	4.50

SOUND BOXES

No. B1	Bliss sound box, fit Victor	\$1.25
No. B	Balance, fit Victor	0.75
No. F	Favorite, fit Victor	1.75
No. I	"Supreme" nickel-plated, loud and clear	3.00
No. I	"Supreme" gold-plated, loud and clear.....	4.50
No. M	Nickel-plated, mellow tone, for Victor	1.75
No. M	Gold-plated, mellow tone.....	2.25
No. G	Nickel or gold-plated.....	1.00
No. P	Gloria patent, extra loud	3.00
No. H	Imported nickel-plated	0.75
No. 6	Columbia, nickel-plated	2.25

REPAIR PARTS FOR VICTOR MOTOR

	Price each	
5012	Winding gear	\$0.60
5013	Turntable gear, straight cut, small teeth.....	0.35
5014	Turntable gear, large teeth, straight cut	0.35
5015	Turntable gear, small teeth, spiral cut	0.35
5016	Turntable gear, big teeth, spiral cut	0.35
5021	Rubber back for exhibition box	0.35
5017	Rubber back for No. 2 sound box	0.35
5018	Governor collar	0.15
5019	Spring barrel shaft	0.60
5020	Stylus bar for No. 2 box	0.35
5022	Stylus bar for exhibition box	0.35
5011	Attachment for vertical cut record	0.25
	Governor springs, for Victor	Per 100 1.00
	Governor screws, for Victor	Per 100 1.00
	Governor balls, new style, for Victor.....	0.08
	Needle arm screws for exh. box.....Per 100	1.50
	Needle arm screws for No. 2 box.....Per 100	1.50

MICA DIAPHRAGMS

1 23/32 in.	Victor Ex. Box, 1st grade.....	\$0.15
1 1/4 in.	new Victor No. 2, very best	0.18
1 31/32 in.	for Sonora	0.20
2 1/16 in.	for Meisselbach box	0.22
2 3/8 in.	for Pathé new style	0.35
2 3/16 in.	for Columbia No. 6.....	2.25
2 9/16 in.	for Pathé or Brunswick	0.45

SAPPHIRES

Pathé, very best, loud tone, genuine	\$0.12
Pathé, soft tone, ivory setting.....Complete	0.18
Pathé, soft tone, steel setting	0.10
Edison, very best, medium tone	0.18
Edison, very best, loud tone	0.15
Edison, genuine diamond	1.25

STEEL NEEDLES

Brilliantone, all tones	Per 1000 \$0.45
Blue Steel Reflexo, per package	0.07 1/2
Wall Kane Needles, per package	0.06

ATTACHMENTS

In Gold or Nickel-Plated		
Kent, for Victor arm	\$0.25	
Kent, for Edison with C box	2.50	
Kent, without box for Edison, nickel or gold.....	1.60	
Kent, attach. for Victor	0.25	
For Columbia, plays vertical records	0.25	
Kent special adaptor with sound box, gold-plate or oxidized..	4.95	
Favorite Master Adaptor, "Supreme" box N. P.....	4.60	
Favorite Master Adaptor, "Supreme" box gold P.....	6.10	
Favorite Master Adaptor, "Supreme" box oxidized.....	6.10	

MOTORS

Distributors for Heineman and Meisselbach Motors		
Meisselbach, No. 17, 3-spring.....	\$15.00	
Meisselbach, No. 19, 4-spring.....	17.00	
Krasberg, 2-spring	9.00	
Krasberg, 3-spring	10.50	
Krasberg, 4-spring	13.50	
Heineman, No. 36, 2-spring	7.50	
Heineman, No. 33, 2-spring	8.50	
Heineman, No. 77, 2-spring	9.50	
Heineman, No. 44, 2-spring	12.50	

ILSLEY LUBRICANT

10-lb. Can	\$3.00
5-lb. Can	1.60
1-lb. Can	0.40
4-oz. Can	0.15


Tremendous Stock of Homokord German Records

FAVORITE MFG. CO., 105 E. 12th St., New York City

WANTED AGENTS
FOR STATE RIGHTS

Corner Fourth Ave.
Telephone 1666 Stuyvesant

WANTED AGENTS
FOR STATE RIGHTS



**The NEW
Columbia
is superior**

*Hearing
is believing*

The Motor is a Mechanical Triumph.
For years Columbia engineers and scientists worked to achieve a perfect phonograph motor and now it is here in the New Columbia. *Investigating is believing.*

**COLUMBIA PHONOGRAPH COMPANY
New York**

CENSUS CHANGES ARE SUGGESTED

Music Industries Chamber of Commerce Suggests Changes in Classifications of Music Trade Figures That Will Make for Accuracy

At the request of the Bureau of the Census of the United States Department of Commerce, the Music Industries Chamber of Commerce has aided in the preparation of the schedule for musical instruments manufactured in 1923 and has made some suggestions in regard to classification which have been adopted by the department.

For example, a distinction has been drawn between player actions made for sale to piano manufacturers and those made by the manufacturers for installation in their own instruments, the value of which would appear in the price of the completed player-piano. This distinction has been noted by adding the words "made for sale" to the appropriate classification of player actions.

At the suggestion of the Chamber the item "Records—phonographs" has been taken out of the general musical instrument schedule and assigned to the figures classified under the phonograph industry.

Other changes have also been made in the census schedule which will result in its presenting a more accurate and reliable report of the musical instrument industry. A letter has been received from the Chief Statistician of the Bureau thanking the Chamber for its assistance in perfecting the schedule.

GRIGGS HOUSE IN NEW QUARTERS

KEWANEE, ILL., November 5.—New quarters have just been taken by the Griggs Music House, being now located in the Scandia Building on East Second street, formerly used as the Carpenter & Cavanagh music room. Partitions have been placed in the room and business has already been started at the new location.

DE FOREEST SELLS WARREN, O., STORE

Stewart-Edison Co. Takes Over Business of De Forest Music Co. in That City

WARREN, O., November 3.—Announcement is made of the sale of the De Forest Music Co. to the Stewart-Edison Co. of this city. The sale includes the fixtures and the Victor agency. The De Forest store in this city has been a real musical center and in making the announcement Mr. De Forest expressed his regret in leaving the city. He is heavily interested in business in Greenville and Sharon, Pa., and his interests there have become so extensive that he decided to close the local store. The Stewart-Edison Co. has been in business here for several years, operating an Edison shop on North Park avenue. Robert Markley, who has been manager of the De Forest store since it was opened, will soon open it for the exclusive sale of Brunswick machines and records.

OPENS BRANCH STORE IN WALTHAM

WALTHAM, MASS., November 5.—A new branch music store, carrying a complete radio line, has been opened at 712 Main street by the K. M. Cahoon Co. Elliott C. Paul will act as manager of the new branch and the Moody street store will be continued as before. Both stores will carry complete lines of sheet music, pianos, Edison and Victor machines.

NEW CLEVELAND STORE SUCCEEDS

CLEVELAND, O., November 5.—The Harmony Music Shop, recently opened at 20017 West Twenty-fifth street, this city, where Steger & Sons pianos and phonographs, together with Okeh and Odeon records, are handled, has met with quick success. Walter S. Rader is president of the company, Walter Bienke, vice-president, and J. W. Kegel, secretary.

FOR REDUCTION OF WAR TAXES

Senator Smoot Would Also Repeal Certain Taxes Imposed As War Measure

WASHINGTON, D. C., November 7.—The reduction of some of the war taxes now carried in the Revenue Law and repeal of others is proposed by Senator Smoot, who will this year be chairman of the Senate Finance Committee. Possibilities of reducing the revenue taxes by a half billion dollars were discussed by Senator Smoot with President Coolidge and Secretary of the Treasury Mellon at the White House.

Senator Smoot's proposals include a reduction of surtaxes, making the maximum 33 1/3 per cent instead of 50 per cent as at present; exemption from taxation of all incomes below \$2,000, and probably those below \$3,000; the reduction of taxes on incomes between \$3,000 and \$10,000, and a reduction of \$75,000,000 on certain of the special taxes.

These changes can be made in the Revenue Law, declared Senator Smoot, provided Congress does not get extravagant and there is no attempt to pass a soldiers' bonus bill. Under the present system of conducting the Government operations, the reductions in revenue, which would aggregate approximately a half billion dollars, would not be a source of embarrassment. Before effecting any sweeping changes, however, it will be necessary, it was pointed out, to learn what Congress proposed to authorize in the way of expenditures and, if the present appropriations are exceeded, how the money shall be raised.

LARGER QUARTERS IN VISALIA

VISALIA, CAL., November 3.—The Hockett-Cowan Music Co., Visalia, Cal., has moved to new quarters at the corner of West Main and Locust streets, where more room is available for display of the company's lines.

RETAIL PRICE \$10

An entirely new market will be yours with this perfect reproducing phonograph, retailing at \$10. Besides, you can attack an old market with a new selling appeal.

Explanation of possibilities upon request

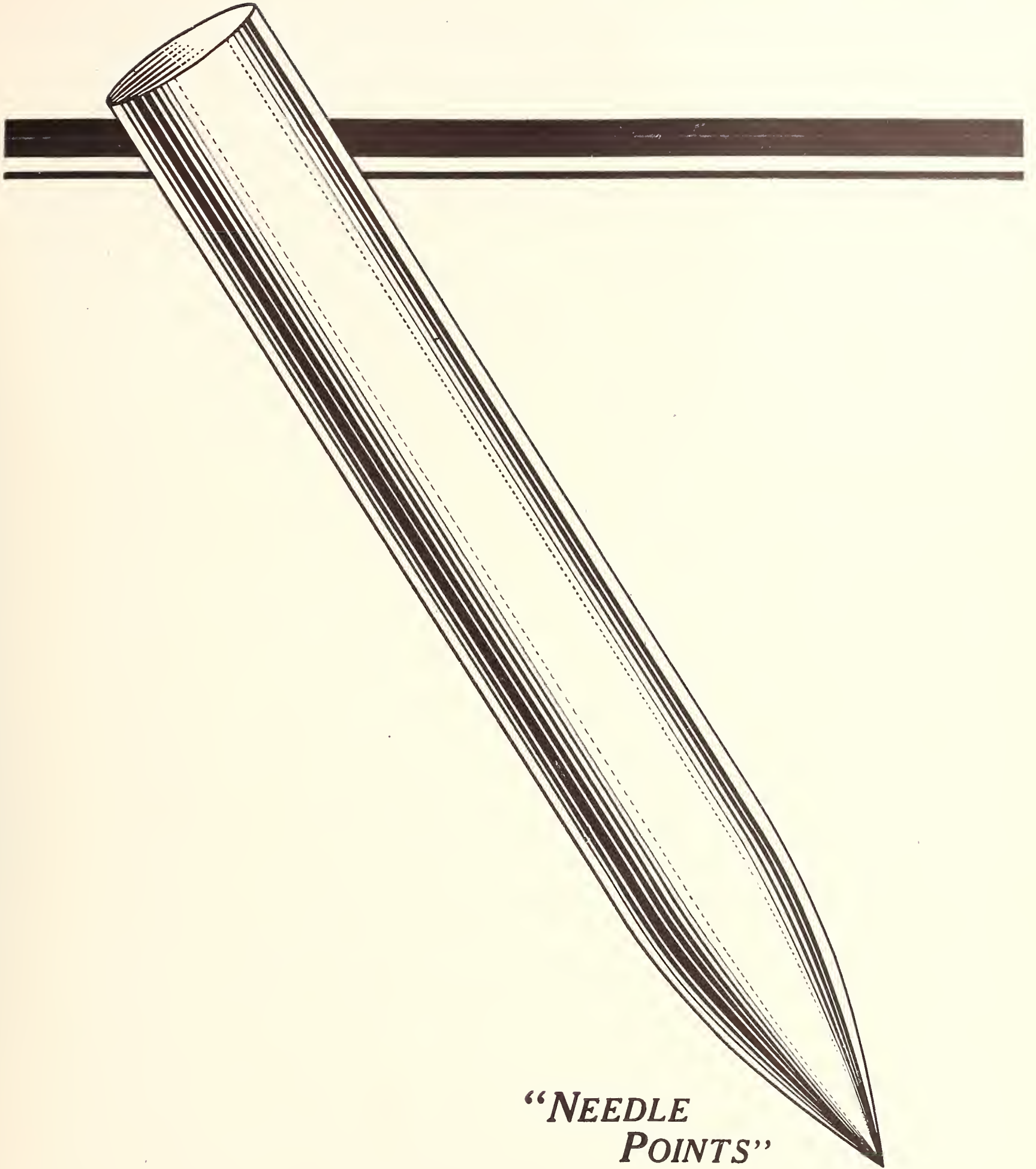
The Yale Phonograph has an impressive exterior. A gracefully designed wooden cabinet, finished in mahogany, and a satin gold horn are part of it. Inside is a strong, smooth-running motor. Through a particularly fine reproducer is heard a clear, rich vigorous tone that makes customers wonder how such an instrument can sell for \$10.

Write for trade price, and a sample machine

DAVIS MFG. & SALES CO., 763 State Street - NEW HAVEN, CONN.

YALE PHONOGRAPHS





**“NEEDLE
POINTS”**

No. 1 Merely because they are tiny there is a strong inclination to believe that needles “are all alike.” Wrong! In the manufacture of Okeh Needles only the highest grade carbon steel is used. Only men of long experience supervise the hardening and tempering of the uniform points and uniform tone-sizes of

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

Okeh

QUALITY

NEEDLES

Artistic Window Displays Strike the Eye

Message Is Emphasized by Centering the Attention of Shoppers on One or Two Objects—Avoid Making the Window a Stockroom

Simplicity is beauty. And insofar as the talking machine business is concerned this does not apply any more forcibly to any branch of the business than it does to the window displays. Whether the dealer has one or more windows at his disposal or whether the space be large or small this rule holds good. One of the most successful advertisers in the country once declared that the public cannot assimilate two ideas at once and, therefore, he made it a standing rule that his publicity, no matter what the type, should be centered around only one idea. This holds true in the talking machine business, whether it be in window displays or any other kind of advertising.

Simplicity is beauty! Does the accompanying illustration of a window display of C. C. Baker, Columbus, O., bear out this declaration? In the opinion of the writer this is one of the finest talking machine window displays that have yet come to his attention. Notice that only one model machine is displayed and the rest of the window is in reality a setting for this instrument. The records in the foreground are a necessity and emphasize not only the main theme of the window (music by means of the talking machine), but the arrangement is such that added beauty is given the entire display. Actually there are only twelve objects in this large window.

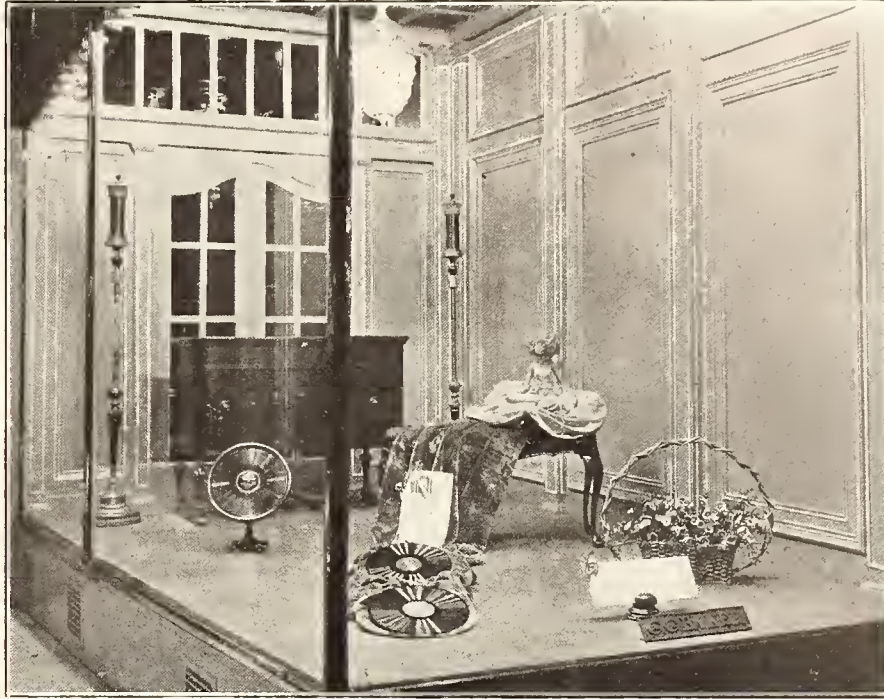
The beauty of this display is that with but trifling changes it can be made appropriate for any day or season of the year. Take, for example, this display arranged as a Christmas window. A very few changes will do the trick. The basket of flowers might be replaced by holly or a Christmas tree, the velvet drapery should be red or green in color and the placards in the illustration could be replaced by others setting forth the talking machine and records as Christ-

mas gifts. Then, too, the background affords further opportunity for seasonal decoration.

This one-idea type of window display has the advantage over an exhibit where many different kinds of instruments or products are displayed, and the talking machine dealer can follow out the idea in any display he undertakes. It is

class than it is to put a conglomeration of all the various types of recordings in the window. For instance, records of the various operas, together with window cards giving necessary and interesting information, would provide the means of an attention-compelling window. Then there are the vocal records, violin, piano, quartet, etc.

It is the small neighborhood retailer who most often falls down on his window displays and generally it is the dealer who arranges the display himself or who relegates the task to a salesman. Now, although a salesman may be able to sell talking machines and records it does not follow that he has the requisite ability for effective window dressing. The larger stores, especially the department stores, have in their employ expert window dis-



Simple but Attractive Display of C. C. Baker

an easy matter to change the talking machine model each week, thus drawing attention to a different instrument regularly. Changes in the drapery and lighting effects as well as the placards will give the window an entirely different effect. The same plan can be followed in displaying records. It is a much more profitable policy to display records according to

play men, who have an eye for artistic effects and who have been thoroughly trained in the art of display. Of course, the small dealer cannot afford to go to this expense, but he can and should plan to make his windows attractive. The display must deliver a message to the passing throng and the most effective window is the one where the theme is easily grasped.



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

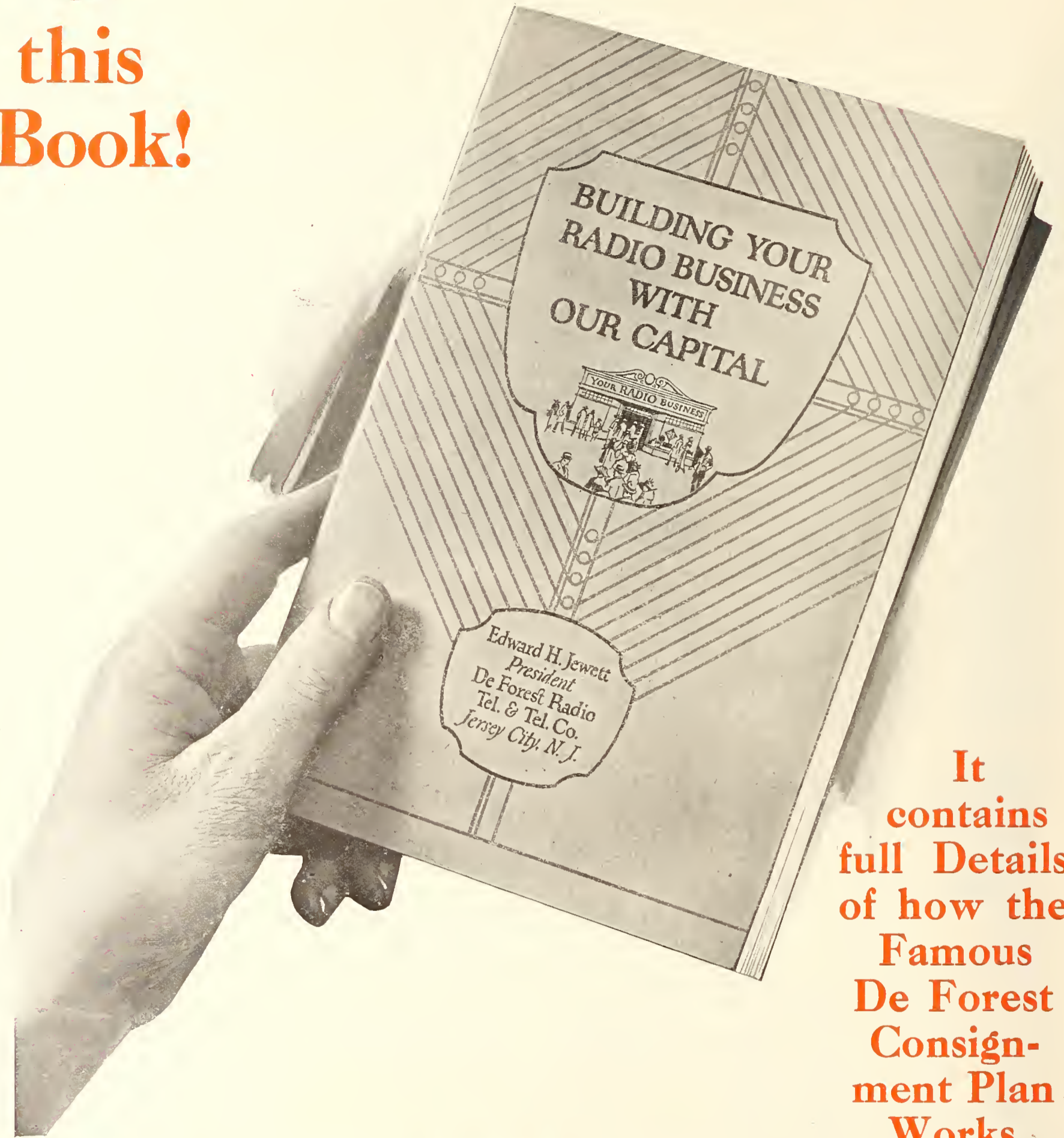
Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington

330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Send
for
this
Book!

The



It
contains
full Details
of how the
Famous
De Forest
Consign-
ment Plan
Works

De Forest

Talking Machine Dealer

Listens with Interest to the Word "Consignment"

WHEN you say "Consignment" to a talking machine dealer he sits up and takes notice.

Of all dealers in the world he has suffered most from investing large sums of money in expensive stock—paying high rents for the considerable floor space on which to display this stock—and then seeing it stay on the floor.

The talking machine dealer tried to get into the radio business early. He saw the light. He knew it was going to be a great field.

However, unless he happened by chance to stock De Forest Radiophones, he may have become discouraged with the way radio sets sell.

Now all the doubt is removed from the radio business so far as the talking machine dealer is concerned.

The De Forest Company will put on his floor strictly on a consignment basis whatever stock he thinks he can sell in the course of one month, and it is only necessary for him to make a deposit of one-third of this single month's quota. As the stock sells he deducts his compensation. No other investment is necessary. No doubt is left. Turn the stock over as often as you want in the course of the month. Profits vary from 35 to 40% for each turnover.

This plan has revolutionized the entire radio industry. Send for the new De Forest book "Building Your Radio Business with Our Capital," which gives you full details of how the plan works.

Talking machine dealers all over the United States are writing or wiring in for exclusive De Forest agencies. Territories are going fast. If interested, please let us hear from you at once.


De Forest Radio Tel. & Tel. Co., Dept. T. W. 3 Jersey City N. J.

If located West of Pennsylvania address

De Forest Radio Tel. & Tel. Co., Western Sales
Division Dept. T. W. 3 5680—12th Street, Detroit, Mich.



Radiophones



**The NEW
Columbia
is superior**

*Hearing
is believing*

A Beautiful Cabinet. Whether it be an upright or a console model, every New Columbia is a masterpiece of the cabinet-maker's art. Combine this exterior beauty with a tone-reproducing mechanism that is without par, and you have the New Columbia.

**COLUMBIA PHONOGRAPH COMPANY
New York**

Points to New Era in Record Merchandising

Development of Larger Sales of Records to Individuals by Means of "Group Sales Plan" Receiving Attention of Live Dealers, Says Phil Ravis, President, Peerless Album Co.

That the talking machine dealer is on the threshold of a new era in record merchandising is the opinion of Phil Ravis, president of the Peerless Album Co., manufacturer of record albums at 63 1/2 Broadway, New York City. He bases his conviction on a series of facts, accumulated on a recent trip visiting some of the largest talking machine and music houses and interviewing the buyers in music departments of the large department stores. In conversation with a World representative this week Mr. Ravis said:

"A quarter century has passed since the introduction of the phonograph and public acceptance has gone through the successive stages of curiosity, investigation and general approval. Up until a year ago the sensational scoop on a popular record was quite a common thing, but to-day there are in addition many music lovers more conservative in their tastes who choose records as they do books.

"The manager of one of the most successful stores in Ohio told me his gross business was greater than ever, on a smaller inventory than was carried in 1920-21, which means that the turnover on standard catalog selections was increased. This was accomplished by a sales drive on the group record plan and home record library idea. Albums were brought to the foreground and played an important part in cultivating the trade of this along consistent and methodical purchasing lines.

"Do not misinterpret what is meant by 'group record sales.' The worst possible thing is to try to sell a customer too many of one class of records at one time. It has never worked favorably and never will. But to get an album into the customer's home, properly labeled as containing a certain class of music, is to instill a permanent idea with the customer that the album should be filled. 'When' and 'how' are matters to be left solely with the customer.

"It is a very bad thing to be overzealous about anything, particularly when you are selling, and the little plan of merely suggesting the class of records to be purchased in future by the label on the album is usually sufficient.

"I noticed particularly a store that priced regular phonographs considerably higher than list and inquired about this. For instance, one tag read \$89 for a \$75 instrument. It was explained as being the logical way to meet the demand for a complete outfit and overcome sales resistance. Instead of saying one machine \$75, six albums \$9, six records \$4.50, needles 50 cents, they simply said 'complete, \$89.' It appeared to me that this was an excellent plan to keep the album and record sales in the same store where the instrument was bought and that more Eastern dealers should try it.

"How the album is assisting the proper merchandising of records is forcefully demonstrated by another store. This particular dealer has read my 'gift advertisement' and found that a

SEEKS TO TRACE RECORD SALES

Victor Co. to Endeavor to Determine Direct Sales Results of Music Memory Contests

In a review of the development of the music memory contest idea in various sections of the country and the active participation in such affairs by the Victor Talking Machine Co. and its dealers, Mrs. Frances E. Clark, director of the educational department of the Victor Co., has arranged with dealers to have them keep a notation of all records sold either to homes or to schools to be used in preparation for music memory contests. The figures will be compiled next Spring and it is hoped then to be able to determine just what influence music memory contests have on record sales generally.

VAGABONDS' FIRST GENNETT RECORD

The Vagabonds have just recorded their first Gennett record which will be released very soon. The selections are "Sweet Butter" and "I'm Sittin' Pretty." This orchestra certainly is "different" and it has a style all its own. It is recording exclusively for Gennett and the first record is being rushed through.



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

sign in his window featuring a 'dance album' (with three records to start) or an 'opera album' (with three records) were greedily pounced upon every now and then by passers-by. While his sales were not sensational in any degree they were steady and came as a direct result of the plan. In other words, he did get business that ordinarily would go to the candy or novelty store.

"There is no question in my mind but that people everywhere are to-day taking more pride in their record collections than ever before. While talking with a dealer in a large store a customer came in and explained that she needed but two more records to complete the whole opera of 'Aida' and she added that her husband had purchased a special cabinet to keep the classified albums in, this cabinet matching their library bookcase.

"It occurred to me then what great advantages would accrue to every dealer who could encourage and develop a wide clientele of customers with the enthusiasm displayed by this woman."

N. C. JOHNSON OPENING WAREROOM

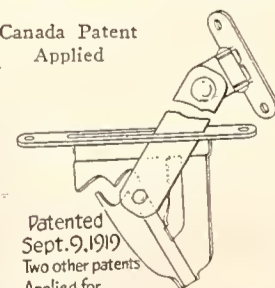
LANCASTER, PA., November 5.—The opening of a new piano wareroom has just been announced by Nelson C. Johnson, for many years associated with his father, Kirk Johnson, in the sale of pianos. The store, which is now under construction, will be located at 110 North Prince street. Mr. Johnson plans to carry a diversified line of pianos, including the Hallet & Davis, Story & Clark, Art-Trio and Angelus reproducing piano. The Columbia phonograph line will also be handled.

HATCH OPENS NEW STORE

KENMORE, O., November 3.—A music store, handling phonographs and pianos, has been opened here recently at 1520 Boulevard by Ralph C. Hatch. The quarters have been completely remodeled and two sound-proof booths for demonstrating records have been installed. Mr. Hatch handles a very complete line of musical instruments and sheet music in addition to his other lines.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

two styles—flexible and bent.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent.

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.

Two Big Holiday Sellers!

Both Health Builder Sets of Walter Camp's "Daily Dozen" and the Camp-Fone provide the dealer with quick selling merchandise with a strong Christmas gift appeal

The CAMP-FONE



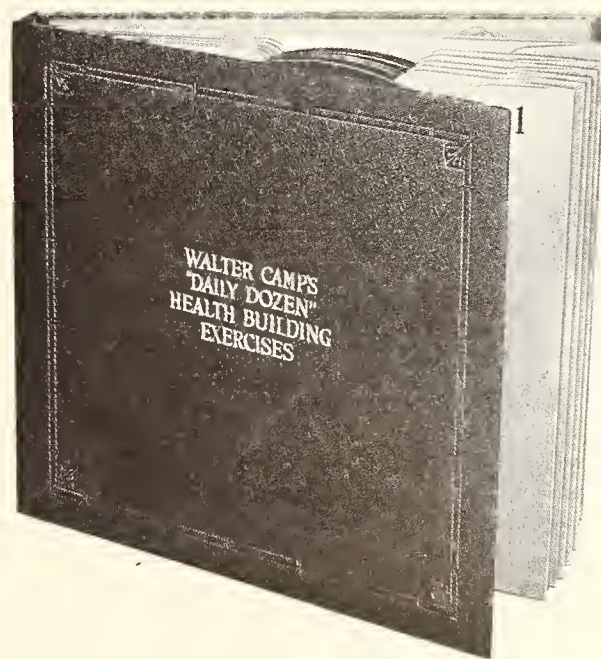
Camp-Fone weighs only 15 pounds. Measures 14x11½x6, closed. Retail at \$25; Middle West, \$27.50; Far West, \$30.00. Quick sales and liberal profits for live dealers.

The *Camp-Fone* is a quick easy sale at \$25 because it looks like a lot more money. Handsome mahogany finish, hardwood case, trimmed in nickel, comfortable leather handle, 10 inch turn table, heavy-duty noiseless motor, triple weight governor, speed adjuster, needle cup with safety cover, sturdy 10 inch piano hinge with strong top holder catch. Equipped with album holding 6 records. The first high-class small portable ever produced and an attractive holiday gift.

Walter Camp's "Daily Dozen" Health Builder Record Sets

at
\$25

\$10 List
Price



Last Christmas season the sale of these sets was tremendous. Many dealers could not fill all the demands and had to lose some profits. Their specific gift appeal together with their nominal price made quick sales.

If you are not already selling Health Builder sets send to-day for full information. If you are we recommend that you increase your stock *now* for the holiday season.

HEALTH BUILDERS, Inc.

DEPARTMENT W 11

334 FIFTH AVENUE

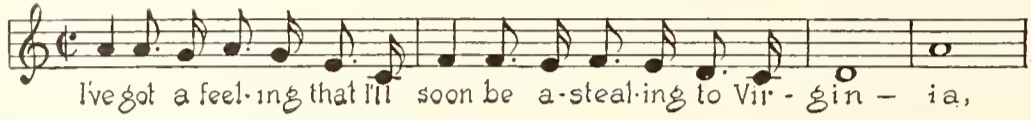
NEW YORK, N. Y.

STEALING to VIRGINIA

A Dancing Song

"You can't go wrong
With any FEIST song"

Words by **GUS KAHN** Music by **WALTER DONALDSON**



© LEO. FEIST Inc. N.Y.C.

CONCENTRATION IN CANVASSING PAYS

Scattered Calls Mean Waste of Time and Overlooked Prospects—How a Live Dealer Thoroughly Covers His Territory

Canvassing is still being found a good road to sales by those dealers who go about it in the right way. One of these is J. L. Brett, well-known dealer at Niagara Falls, N. Y., who does a very large business in Edison phonographs and records. Mr. Brett has found that the only way to eliminate waste of time in canvassing and to get worthwhile results is to map out his territory by streets and work each family on one thoroughfare or section before carrying the scene of operations to the next, and although he has only two outside men they certainly bring home the bacon. The plan is this: Each day these men take a street or a section of the city which they cover without missing a home or a family, the object being to secure permission to place a machine and some records in the home for a trial period of three days. Mr. Brett is authority for the statement that one out of every four instruments placed in this manner remains permanently in the home. This is certainly a good ratio of sales—one to every four calls. It is also excellent proof that where a determined effort is made canvassing is an unbeatable way of bringing the sales volume to assume respectable proportions.

Where many canvassing campaigns fall down is in the lack of concentration. In other words, scattering the drive over too large a section of the city or town without definite direction. It is very well to send individual canvassers and salesmen to different sections and streets, but unless these men cover their territory thoroughly the results will fall below par. This is not a theory, but a fact which has been proved many times. If a man calls on three families in a six-family apartment house or three homes out of six on a block the chances are exactly even that the persons he is overlooking may be in the market and can be sold.

The Benedict Piano Co., handling Gulbransen players, Victrolas and records, musical merchandise, etc., has moved to larger quarters in Clarinda, Ia.

ADDING TO SERVICE FACILITIES

Forbes & Wallace, of Springfield, Mass., Make Changes to Handle Growing Trade

SPRINGFIELD, MASS., November 6.—Present activity at the Forbes & Wallace store gives an indication of the excellent business which all music dealers in Springfield report. Manager Larkin, of the musical merchandise department, reports good results so far this year and looks forward to even bigger things in the remaining months. To keep pace with the growth in business Mr. Larkin has found it necessary to expand facilities. Improvements are under way.

Rayburn Clark Smith, of the Unit Construction Co., of Philadelphia, has worked with Forbes & Wallace in the development of the layout for the new departments, which will greatly increase efficiency in handling customers. As the department was all Unico equipped, the rearrangement and additions are being made without any interruption to business.

The Ludwig Co., of this city, has also recently added some Unico service units, increasing its ability to serve its trade.

A UNIQUE COLLECTION LETTER

A collection letter is used by a printer in Fernwood, Pa., which has been wonderfully successful in stimulating collections and which can be applied to any business where the collection problem prevails. The letter follows:

"Dear Sir: "Here is a pin. (A pin is stuck in here.) It's not an ordinary pin—not the kind your wife pins her dress with or anything of that kind—it's really a magic pin.

"We are going to let you use it for a few minutes—and only a few minutes, because it is imperative that we get it back.

"It is going to serve a wonderful purpose. It is going to get a lot of matters cleared up that have been pending for some time.

"The real reason for this pin, and the real use you are to make of it, is to pin your check to the attached statement and return it to us.

"You can see at a glance that this pin will really do a lot of good for both of us. Very sincerely, John J. Weber.

"P. S. Don't forget to return the pin at once—others are waiting to use it."

NEW SET OF OKEH MOVIE SLIDES

Leading Record Artists Featured in Slides Well Received by Okeh Dealers

The advertising department of the General Phonograph Corp., New York, manufacturer of Okeh records, announced recently a new set of Okeh movie slides, which has been received en-



Slide of Vincent Lopez and Orchestra

thusiastically by Okeh dealers throughout the country. The slides in this set feature Vincent Lopez and His Hotel Pennsylvania Orchestra, Markels Orchestra, Sophie Tucker and Gerald Griffin, all of whom are exclusive Okeh artists. Two other slides are general in char-



Slide of Markels Orchestra

acter, inviting the moviegoers to visit the dealer's establishment and emphasizing the dance hits included in the Okeh library. The slides are brilliantly colored, with ample room for imprinting the dealer's name and address, and the Okeh advertising department suggests various ways by which these slides can be used to splendid advantage.

TUSSEY-WILLIAMS CO. OPENS

WESTERVILLE, O., November 5.—The formal opening of the new store of the Tussey-Williams Music Co. was recently held here during the fourth anniversary week of the company. The new address of the concern is the building at 34 North State street, which will afford three floors, two for showroom purposes.



YOU might as well have the best

For Accessories, Repair Parts and Motors---Use

"Specialty Brand Products"

THE SPECIALTY PHONOGRAPH AND ACCESSORIES CO.

Manufacturers

210-212 East 113th Street

New York, N. Y.



CESCO REPEATER

A Suitable Gift from
ANYBODY to EVERYBODY
—And Only a Dollar!



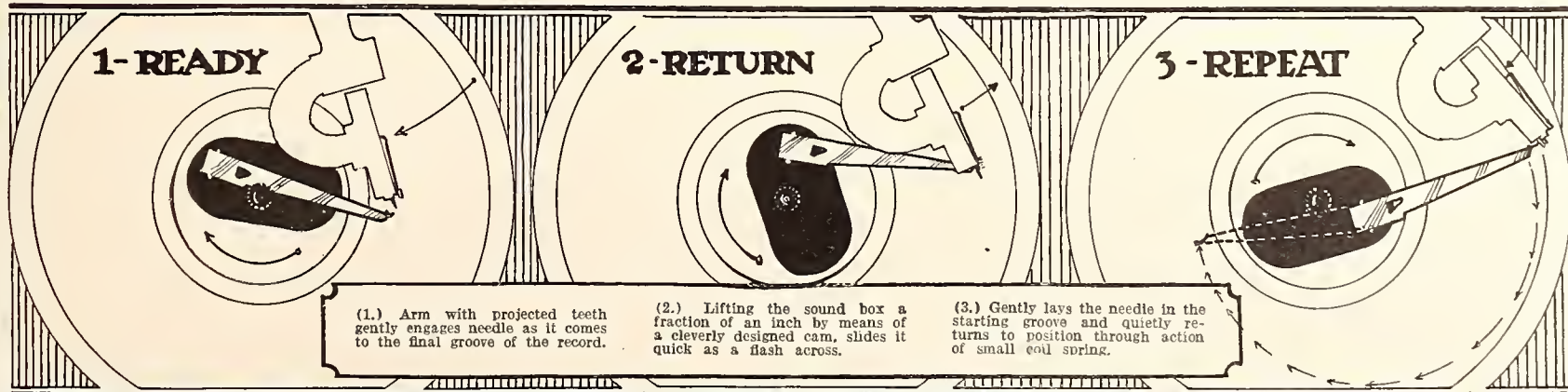
Holiday Time is Dancing Time!

ALL the world owns a phonograph and dances to it—that makes the CESCO Repeater a *universal* gift. The CESCO Repeater is the ideal repeater, quick as a flash in operation, positive in action, simple in design. It is sturdily built of sheet metal without intricate mechanism or complicated parts. *Needs no adjusting whatever*—just sets in the center of the record. Does not touch the playing surface, nor will it injure the needle or reproducer.

The CESCO Repeater is the most salable accessory in the talking machine industry. It will help you skim the cream off the Christmas trade.

The standard finish is gun metal base with nickel plated arm which retails at the popular price of one dollar. Also carried full nickel plated at \$1.50 and gold plated at \$2.00. Put up in cartons of 12 with holly boxes for holiday trade. Distributed through jobbers. Sample to dealers on receipt of jobber's name.

THE RAPID REPEATER CO.
260 Van Alst Ave., Long Island City, N. Y.





The NEW Columbia is superior

*Hearing
is believing*

*The New Reproducer banishes
Screech and Blare.* Here is an accomplishment—a sales argument that will convert every former opponent of the phonograph and win every phonograph owner "Not quite satisfied" with his own instrument. *Hearing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York

Final Awards in Better Homes Music Contest

Event Aroused Wide Interest Throughout the Entire Country—H. G. Van Closter, of Kansas City, Mo., Wins First Prize—Second and Third Prizes to Katherine Hustvedt and J. M. Williams

The awards of prizes in the Home Music Contest held throughout the country during Better Homes Week, June 4-10, under the joint auspices of the Music Industries Chamber of Commerce and the National Council of Better Homes in America, have just been announced, showing a lively interest in the value of music.

The winner of the first prize, a \$500 piano or allowance of that amount on a piano to be selected from the list of twenty-six, is H. G. Van Closter, of Kansas City, Mo. His statement follows: "Music makes better homes because dance music lightens labor and speeds play. The performance of concerted music, whether vocal or instrumental, fosters harmony and co-operation. Music of sentiment eloquently expresses the spirit of each tender relationship of the home and makes very real those intimate emotions which timid hearts seldom dare express in words."

According to the terms of the contest the explanation had to be written in fifty words or less and a list of ten selections of the best music for the home bearing out the definition.

The second prize, a \$200 phonograph or allowance on an instrument to be selected from a list of seven, was awarded to Katherine Hustvedt, of Decorah, Ia. Miss Hustvedt says music makes better homes because: "Music, the most social of all the arts, welds the family and its friends together in an enjoyment which can be shared by the tiniest tot and the oldest grandparent. It is a trouble-chaser, a gloom-dispeller, an electric tonic of high power. It tones you up physically, mentally and aesthetically."

John M. Williams, of East San Diego, Cal., winner of the third prize, has this to say: "Music makes better homes because it (1) cultivates the imagination; (2) appeals to the higher emotions; (3) awakens slumbering desires and ambitions; (4) cements home ties; (5) arouses patriotism; (6) develops the rhythmic sense; (7) encourages the faint-hearted; (8) cultivates such social activities as dancing, singing; (9) awakens the religious side of the listener; (10) is an outlet to the emotions of happiness; (11) sadness; (12) unexpressed aspirations."

The contest was judged upon (1) the reasons given why music makes better homes; (2) the choice of ten selections best suited to support these reasons, and the committee on awards who judged the entries included Mrs. John F. Lyons, president, National Federation of Music Clubs; Mrs. M. E. Oberndorfer, music chairman, General Federation of Women's Clubs; C. M. Tremaine, director, National Bureau for the Advancement of Music; K. S. Clark Bureau of Community Music, Community Service.

The Better Homes in America campaign reached 1,000 cities this year; although the music

contest was organized too late in the campaign to be promoted thoroughly in all of these communities, the quantity of the replies and the general scattering of them throughout the country proves that the contest was a great success.

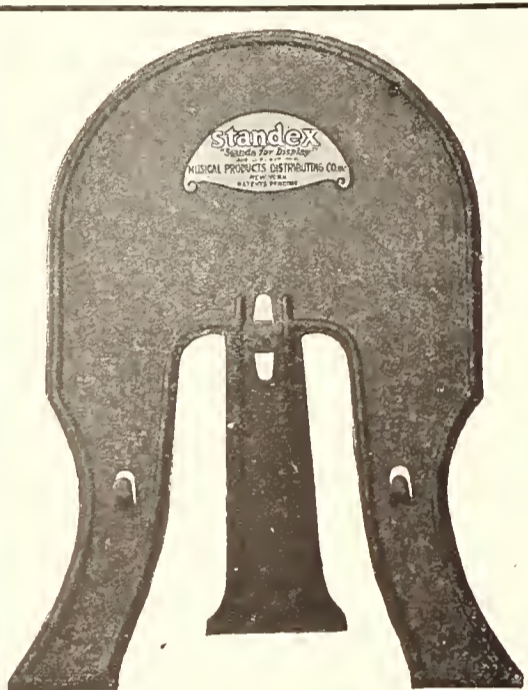
A complete list of winners follows: First prize, H. G. Van Closter, 510 East Eighth street, Kansas City, Mo.; second prize, Miss Katherine Hustvedt, 401 Grove street, Decorah, Ia.; third prize, John M. Williams, 3683 Reed avenue, E. San Diego, Cal.; fourth prize, Miss Helen Walters, 3560 Grim street, San Diego, Cal.; fifth prize, James Potter Keough, 808 Lexington avenue, New York City; sixth prize, Miss Katherine Nicholson, 226 Yanell avenue, S. E., Grand Rapids, Mich.; seventh prize, W. L. Thickstun, Central College, Conway, Ark.; eighth prize, Malcolm L. Cobb, 353 Central avenue, New Haven, Conn.; ninth prize, George Ashton, 122 East Sixtieth street, New York City; tenth prize, Miss Elizabeth K. Chamberlain, 123 Bel-laire avenue, Louisville, Ky.; eleventh prize, Mrs. Laura Schubert, 301 Ninth street, St. Charles, Mo.; twelfth prize, Louis Harrison, 608 Fulton street, Salisbury, N. C.

The following prizes were offered through the co-operation of the Music Industries Chamber of Commerce:

First prize—\$500 piano, or an allowance of \$500 on any piano or player-piano to be selected by the winner from the following list: Acoustigrande, Biddle, Brambach baby grand, Cable-Nelson, A. B. Chase, Chickering, Emerson, J. & C. Fischer, Hardman, Hallet & Davis, Haines Bros., Jacob Bros., James & Holmstrom, Wm. Knabe & Co., Kohler & Campbell, Lindeman & Sons, Mansfield, Mathushek, Milton, Poole, Steger & Sons, Sterling, Story & Clark, Weaver, Wing & Son and York.

Second prize—\$200 phonograph, or an allowance of \$200 on any phonograph to be selected by the next winner from the following list: Brunswick, Edison, Pathé, Starr, Columbia, Victrola, Wing & Son,

Ten prizes—\$25 each, allowance in musical merchandise to be selected from the following list by the next ten winners: Music rolls—Connorized, Q R S, United States; phonograph records, Brunswick, Columbia, Edison, Gennett, Odeon, Okeh, Pathé, Victor; sheet music, music publications, etc.—Boosey & Co., John Church Co., Chas. H. Ditson & Co., Carl Fischer, Fred Fisher, Inc., J. Fischer & Bro., Harold Flammer, Gamble Hinged Music Co., Hinds, Hayden & Eldridge, Shapiro, Bernstein & Co., Inc., G. Schirmer, Inc.; small goods—violin, guitar, mandolin, ukulele, harmonica, saxophone, accordion, cornet, drums, strings, etc.—C. Bruno & Son, Buegeleisen & Jacobson, C. G. Conn, Ltd., Gibson Musical String Co., Fred Gretsch Mfg. Co., M. Hohner, Leedy Mfg. Co., Lyon & Healy, Inc., C. Meisel, Inc.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

**For Your Holiday and
Christmas Window
and Store Displays**

as well as for all year 'round use

A New Metal Display Stand for
Universal Use in Music Shops.

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

May be used for displaying 10 in. and
12 in. Records, Monthly Window
Service, Sheet Music, Phonograph
Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for
all purposes

Manufactured by

MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

Letting the Phonograph Dealer in on Some News

GULBRANSEN NATIONAL ADVERTISING schedules for 1924 include the publication of twelve *four-color* cover advertisements in The Literary Digest. This is the most extensive line-up of color advertising that the piano industry has ever known. A full-page, four-color ad *every month!*

In addition, The Saturday Evening Post and American Magazine will be used—carrying full-page advertising of the Gulbransen Registering Piano; farm papers, too.

That mere announcement of continuous advertising explains to the phonograph dealer the whole story of “active demand.” Any merchant who knows what consistent, effective National Advertising will do for a worthy product will quickly understand why the Gulbransen has been singled out for representation by dealers who have for years restricted themselves to the sale of phonographs.

You will be interested in details of the progressive merchandising policies on which Gulbransens are sold:

National Advertising
Co-operative Local Advertising
National Prices Instruction Rolls
Freight Prepaid

Full details gladly given to inquirers in territory where representation is available. Just fill in the handy coupon.



One of the illustrations used in Gulbransen National advertising
The originals of these illustrations are painted in oils
by Philip Lyford

GULBRANSEN-
DICKINSON CO.,
3236 W. Chicago Ave.
Chicago



Gulbransen Trade Mark

GENTLEMEN: Tell us how the Gulbransen “fits in”
with a Talking Machine business.

Name

Address

City

(Pronounced Gul-BRAN-sen)

GULBRANSEN

The Registering Piano

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.

EDISON REPLACES HOTEL ORCHESTRA

Imperial Hotel, Temby, South Wales, Installs Phonograph in Special Resonating Chamber in Ballroom—Some Fine Edison Publicity

LIVERPOOL, ENGLAND, November 3.—A new field for the phonograph is suggested in the sale recently by Jake Graham, one of our most progressive dealers, of an expensive console model Edison phonograph to the Imperial Hotel, Temby, South Wales. The hotel management has constructed a resonating chamber in the ballroom in which the instrument has been placed. This chamber, a little larger than the Edison phonograph, is built of plywood and glass and acts as a resonator. The machine itself stands on a three-ply drum which acts as a soundboard. The results have been beyond expectations, and the Edison is now used regularly in place of a small orchestra. When the instrument is playing a brass wire gauze fits over the resonating chamber in the form of windows.

Jake Graham, through General Manager Burt Reynolds, has been utilizing some unusual publicity to bring the merits of Edison phonographs before the public. One of his best publicity stunts, following an Edison tone-test in Liverpool some time ago, has been the preparation and broadcasting of a four-page folder which bears the title "The Musical Ideal of Thomas A. Edison." This is followed by an outline of the tremendous amount of research work which finally resulted in the perfected Edison instrument. The second page is devoted to the story of the Liverpool tone-test, the first ever held in England. Following this another page is devoted to the enthusiastic comments of the critics and an illustration of a console Edison phonograph. The last page contains an advertisement of Jake Graham (The Edison Specialist), together with the announcement that daily demonstrations are held in the firm's Edison salons and home demonstrations can be arranged. An unusually effective bit of publicity!

The trade outlook is quite good in this section of England, and the general price reduction in all products has had the effect of reviving business to a considerable degree, according to Burt Reynolds, of the firm.

NEW EQUIPMENT FOR SEXTON STORES

WASHINGTON, D. C., November 6.—The K. C. Sexton Co., one of this city's pioneers in the Victor line, has just completed improvements in its store, consisting of the installation of equipment by the Unit Construction Co.

The Sexton family is a real factor in talking machine merchandising in the national capital. In addition to the store operated by K. C. Sexton, his son, Francis, opened a store at 647 H street, Northeast, a few years ago.


Charles Clement, of the sales staff of the Unit Construction Co., handled the details of the installation for both K. C. and Francis Sexton.

PLAN RADIO STATION IN DENVER

DENVER, COL., November 4.—The General Electric Co. is planning to erect a radio station in Denver, Col., which will be one of the three largest stations in the country. Musical and other programs will be broadcasted regularly. Hendrie & Bolthoff, of this city, are the distributors in the Rocky Mountain region for the radio products of the General Electric Co. and the Radio Corp. of America.

CLEVER CIRCULAR BRINGS TRADE

ELIZABETH, N. J., November 6.—McManus Bros., Victor dealers of this city, are using circulars which bear a close resemblance to theatre tickets. On the face of the tickets is the word "Reserved" and the headline "We have reserved for you a genuine Victor-Victrola." The brief text requests the recipient to call, states terms and bears the imprint of the firm.



**The NEW
Columbia
is superior**

*Hearing
is believing*

The Sound is Unobstructed. It's all right to filter water—but sound from a phonograph is more or less muffled when strained through latticework or fabric. In the New Columbia the exclusive control leaves and "organ pipe" effect permit the sound to issue forth fully and freely. *Hearing is believing.*

**COLUMBIA PHONOGRAPH COMPANY
New York**

DIAPHRAGM CO. ANNOUNCES NEW PRICE

Violin Spruce Reproducer Reduced in Price—
New Chicago Representative, Illinois Diaphragm Co., Appointed by H. C. Cooley

CLEVELAND, O., November 7.—H. C. Cooley, who was recently appointed sales manager of the Diaphragm Co. in this city, manufacturer of the Violin Spruce reproducer, recently returned from a trip to Chicago. While in that city Mr.



H. C. Cooley

Cooley made arrangements whereby the company will be represented by T. C. Findley, who will conduct activities as the Illinois Diaphragm Co. Mr. Findley is well known in Chicago talking machine circles, and is entering upon his new activities with keen enthusiasm.

The Diaphragm Co. recently announced a set of new prices for Violin Spruce reproducers and this new price schedule represents a substantial reduction over former prices. Increased

No. 35861. Holly Wreath, natural prepared, everlasting, fireproofed, with bow, holly berries and silver effect; per dozen, \$10.00.



Write today for our Xmas Catalogue No. 35, containing illustrations in colors of Artificial Flowers, Plants, Vines, etc., mailed free for the asking.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

manufacturing efficiency, together with rapidly growing sales totals, enabled the company to reduce its manufacturing and selling expenses so that a new price list could be announced to the trade. Mr. Cooley has interested several well-known manufacturers in the distinctive features of the Violin Spruce reproducer, and plans are being made whereby this reproducer will be used as standard equipment by these manufacturers.

RIGHT METHODS BUILD BIG TRADE

Records 60 Per Cent Increase in Business This Year as Result of Making Store a Rendezvous for Lovers of the Best in Music

NORTHAMPTON, MASS., November 7.—The record of business development here of the A. M. McCollum Co., which is now known as the Consolidated Dry Goods Co., is an indication of what can be accomplished through the right kind of merchandising methods. This year the business has shown an increase of 60 per cent over the same period last year. Largely responsible for this satisfactory state of affairs in the talking machine department are H. C. Marsh, manager, and Miss Marion Dragon, who is in direct charge of the department. Miss Dragon is an accomplished musician and she has been successful in building up a select clientele of lovers of the best music. The talking machine department is located in the basement of the establishment. It has been attractively fitted up and is the rendezvous of the music lovers of the city. Victor, Edison and Pooley machines are featured by this live dealer.

NEEDLE SALESMAN GYPS DEALERS

Canadian Police Captures Swindler Who Has Been Victimizing Talking Machine Retailers

BUFFALO, N. Y., November 5.—A man giving the name of Fred J. Newberry, and said to have induced a number of talking machine dealers in Welland County, Ontario, into buying large quantities of needles for cash, with the promise of talking machines to be delivered later, has been arrested and is being held in Chatham, Ont. The phonographs were to have been shipped by the Phonograph Needle & Cabinet Co., of Toronto, which it has been learned is non-existent. The man was not arrested at the instance of any of the merchants whom he had swindled, but they are not displeased at the announcement of his arrest.

FAIRALL'S MUSIC HOUSE EXPANDS

NEWARK, O., November 5.—Fairall's Music House, Fourth and Main streets, this city, has almost doubled its floor space. Extensive alterations have just been completed. These were made necessary by reason of the fact that the business has enjoyed steady growth. The talking machine department has come in for its share of expansion.

NEW KIMBERLEY MODEL POPULAR

New Console Well Received by Dealers—P. L. Baerwald Expanding Sales Organization Throughout East—Plant Is Rushed

In a recent chat with The World Paul L. Baerwald, sales manager of the Kimberley Phonograph Co., Perth Amboy, N. J., commented upon the enthusiastic reception that had been accorded the company's latest model, a \$100 console. Mr. Baerwald stated that the dealers throughout the East are ordering this new model in quantities far beyond expectations



New Kimberley Console

and the factory is working to capacity to take care of the requirements of the trade.

During the past few weeks Mr. Baerwald has been visiting the dealers in metropolitan territory, and he states that there is a feeling of optimism which is substantiated by the sales totals reported by the majority of the dealers. The Kimberley sales organization in New York is being expanded gradually, and Mr. Baerwald is making plans whereby the company's representation in the East and throughout the country will be augmented materially by the first of the year. David Isenberg, president of the company, is devoting practically all of his time to production activities at the factory, and under his direction the plant is working at full speed with maximum efficiency.

TAKES OVER TAYLOR MUSIC HOUSE

NORTHAMPTON, MASS., November 7.—One of the progressive music concerns of this city is the Taylor Music House, 98 Pleasant street, which was recently purchased from Mr. Taylor by Bernard M. O'Shea, formerly proprietor of the White Music Shop, and one of the most popular business men in this vicinity. In addition to handling a line of pianos Mr. O'Shea operates a large talking machine department, which is in charge of Miss Ruth M. Sprout, who is an experienced talking machine merchandiser.

**Retails
for \$2.50**

**Packed in
Display
Container**



Front of Container

Container Open as a Display

Back of Container

Orders Piling in Fast for **JUNIOR OPERETTA RECORDS** Order Now for Christmas Selling

Dealers are so enthusiastic about this brand new record idea and orders are coming in so fast—order now if you want to be sure to get the supply to meet the big Christmas Demand.

Ideal Christmas Gift for Children

Little Red Riding Hood, the first of the Junior Operetta Series, on three double faced

10-inch unbreakable

records is packed in a wonderfully attractive container (which is its own display fixture) and sells itself on sight. The entire set retails, complete, at **\$2.50**.

There's a big profit in each sale for you.

One Big Victor Dealer Writes:

"We received the sample of your Junior Operetta of 'Little Red Riding Hood,' which we think is about the finest thing yet in the line of records for children."

**Triple your
Sales Record
with Triple
Record Sales.**

One Big Brunswick Dealer Writes:

"Your set of Junior Operetta received.

"We must admit that it is the finest of its kind."

Order Direct or from the following Distributors:

A. C. Erisman Co.
175 Tremont Street
Boston, Mass.

Shapleigh Hardware
Company
St. Louis, Mo.
Vocalion Co. of Chicago
529 So. Wabash Ave.
Chicago, Ill.

General Radio Corp.
10th and Cherry Streets
Philadelphia, Pa.
and
1005 Liberty Avenue
Pittsburgh, Pa.

Bristol & Barber, Inc.
3 East 14th Street
New York City

VULCAN RECORD CORPORATION
15 East 40th Street
New York City

Good - night - dear good-night; - There's a light in your eyes shin-ing bright,

GOOD NIGHT

The New Novelty Waltz
With the Bugle Call Effect

PRINTED IN THE USA

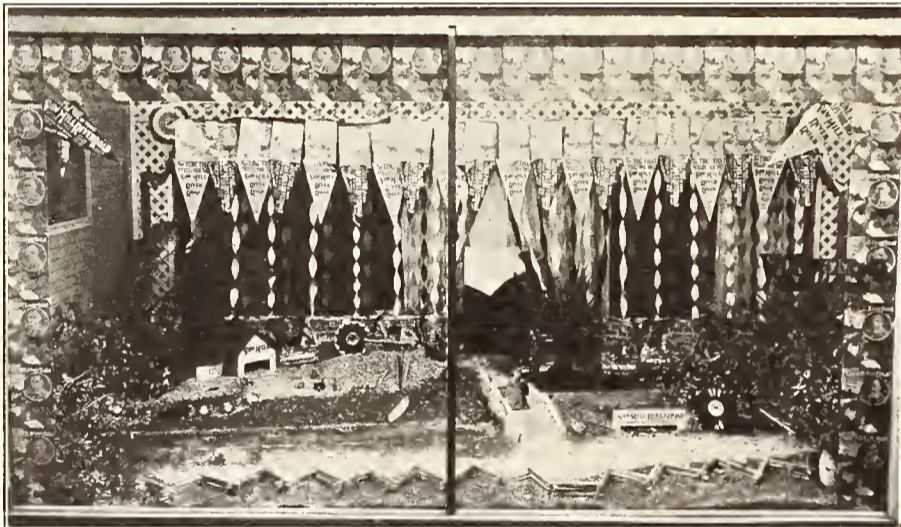
© LEO FEIST Inc. NYC

You can't go wrong - with any FEIST' song

REALISTIC RECORD WINDOW DISPLAY

Live Edison Dealer Arranges Window of the Record, "Saw Mill River Road," Which Tells a Real Story and Attracts Much Attention

How records can be featured in window displays in a forceful and realistic manner was



How W. P. Fowler & Co. Featured Popular Edison Record demonstrated recently by W. R. Coats, manager of the W. P. Fowler & Co. store, Edison dealer, Chickasha, Okla., who designed and built a most ingenious window display of the record, "Saw Mill River Road," which, to say the least, is strikingly descriptive. Naturally this display received deserved attention on the part of the public; in fact, it aroused much favorable comment and praise.

As may be seen in the illustration the theme

of the record has been carried out in the display. There is a miniature saw mill, with a saw made from an Edison record which turns like the real thing. Realism is further produced by the oxen hauling a load of logs to the mill, and another feature of the display is the river—real water running across the entire window with real fish in it. Boats on the river, a rustic bridge with a couple crossing, moonlight, and an old-time rail fence with chickens sitting on it completed this effective ensemble.

W. P. Fowler, proprietor of the Chickasha store, has built up a large business through progressive methods such as these. He owns and operates three Edison shops and has substantial investments in other successful Edison establishments in this prosperous territory.

FORMAL OPENINGS IN NEW HAVEN

Wooley & More and Blair & Brodrig Open Attractive Establishments

NEW HAVEN, CONN., November 7.—Two Brunswick dealers in this city held formal openings of their establishments recently, and conspicuous among the decorations were floral offerings from the Eastern division of the Brunswick-Balke-Collender Co. The newly renovated store of Wooley & More, 71 East Main street, has won the enthusiastic praise of music lovers in this city, and the new store of Blair & Brodrig, 103 Orange street, is one of the most up-to-date phonograph establishments in the State. The latter concern has stores in Bristol and Waterbury and is planning to feature the Brunswick exclusively during the coming holiday season. Ned R. Mann, of the Brunswick Co., was present.

George A. Cassidy, proprietor of a music concern in Schenectady, N. Y., has just purchased a two-story building at 24 Jay street, which will be remodeled as a business place.

SONORA SIGN BRINGS BUSINESS

Risik & Ray Find That the Right Kind of Publicity Results in Sales Stimulation

Among the new Sonora dealers in New York territory who are closing an excellent Fall business is the firm of Risik & Ray, located at 103rd street and Third avenue, New York. This account, which was recently opened by the Greater City Phonograph Co., Sonora jobber in metropolitan territory, is splendidly situated to cater to a residential trade, and the large Sonora



Risik & Ray's Establishment in New York sign on the side of the building indicates the effective way in which the Sonora line is being featured by this dealer.

MOORE'S MUSIC SHOP OPENS

PLEASANTVILLE, N. Y., November 6.—Moore's Music Shop, the only exclusive music store in this vicinity, recently staged its formal opening, which was attended by many local music lovers. Lyle K. Moore, formerly connected with the Rudolph Wurlitzer Co., is the proprietor. The Brunswick line is featured.

EXPERIENCED GOOD FALL BUSINESS

ANSONIA, CONN., November 6.—The Duo-Tone Co., Inc., this city, manufacturer of De Luxe needles, has experienced good Fall business. The De Luxe needle is a semi-permanent needle which is claimed to play from 100 to 200 records. As evidence of the quality of the De Luxe needle, an official of the company pointed out the steady re-orders that are being received.

ITALIAN Popular Music



Recorded in Italy by the Best-known Italian Artists

AND



MONTHLY RELEASES
WRITE FOR CATALOGUES
Out-of-Town Agents Wanted

Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES ON RECORDS



THE biggest selling juvenile record the trade has ever seen—because it gives the biggest value the trade has ever known!

Six different selections on three double-faced 7 inch records, with colored picture and verse cards in a beautiful **LOOSE LEAF** album—\$1.00 retail.

Individual records, 7 inch double-faced, with picture cards, are 25c. each.

Liberal discounts.

Order Plenty for the Holidays—NOW!

REGAL RECORD CO. Little Tots' Record Division
20 W. 20th St., New York

Meeting of Brunswick Dealers in New York

Eastern Phonograph Division of Brunswick Co. Host to Nearly 250 Dealers in Hotel Pennsylvania—Interesting Addresses—Discuss Plans—Luncheon and Entertainment

The Eastern phonograph division of the Brunswick-Balke-Collender Co. was the host recently to the Brunswick dealers in metropolitan territory at a meeting and luncheon held at the Hotel Pennsylvania, New York. This was the first gathering of Brunswick dealers in the East and the fact that nearly 250 were present at the meeting indicates the rapid strides in popularity that the Brunswick line has attained in this territory. The meeting was divided into two sessions and P. A. Ware, manager of sales promotion of the Eastern phonograph division, who was the toastmaster, took care of this important work with signal ability.

T. A. Dwyer, secretary and treasurer of the Brunswick-Balke-Collender Co., New York, ex-

chandising plans that added materially to the success of the merchants who tried out these ideas. As he has been identified with the subject of credits for many years, Mr. Teele is thoroughly familiar with every phase of this important branch of the dealers' affairs and the suggestions that he gave to the Brunswick representatives were based on fact and not theory.

One of the principal ballrooms at the Hotel Pennsylvania had been set aside for the use of the Brunswick party and during luncheon the guests were entertained by the Oriole Orchestra, an exclusive Brunswick organization that has attained countrywide popularity. This orchestra is unique in that three of its members are well-known composers, including Dan

capacity. After having served possibly seven or eight years in retail and wholesale I then graduated to a semi-executive position with one of the chief manufacturers. My retail experience I regard as the most valuable of all, as it gave me a more intimate insight into the real workings of the business than any or all of the other branches combined, and it stood me in good stead in my later years of experience, particularly in giving me a keener appreciation of the retailers' problems and all of the ups and downs which they fall heir to. It has never been difficult for me to put myself on their side of the fence and to view things from their angles. Probably the greatest of these was the ability to understand the fluctuation of trade conditions and to be able to overcome them by throwing pressure into certain periods in order to overcome a natural periodic inertness which has characterized this business, as well as all other branches of retail merchandising.

"The gains during the past six or eight months in all of the Eastern sections have been phenomenal, so much so, in fact, that we are already beginning to curb our activities as regards new accounts in order to safeguard our present established dealers. During the past week in excess of \$30,000 in new accounts have been rejected, partly for that reason, as well, of course, for the reason that some of the applicants under consideration are not looked upon as representative in character or temperamentally unsuited to our business. We are to-day exercising every possible care in determining upon new dealerships, as there is no inclination whatsoever to accept new business merely for the sake of a dollar-and-cent gain. Neither will new accounts be accepted which will in any way prove a detriment to our present dealers who are conscientiously endeavoring to work for the upbuilding of Brunswick in their communities."

After referring to the advertising campaign, which, he said, "from this time on is going to be a tremendously big one," Mr. Beach concluded as follows: "At this time of the year, however, we do want to have you anticipate your needs as far in advance as possible as our factories are being taxed to their fullest capacity and will be for some months to come. You will render us invaluable aid in placing your requirements just as quickly as possible, as by this means we will be in a better position to command the necessary share of Brunswick products from our factories. You know as well as I that we have a prosperous period ahead and there is no earthly reason why buying should not be on a very large scale, as our country is enjoying most unusual prosperity. There is ample money in circulation to guarantee this and I hope that you will get behind us in helping us in every possible way to gauge our supplies at least for the coming four or six months."

Following Mr. Beach's talk, interesting addresses were made by Mr. Ware and H. D. Leopold, manager of the recording department of the Eastern phonograph division.



Metropolitan Brunswick Dealers at Hotel Pennsylvania Meeting

tended to the dealers a cordial welcome in behalf of the executive organization and pointed out briefly the accomplishments of the Brunswick Co. in its respective fields of endeavor. Mr. Dwyer congratulated H. A. Beach, sales manager of the Eastern phonograph division, upon the splendid character of the Brunswick representation in this territory and told the dealers just how the Brunswick Co. was trying to co-operate with them.

E. A. Strauss, assistant secretary of the Brunswick Co. and well known in the phonograph industry, told the dealers something about the company's plans in connection with its new building at Seventh avenue and Fifty-second street, which will be ready for occupancy the early part of the year. F. W. Teele, credit manager of the company's New York headquarters, gave an interesting and informative address that was enthusiastically received by the Brunswick dealers. Mr. Teele emphasized that the credit department is in a position to help the dealers along practical and profitable lines if taken into their confidence. He illustrated several instances showing how the credit division had not only assisted dealers in times of emergency, but had been responsible for mer-

Russo, conductor of the organization. The other composers in the orchestra are Teddy Fiorito, who has to his credit the present popular hit, "No, No, Nora," and J. F. Naset, pianist. The other artists on the program included Margaret Young, vaudeville headliner and exclusive Brunswick artist, whose rendition of popular hits thoroughly emphasized the fact that she is entitled to recognition as one of the leaders in the recording field. Miss Isa Kramer, internationally famous as a singer of selections in practically every popular language, gave the Brunswick dealers a most enjoyable recital. Miss Kramer, who is an exclusive Brunswick artist, has won exceptional success in concert both here and abroad.

Subsequent to luncheon and the musical entertainment Mr. Ware introduced Mr. Beach as one of the pioneers of the talking machine industry with an intimate familiarity with every phase of phonograph activities. Mr. Beach gave an exceptionally forceful and interesting address, during the course of which he said: "My first experience dates back to the year 1900, and after spending considerable time in the retail end I became interested in the wholesale branch of the business and in a managerial

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

66 ²/₃ %

**Reduction on MYSTO Multi-Playing
NEEDLES**



50 NEEDLES IN A BOX

60 BOXES TO A CARTON

**EXTRA LOUD
LOUD
and
MEDIUM TONES**

SELLING PRICE

**5c Per Box or
6 Boxes for 25c**

COST 2c Per Box

We purchased the entire stock and right to name and trade mark, eliminating the jobber's profit, cost of collection and cut the manufacturer's profit to the bone, enabling us to offer this same needle for cash, at **\$1.30** per carton, in quantities of 10 cartons or more.

Price in one hundred (100) carton lots **\$1.20** per carton.

We will gladly send parcel post PREPAID one sample carton either extra loud, loud or medium, on receipt of check for \$1.50

Phonograph Jobbers Corporation

Manufacturers and Distributors

Mr. Manufacturer, consult us when you contemplate retiring.

56 Bleecker Street New York, N. Y.

Telephone Spring 7197-8

Mr. Buyer, consult us when you contemplate launching a sales campaign.

SUCCESSFUL RECORDING EXPEDITION

Okeh and Odeon Record Lists Enlarged by Addition of Several Popular New Artists as Result of Chicago Recording Trip

R. S. Peer, of the sales division of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, returned to his desk recently after spending two weeks in Chicago, where he was in charge of a special recording expedition that made its headquarters in the building of the Consolidated Talking Machine Co., in that city, Okeh distributor. The members of this party included: Arthur Bergh, Okeh musical director; Chas. F. Hibbard, technical director of the recording laboratory; H. P. Decker, his assistant, and A. F. Thallmeyer, manager of the company's foreign language record division.

One of the features of the recording expedition was the work of Finzell's Arcadia Orchestra, consisting of seventeen well-known musicians, which made a special trip from Detroit

to record for the Okeh library. A special car was used to bring the orchestra from Detroit to Chicago, and banners on the sides of the car informed the public just where the orchestra was going. King Oliver's Jazz Band, which is popular throughout Chicago, also made a number of records during this trip, as well as Guyon's Paradise Orchestra, another prominent dance organization. Bennie Moten's Orchestra, of Kansas City, Mo., made its first Okeh recordings at Chicago, and, in addition, Mr. Thallmeyer sponsored a large number of recordings in foreign languages, including a variety of selections in Italian, Green, German, Bohemian and Lithuanian.

A very handsome and cleverly designed window front is being installed in the Davega double store, located on the north side of 125th street, between Seventh and Lenox avenues, New York City. When completed this front will give an opportunity for a splendid display of the talking machine, musical merchandise, radio and sporting goods lines handled by this house.

IMICO INDIA RUBY
MICA
DIAPHRAGMS
 ALL SIZES—IMMEDIATE DELIVERY
Samples and quotations on request
INTERNATIONAL MICA CO.
 Phone Baring 535 PHILADELPHIA Cable Filasse'

WINDOWS WIN FOR CLARK CO.

Timely and Attractive Window Displays Prove Business Stimulators

GREENSBURG, PA., November 7.—The Clark Music Co., of this city, Sonora dealer, is a firm believer in the value of timely and attractive window displays, and the accompanying photograph showing one of the recent windows prepared by this company will give some idea of



Clark Co.'s Artistic Window Display

the originality of these exhibits. This particular window won the enthusiastic approval of passersby, and of interest is the fact that the popular Sonora walking doll formed one of the main parts of this display.

DA-LITE'S VICTOR RED SEAL PANELS

Da-Lite Electric Display Co. Issues Series of Red Seal Panels—Fourteen Colored Panels Feature Records by Leading Artists

TOLEDO, O., November 6.—The Da-Lite Electric Display Co., of this city, manufacturer of display signs for Victor dealers, has just introduced a new series of panels featuring Red Seal records exclusively. This company for several years past has presented each month a series of sign panels that usually feature the latest Victor hits, with one standard number in each set. With the double facing of Red Seal records, however, Harry Cuddeback, head of the company, appreciated the fact that Victor dealers could use to splendid advantage a set of panels devoted to Red Seal records only, and a series of fourteen panels presenting records by some of the greatest artists in the Victor Red Seal Catalog are now ready for the trade.

Mr. Cuddeback has prepared a very attractive circular announcing the new Red Seal panels, although this circular, which is reproduced in black and white, hardly does justice to the multi-colored effects of the original panels. Among the famous and exclusive Victor Red Seal artists who are featured in these panels are the following: Caruso, McCormack, Heifetz, Paderewski, Galli-Curci, Chaliapin, Rachmaninoff, Werrenrath, Ruffo, Schumann-Heink, Homer, Kreisler, Gigli and Jeritza.



SEE WHAT

Minger says

ON PAGE 35



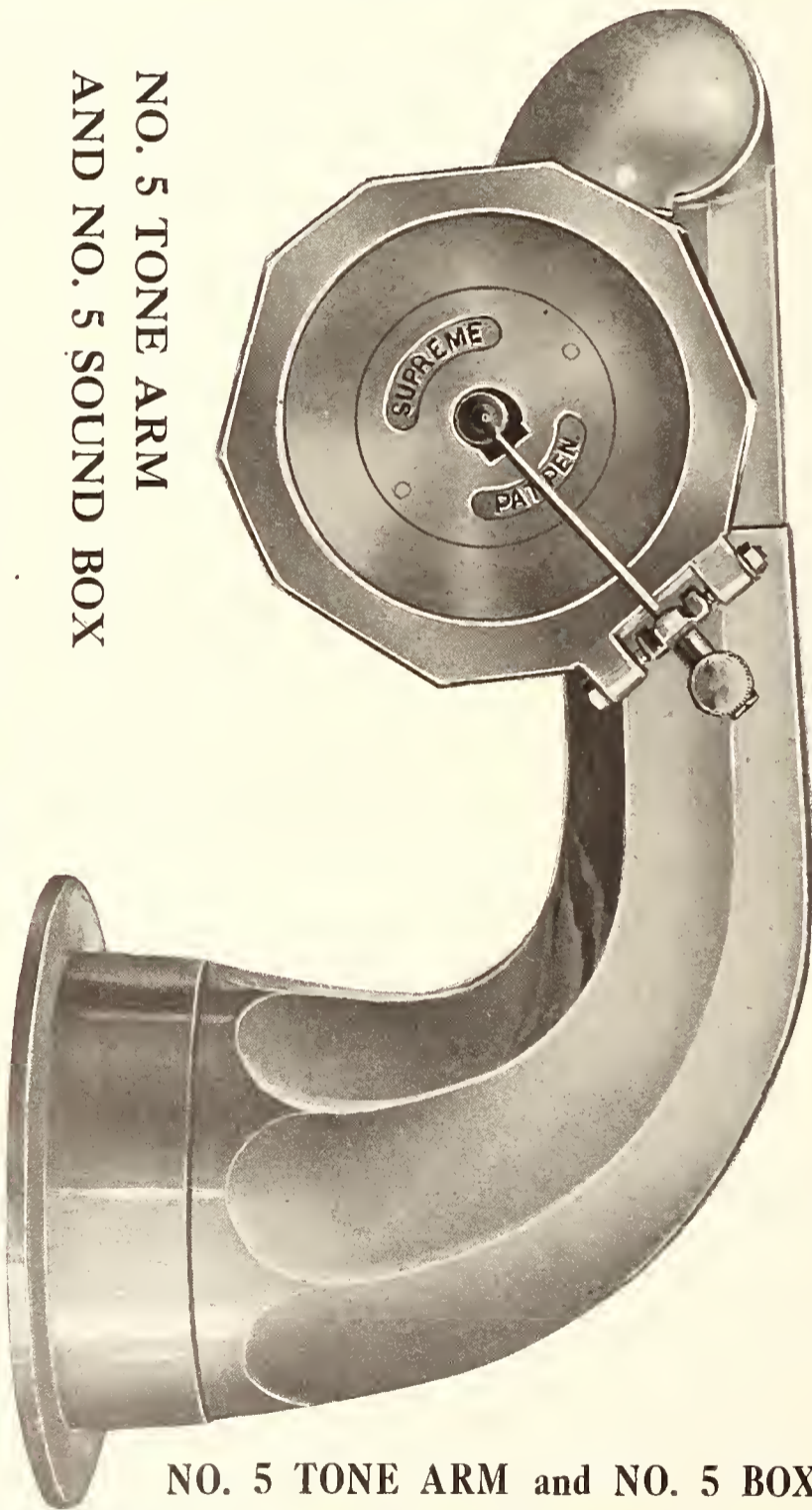
The **PHONOGRAPH'S "RIGHT ARM"**
is the **PHILLIPS TONE ARM**

NO. 5 TONE ARM
AND NO. 5 SOUND BOX

READY SOON

NEW DESIGN No. 1 THROWBACK AT A VERY ATTRACTIVE PRICE

Write for Sample



NO. 5 TONE ARM and NO. 5 BOX

WILL HELP SELL YOUR PHONOGRAPH
Pleasing to the Eye!
Pleasing to the Ear!

W.M. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS: PHONOPARTS New York City

Price Maintenance to Protect the Public

Representative Schuyler Merritt Says Fixed Resale Prices on Trade-Marked Goods Will Give Quality Guarantee to the Buyer

[Editor's Note.—Representative Schuyler Merritt, of Connecticut, who has written the following article for The Talking Machine World, is the author of the Merritt Bill, which will be again introduced in the new Congress, which opens the first week of December. This bill provides for the maintenance of resale prices on products marketed under a trade name or special brand, and is known as H. R. 13494. It was introduced by Mr. Merritt in the last Congress and reads in part as follows:

"That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any grower, producer, manufacturer or owner thereof, under trade-mark or special brand, hereinafter referred to as the 'vendor,' who shall for the purpose of preventing discrimination and protecting his good will clearly mark on each salable unit of his product, or otherwise make generally known the price at which such unit shall be resold, it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any territory of the United States, or in the District of Columbia, or between any such territory and another territory, or between any such territory or territories and any State or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States, or a foreign nation or nations, to prescribe the uniform prices and manners of settlement to all purchasers in like circumstances at which the different qualities and quantities of each article covered by such contract may be resold: Provided, that such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; and that such vendor shall not be a party to any agreement, combination or understanding with any competitor in the production, manufacture or sale in interstate commerce of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers, wholesale or retail, or to the public: Provided further, that if the purchaser shall in good faith be unable to sell such goods at the published price, the purchaser shall first offer such goods to the seller at the purchase price before he may sell same at less than the published price."]

The bill H. R. 13494, which I introduced in the last Congress and expect to introduce again in the Sixty-eighth Congress, is based on the proposition that if a man has property rights in a copyright, or a trade-mark, or a trade name, these rights should be protected like any other property rights and should not be subject to robbery or deprecation without redress.

There have been repeated decisions of the Supreme Court asserting such property rights, but several of the decisions have contained intimations and suggestions, in view of existing anti-trust and anti-conspiratory legislation, which in effect state that while a man has property rights in his trade name or good will and while he may have something to say as to the price at which his branded goods shall be sold and the conditions under which they shall be sold, nevertheless if he takes steps necessary for any real protection of his good will he may be liable to punishment under existing statute law.

Corrective Legislation Necessary

This interpretation of the law seems to make corrective legislation necessary if we are to protect the rights of property which are recognized in the Constitution.

While, therefore, from the legal side, the case for legislation is strong it is equally so from the economic side.

When any article is subject to open competition, and especially in the retail trade where the purchasers are not experts and are neither competent nor can they afford to test the quality of the goods purchased, there is a constant tendency to sacrifice quality to price. Such sacrifice always tends to deception and sometimes, as in the case of foodstuffs and medicines, is dangerous to health. The only cure thus far discovered for these evils is, first, the manufacture of goods to be sold on their quality rather than price; second, the education of the public as to the economic advantage of purchasing articles of good quality; third, convincing the public that the particular articles are of such good quality; fourth, marking the articles with

a trade-mark or trade name so they can be identified as the goods previously brought to the attention of consumers.

These conditions involve large expense and risk on the part of the manufacturer to produce the goods, to educate the public and, finally, and most important, to maintain this quality so that the reputation of the goods may not suffer.

What the Purchasers Want

Bear in mind that articles covered by this bill are not necessities and not monopolies, such as water, light, transportation, etc. These articles are bought simply because the purchasers want them. They want to be certain as to quality and to know that they are purchasing the goods at a fair price and on an equality with other purchasers.

To give the purchaser this opportunity the articles must have a wide distribution through the regular and ordinary distributing channels. To induce the jobbers and retailers to carry the necessary stocks for distribution they must be assured of a reasonable profit for carrying the stock and selling it. They are entitled, when they buy stocks of such specialties, to be assured that some department store or some rival will not purchase similar goods and use them as leaders by advertising cut prices which leave no profit or, perhaps, a loss. The public, in the end, does not profit from such price cutting because it is clear that no class of goods can continue to be sold at a loss and that, if a loss is incurred on one class, it must be more made up on another, or the price of the article in question must finally be advanced beyond the regular price. There is no danger that,

under this legislation, unreasonable prices will be charged the public because under price control the producer cannot afford to ask unreasonable prices as that would stop or limit the sale of his goods and at once stir up destructive competition.

By reading the bill it will be seen that it covers very simply the points above set forth as desirable. There is a distinct proviso that the contracts enacted by the bill shall not apply in case the vendor has a monopoly or control of the market for the articles belonging to the same class of merchandise as shall be covered by the contract. In case the purchaser, acting in good faith, shall be unable to sell his goods at the published price he must first offer such goods to the seller at the purchase price, and if the seller refuses to purchase then he may sell at less than the published price.

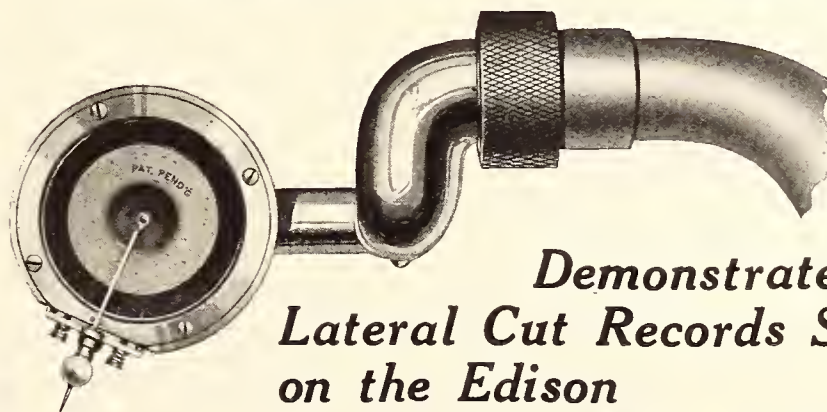
Controversies to Be Settled by Law

Finally, this bill avoids any reference to the Federal Trade Commission and gives it no power to interfere or fix prices. I believe that, under this bill, it will be safe and wise to leave all parties concerned to the rights under law without the intervention of the Federal Trade Commission, and I am entirely opposed to extending further the power or control of the Federal Trade Commission or any trade commission over business and business men. President Harding well said: "We want more business in government and less government in business."

A Victrola concert marked the opening of the new store of Ralph E. Dodson, Palo Alto, Cal.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

How to Sell More Edison Phonographs



No. 1 Edison Attachment

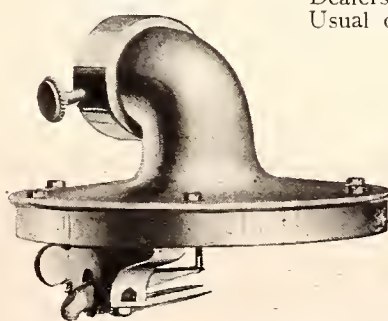
Why Not Demonstrate That Even Lateral Cut Records Sound Better on the Edison

CLARAVOX

CLEAR VOICE

The No. 1 Edison attachment provides you with your most effective sales argument. Sells phonographs to people you could not otherwise influence because the Claravox diaphragm gives results never before heard from lateral cut records. Its merits are now generally recognized by Edison Dealers in all parts of the country. Usual discounts to dealers. Retail price complete, Nickel Plated.....\$7.50

Correctly Plays Edison Records on Talking Machines



STANDARD Diamond Point

Employs a genuine diamond point, microscopically ground, and Claravox stylus and diaphragm. Usual discounts to dealers. Retail price complete, Nickel Plated \$12.50

SPECIAL Jewel Point

Nearest approach to the permanency of the diamond point. Claravox stylus and diaphragm. Usual discounts to dealers. Retail price complete, Nickel Plated \$7.50

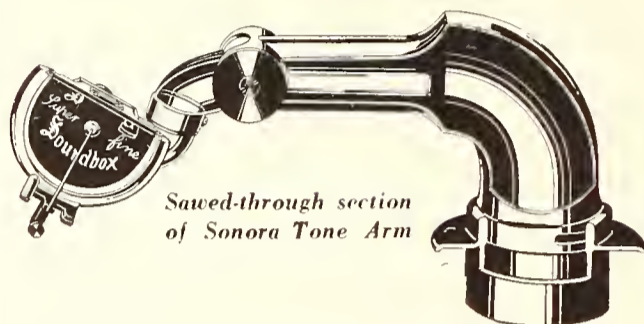
A Post Card will bring any of these products on 10 days' trial

THE CLARAVOX CO. Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPHS SOUND REAL



Look Below the Surface!



A tone arm, scientifically constructed of the best material and of correct proportions, is vitally necessary for true amplification. Sonora tone arms represent the ultimate in quality. Read the message below—of interest to all phonograph purchasers.

Sonora Tone Arms Are Correctly Proportioned

Drawn brass has been chosen by Sonora as the only proper metal for the tone arms of "The Highest Class Talking Machine in the World." For brass assures permanent strength and eliminates absorption of air displacements.

The Sonora brass tone arm is only one of many quality construction features hidden below the surface which any Sonora dealer will gladly demonstrate.

Sonora Dealers Have More to Offer

Part for part, unit for unit, dealers handling Sonora have more value to offer their prospects than those handling other lines.

As one illustration, consider the Sonora tone arm. It is made entirely of brass, the one best material for metal tone arms.

The same high quality of material and construction is found in all other parts of Sonora. It is this construction which gives to Sonora its far superior tone, its strikingly attractive and different cabinetry and dependable motor performance.

This exceptional high quality is selling Sonoras in quantity. You, too, can build profitable business with this line. Write for the Sonora proposition.

The choice of those who've heard them all

Sonora Phonograph Co.

INCORPORATED

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The Highest Class Talking Machine in the World

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

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

State of New York

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

Gibson-Snow Co.,
Syracuse, N. Y.

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

Doerr-Andrews-Doerr,
Minneapolis, Minn.

New York City, with the exception of Brooklyn and Long Island

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St, New York

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
217 Stanwix St., Pittsburgh, Pa.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
St. Joseph, Mo.

Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of Montana, Colorado, New Mexico, Nebraska and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

Wisconsin and Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Illinois and river towns in Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.

Brooklyn Territory Ready for Holidays

Seasonal Sales Drives Ready for Launching—
"Kiddies' Room" Installed to Boom Sales to
Youngsters—Trade News and Activities

The approaching holiday season is already making itself felt in the Brooklyn and Long Island territory, according to reports of dealers, many of whom are making preparations for intensive sales drives. Despite a lull in business during the past month, there is a general feeling of optimism and the conviction that this will be one of the best holiday business seasons ever experienced. Although sales have not come up to expectations lately, they have been fair and there is really no cause for worry on the part of the trade. Many of the more progressive merchants have succeeded in overcoming any lethargy that existed simply by going after business harder than ever. This was accomplished in most cases by increased advertising and more intensive outside sales work. The holiday rush will find the majority of the retailers prepared, both as regards volume of stock and service facilities.

Loeser's Catering to Kiddies

A new and unique method of pushing the sales of records and talking machines of the type designed for children has recently been inaugurated by the talking machine department of Frederick Loeser & Co., 484 Fulton street, Brooklyn, under the supervision of Mabel Arend, manager of the talking machine department.

The plan consists of devoting an entire room to the little folk. The room is furnished throughout with children's furniture and contains in addition several toy phonographs. There are also many toys placed in view. This room is a most attractive one and is certain to catch the eye of anyone who happens to be passing.

The children's records are placed on a small table and are arranged to facilitate the choosing of these records by either the little ones or the grown-ups. The saleswoman in charge of this room plays the records on a phonograph and the children are allowed to make their own selections just as older folk do, although it often occurs that they know exactly what they want before they come to make a pur-

Feature Something Special

MANY OF OUR DEALERS HAVE FOUND IT TO THEIR ADVANTAGE TO FEATURE VICTOR RECORDS BY GIVING CONCERTS IN THEIR STORES.

THIS IS GOOD NEIGHBORHOOD ADVERTISING. IF ANY OF OUR DEALERS ARE INTERESTED, WE CAN PUT THEM IN TOUCH WITH MUSICIANS WHO ARE FAMILIAR WITH THIS CLASS OF WORK.

AMERICAN

TALKING MACHINE CO.

BROOKLYN, N.Y.

VICTOR WHOLESALERS



chase, according to Miss Arend. The saleswoman who has charge of this room is a mother of two children and consequently is able to understand the children's wants better than someone whose experience in that respect is limited. Great interest has been evinced by the young folk in this room as the surroundings are planned so as to make them feel at home and do away with any feeling of awe which children are apt to have in a setting of this character.

Considerable advertising is being used in the local papers which is prepared with the idea of attracting the children through their parents, and, according to Miss Arend, several mothers have stated that their children would not give them a minute's peace until they had been brought in to see the children's room and listen to the music.

The little ones take pride in making their own

purchases and come prepared to pay for the records they may select. Not only have the records and phonographs been sold through this method, but a number of orders have been placed for the various toys on display.

Among the record lines carried in stock are the "Junior Operetta" series, made by the Vulcan Record Co., the "Little Tots' Records," manufactured by the Regal Record Co., and the "Bubble Books," published by Harper & Bros.

C. J. Ianell With Abraham & Straus

C. J. Ianell, formerly of Bloomingdale's and more recently manager of the talking machine department of the H. Batterman Co., Brooklyn, has recently become connected with Abraham & Straus as manager of the talking machine department there, succeeding Joseph Flanagan. Mr. Ianell's experience in the talking machine business extends over a long period and his friends throughout the trade wish him well in his new undertaking.

John H. Bieling in New Home

John H. Bieling, Victor dealer, of Hempstead, L. I., has moved from Main street to new and larger quarters at 283 Front street, Hempstead. This move was made necessary because larger space was required to handle a rapidly increasing business. The new store is advantageously located and modern equipment makes this one of the most up-to-date establishments in the vicinity.

Selling High-priced Instruments

H. Lipschitz, manager of Krakauer Bros., 1653 Pitkin avenue, Brownsville, Brooklyn, has met with considerable success in selling high-priced Sonora models. During the last six weeks this company has sold a \$3,000 Bardini model, as well as two \$750 Italian and English Renaissance models.

J. L. Jones Opens Store

A new store was recently opened by John L. Jones, exclusive Sonora dealer, at 1815 Coney Island avenue, Brooklyn, N. Y. The establishment has been attractively fitted up and plans are under way by the live proprietor for an intensive sales drive.

Formal Opening of Woodhaven Music Shop

The Woodhaven Music Shop, exclusive Victor dealer, held the formal opening of its newly remodeled and enlarged store at 9309 Jamaica avenue, Woodhaven, L. I., during the last week in October. A musical program was furnished by Maine M. Rountree and His Orchestra, which rendered a number of popular selections.

"The favorite instrument of Holiday buyers"

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



**The Highest Class
Talking Machine in the World**

Our complete exhibit of the superb Sonora Period Phonographs is especially important during the Holiday season—bring your prospects.

*Write or call for information about
our 100% Sonora selling service.*

Long Island Phonograph Co., Inc.

Sonora Distributers for Brooklyn and Long Island

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

The NEW Columbia is superior

Hearing is believing

Every Model is a Delight to the Eye. Rare craftsmanship and artistic ability are reflected in every model of the New Columbia. Each one is a beautiful piece of furniture—worthy of any home—always a “thing of beauty.” *Seeing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York



The store contains complete new equipment, consisting of hearing rooms and talking machine, record, piano and other departments.

A “Live” Long Island Dealer

In the accompanying photograph Jerome Ackerley, the popular Victor dealer located in Patchogue, L. I., is presented just before enter-



Jerome Ackerley “On the Job”

ing the home of a prospect to sell one of the new Victrola models. Mr. Ackerley, or “Jerry,” as he is known to his friends in the trade, is one of the live-wire Victor dealers in the metropolitan territory, and his success may be attributed to his thorough knowledge of Victor product, coupled with an exceptionally keen sense of aggressive salesmanship.

New Sonora Accounts

The Long Island Phonograph Co., Sonora distributor for Brooklyn and Long Island, has secured several new accounts, among them being Al Bersin, 1253 Bedford avenue, and the Kern Music Shop, 292 Flatbush avenue, Brooklyn, N. Y.

Wins First Prize at Fair

The Cavanora Music Shop, Riverhead, L. I., one of the most aggressive dealers in Long Island territory, was awarded first prize recently at the Riverhead Fair, which attracts thousands of visitors from all parts of Long Island territory. This successful dealer showed a very attractive booth, featuring Sonora phonographs, Edison diamond disc phonographs, Okeh rec-

ords and Crosley radio receiving sets. This is the second consecutive year that the Cavanora Music Shop has been awarded first prize for its exhibit at this fair.

Clever Stunt Bringing Prospects

Prospects are being secured and interest is being aroused among owners of old talking machines by a clever stunt which is being staged by the talking machine department of the Sterling Piano Corp., of Brooklyn. The concern has arranged a special window display, announcing that a \$250 Victor instrument will be given away to the person owning the oldest Victor talking machine. Considerable advertising in the local newspapers has further augmented the interest of the public. Many people owning old Victrolas have already signified their intention of entering the race. All information as to the age of the instruments already in the contest is being withheld from the public by the Sterling Piano Corp. in order to keep interest at a high pitch. This plan possesses distinct merit as a prospect producer, according to E. T.

LeTure, manager of the talking machine department, judging from the number of people owning old machines who have already entered the race for the fine new console Victor model.

Blout to Open Flushing Store

The large store at 36 Main street, which has been occupied by Irving Riesenburger as a furniture store, has been divided into two stores, and one has been leased by Emanuel Blout, who will open an establishment for the sale of Victrolas, records, pianos and musical instruments. Mr. Blout has stores in Newark, N. J.; Fordham, N. Y.; Bayonne, N. J.; Poughkeepsie, N. Y., and Brooklyn.

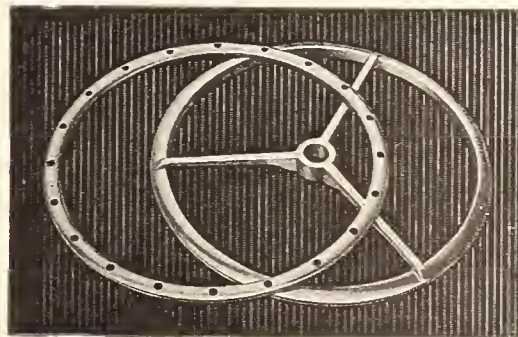
Schweiger Bros. Add Sonora

Schweiger Bros., who operate two large talking machine establishments in Brooklyn, have recently added the Sonora line of phonographs and they are planning to feature this line in an intensive manner. This concern is considered one of the liveliest and most successful in this territory. The deal was closed by the Long Island Phonograph Co., Inc., Brooklyn.



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Aluminum Phonograph Reproducer Rings

Occasionally, a change from machined to die-cast parts would involve preliminary experiment and expense which a logical user of die-castings may hesitate to enter upon.

Doehler engineers are always ready to work with such a prospective customer—to make with him, in his own plant, a survey of his product and processes—to study his individual problem in detail—and to make recommendations based upon an unequalled experience.

And the Doehler Company will share with the prospective buyer the expense involved in this survey and development.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.



New Releases Monthly

A. CENTONZE MUSIC CO.
PUBLISHERS

Distributors and Jobbers in
RECORDS and PIANO ROLLS
174 Johnson Avenue Brooklyn, N. Y.

Our Latest Rolls Have Met with Great Success

Labruzzo duci Mazurka
Bocca da baci Mazurka

It's not too late

1923 NOVEMBER 1923						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
				1	2	3
			7	8	9	10
4	5	6	14	15	16	17
11	12	13	21	22	23	24
			28	29	30	

To get your
full Holiday
Supply of

*Order
Now
December
May be
Too Late*

BAGSHAW NEEDLES

Despite the rush demand for BAGSHAW Needles which has continued at an ever-increasing pace throughout the early fall, we are still in a position to make full deliveries with reasonable promptness. We can fully take care of your holiday requirements—provided you order NOW. If you delay your order further, we cannot guarantee complete delivery at present prices. We strongly urge prompt action on your part in sending us your complete holiday requirements. You may be sure of prompt action on our part in attempting to fill them.

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE
AT 31st STREET

NEW YORK
SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

A Smashing Success

*Our Supply is
Being Rapidly
Exhausted*



BRILLIANTONE Record Cleaner and Container Combination

500 NEEDLES ~ The steadily mounting demand for this novel and useful combination is rapidly exhausting our present supply. Rush your order to us *now* to be sure of complete holiday delivery. Each waterproof tin box contains 500 needles; the well padded velvet cushion is an ideal record cleaner. Packed in display cartons containing 20 packages. The Special Minimum Quantity Introductory Offer of 10 cartons costing you \$60 and selling for \$100 will be withdrawn shortly.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

LARGE EMERSON PHONOGRAPH SALES

Quota for Eastern States Booked Up—Emerson Records Also Going Big—Many New Dealers—Some Striking Window and Counter Features—Jewish Records Grow in Favor

An impressive indication of Eastern activity in the talking machine field is contained in a statement by the Emerson Phonograph Co., Inc., manufacturer of Emerson records, which shows that the sales of the new Emerson phonographs in its territory are already sufficient to cover the quota for the Eastern States to January 1. The entire Emerson line of new models has won the approval of Emerson retailers, and the movement to the consumer at this period has been greatly beyond earlier anticipations.

The sale of Emerson records since the reduction in price has shown substantial increases. The various Emerson record jobbers have added considerably to their orders each month and plans for a greatly increased production have been found necessary by the Emerson Co., not only to care for the current monthly business, but also the stimulated demand induced by the proximity of the holidays.

Several new members have been added to the sales staff of the Emerson record organization in order to care for the enlarged business, including W. R. Hall, who, for a number of years, was connected with the Pathé Radio & Phonograph Co., Inc.

The Emerson Phonograph Co., Inc., issues monthly a series of attractive window strips and counter advertising material on individual record numbers. These the retailer finds are sales creators. Of particular importance to dealers handling the foreign catalog of Emerson records have been the attractive posters on the new Jewish records. The Emerson Co. has added some new Jewish stage favorites to its list of artists and under the present plans of the company six timely Jewish selections will be included in each monthly list.

The records of Bessie Weissman, the Jewish character singer, are among the most successful of the foreign selections handled by Emerson dealers. The new clarinet solos by N. Brandwine have also been found to be active sellers. Other Jewish Emerson record artists include Morris Goldstein and Michael Michalesko.

B. Abrams, president of the Emerson Co., recently stated that his organization is looking forward to one of the busiest holiday seasons in the history of the company. Retailers, he said, who have not planned far in advance to care for a heavy volume of holiday business will find themselves unable to get goods.

H. C. GAWLER WITH GENERAL RADIO

Widely Experienced in Radio Merchandising—Was Formerly With Radio Corp. of America

Harry C. Gawler, for the past three years connected with the sales department of the Radio Corp. of America, New York, has severed his connections with this company, and on November 1 joined the forces of the General Radio Co., of Cambridge, Mass., as sales promotion manager. As a radio man, in both the administrative and technical branches of the service, Mr. Gawler is well known to engineers, radio operators and a host of business men identified with the merchandising of radio apparatus. He has been identified with radio circles since 1904 when he joined the Communication Division of the Navy, and ever since that time he has taken a keen interest in radio activities.

In the World War Mr. Gawler carried the rank of captain in the First Signal Battalion of Massachusetts, and the rating of lieutenant in the U. S. N. R. F. While assigned to duty in the Azores during the war, Mr. Gawler won recognition from the Portuguese Government and was decorated with the Order Militaire de Avis for distinguished service during the influenza epidemic on the island.

"PHONO-VAUDETTE" WINS FAVOR

COVINGTON, KY., November 5.—Although it had made preparations for a record-breaking holiday trade, the Commercial Art Shop, of this city, manufacturer of "Phono-Vaudettes" has found it impossible to keep pace with the demands of the trade. The company states that orders have been received from dealers throughout the country and even from abroad, with the result that the factory is working to capacity. The use of the novel characters, such as "Shuffling Sambo," "Scotch Lassie" and others to form a group of vaudeville artists, has apparently made a popular appeal.

FAIR EXHIBIT BRINGS PROSPECTS

Live Dealer in Hazleton, Pa., Secures an Active List of Sonora Prospects and Closes Several Sales as a Direct Result of Fair

HAZLETON, PA., November 7.—Robert Meikrantz, Sonora dealer in this city, recently sponsored a very attractive exhibit at one of the local fairs,

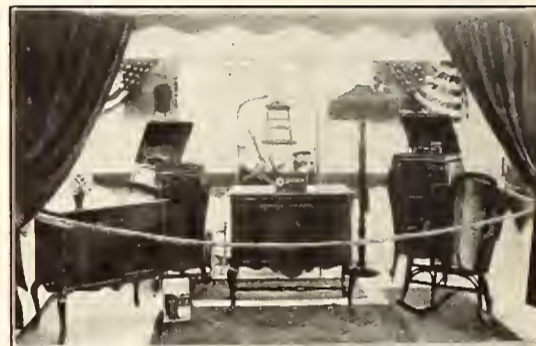


Exhibit Made by Robt. Meikrantz at Fair which not only was responsible for securing an active list of prospects but resulted in the closing of several sales. The booth was artistically decorated, and, as the accompanying illustration will show, the Sonora line was presented to excellent advantage.

NEW ROCHELLE DEALER BANKRUPT

NEW ROCHELLE, N. Y., November 7.—A petition of involuntary bankruptcy was recently filed against Philip Pravder, Inc., dealing in pianos and phonographs.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

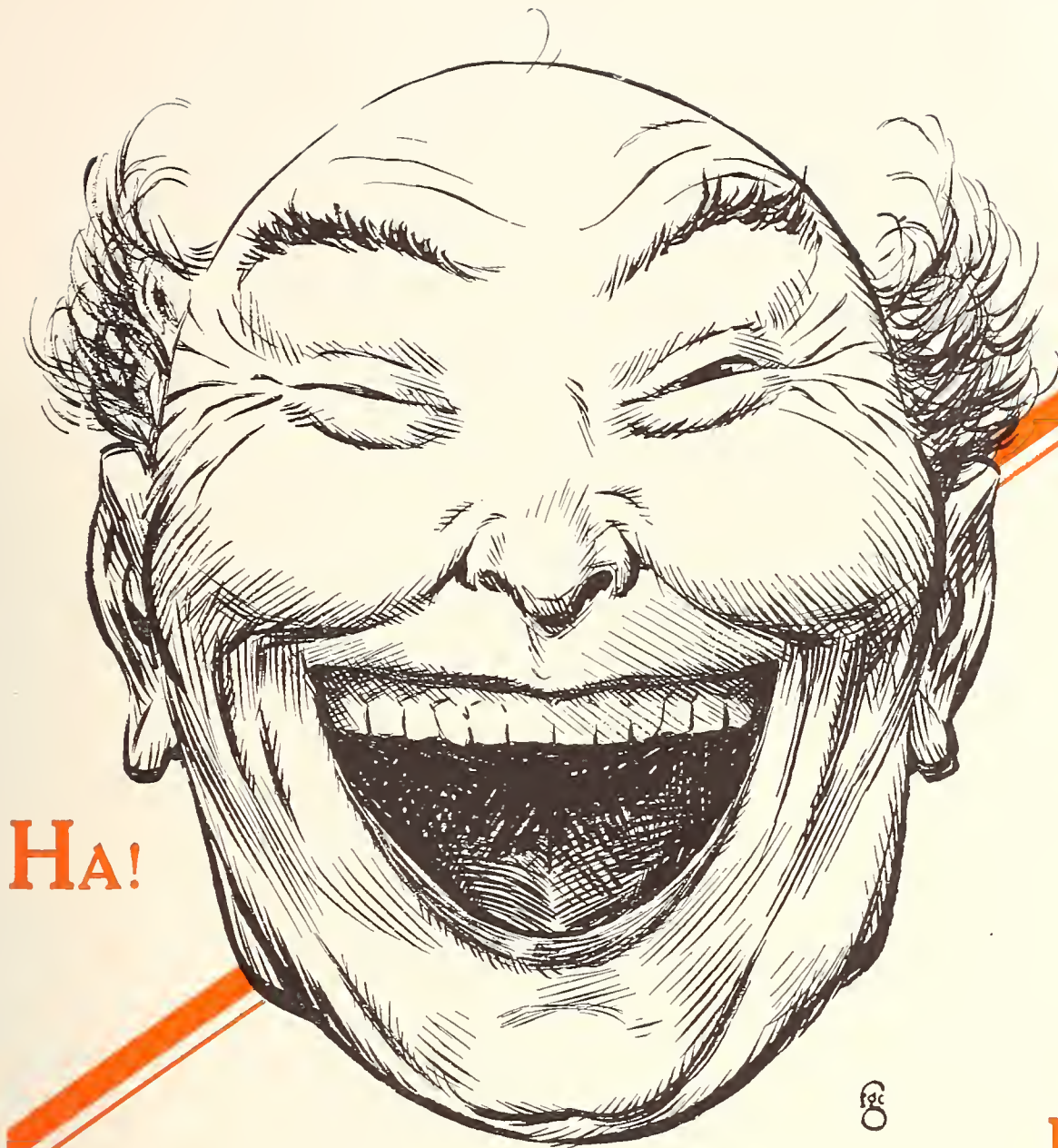
Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.



HA!

HA!



HA!

Now for the

Second Spasm!

You remember the first one, of course! That nation-wide convulsive spasm of prolonged laughter caused by hundreds of thousands of Okeh Laughing Records—the largest and fastest selling records in the industry. And yet, with all the tremendous sales that these records have had, the sales-surface has hardly been scratched! There are still millions of people in this country who have never heard these rare bits of riotous comedy—millions who will unquestionably want and enjoy their irresistible, contagious mirth. The Okeh Laughing Records, "The Original"

and No. 2, "The Singing Lesson," are by no means things of the past! Right now they are being steadily sold all over the country. Brand new attention-getting, sales-producing window displays and other well-planned advertising material have been specially prepared to create new enthusiasm for these records among the millions who have yet to hear them. Watch your mail for the "broadside" explaining our new extensive publicity campaign and the part you can play in making it a howling success! We are out to make the demand for these records greater than ever!

Last year the Okeh Laughing Records became the biggest business-getters in the industry. You can help make them the same this year by effectively using our specially-prepared advertising material and putting your best sales effort behind them. The Okeh Laughing Records, incomparable riots of fun and laughter from start to finish, are just what the laugh-loving public is always eager and ready to purchase. We have "the goods"—let's make the "Second Spasm" of The Okeh Laughing Records longer, louder, and livelier than ever before!

The Okeh LAUGHING RECORDS

BUY OKEH NEEDLES

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street OTTO HEINEMAN, President New York, N. Y.

The NEW Columbia is superior

Hearing is believing

The Motor has Limitless Life. Think what this means—constant and faultless performance for every owner of a New Columbia. Never was there a better phonograph motor built. It has set a new standard in the phonograph industry. *The years will tell.*

COLUMBIA PHONOGRAPH COMPANY
New York



NEW FEDERAL DISTRIBUTING PLAN

Present Plan Includes Placing Distributing Agencies in Small Cities as Well as More Important Trade Centers of the Country

ALBANY, N. Y., November 8.—The Federal Record Corp., of this city, has announced a wide plan for the national distribution of its product, the Federal record. Under the arrangements inaugurated by the company exclusive Federal dealers are to be appointed in the smaller cities and territorial allotment in the larger trade centers. By this plan it is proposed to add considerably to the present distribution of the company and also to continue retailing this record at a popular price.

The Federal catalog comprises a long list of current, vocal and instrumental selections of the popular variety and a large and comprehensive catalog of standard, classical and sacred music. The recordings often carry the name of nationally known artists and the dance selections are the work of musical combinations that make a feature of that type of program.

Besides the plan of protection to its dealers the Federal Record Corp. lays particular stress on the quality of its product, its durability and its finish. A special point is made of service to the retailer on deliveries, co-operation and definite sales plans.

The Federal Record Corp. some years back was known as the Indestructible Phonographic Record Co. Originally established in 1900, it produced for many years a cylinder record which had large sales in various parts of the country.

The personnel of the organization remains the same as when the company bore the older name. They are, therefore, record specialists of long experience, both from a technical laboratory standpoint and trade and merchandising experience.

TEACHERS LIKE CHILDREN'S RECORDS

Educational Value of Records for Children Being Recognized by Manufacturers

That children's records have other values than for mere entertainment purposes is rapidly being recognized by manufacturers of such goods. This is the result mainly of the encouragement received from teachers and others particularly interested in the development and welfare of children. This is impressively demonstrated by commendatory letters. Among the hundreds of such letters received by the Regal Record Co., Inc., manufacturer of "Little Tots' Nursery Tunes," is the following from Miss Winnie May Hill, kindergarten teacher of Macon, Ga., which speaks for itself:

"The 'Little Tots' Nursery Tunes' are delightful and I am using all I can get of them in my kindergarten. They are so clear and little children can understand the words so well. They are by far the best children's records I

have ever found, and I wish to let you know how much we enjoy them every day, and that we would love to have more of them. The pictures are lovely and appeal to the children."

A Loud Speaker That Compares Favorably with the Highest Phonograph



\$25

Natural
Re-PRODUCTION
Atlas
AMPLITONE
LOUD SPEAKER

Trade-Mark

Letters from Users Requested

What have you accomplished with your Atlas Amplitone? Tell us about it!

SELL the loud speaker that re-PRODUCES music on a par with your finest phonographs. The *Atlas Loud Speaker* completely satisfies the musical critics. Patented "double diaphragm" responds to delicate overtones fully and to heavier tones with perfect restraint. No blasting, distortion. Voice and instrument NATURAL AS LIFE. Adjustable to all sets and to individual receiving conditions.

Stock NOW for CHRISTMAS and a QUICK Turnover

Write for Booklet "O"
Contains helpful information

Sole Canadian Distributors

The Marconi Wireless Telegraph Company of Canada, Limited,
Montreal, Canada

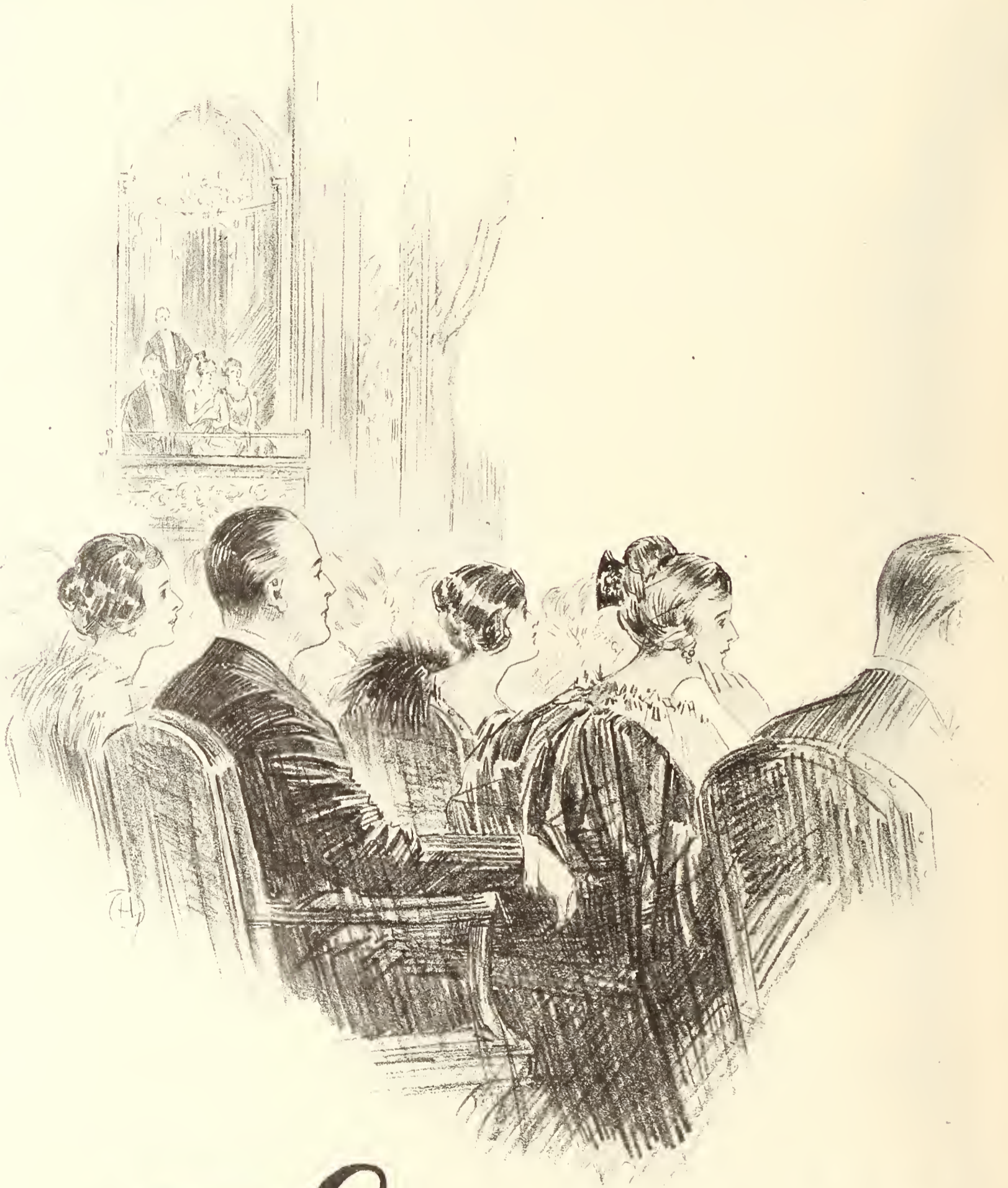
Multiple Electric Products Co. Inc.

ORANGE ST.

RADIO DIVISION

NEWARK, N. J.

While Spalding plays



The **NEW**
P H O N O

at Carnegie Hall—



A PATTERN of welcoming applause as an energetic, boyish figure steps out upon the stage; two deep, sonorous piano chords; and the pensive, singing melody of the Thais "Meditation" pours from Spalding's violin.

Music lovers had to travel to the artist, until the ideals and the genius of Edison conceived the possibility of actually Re-Creating song, speech and music; until years of research and a fortune of three millions of dollars were spent in order to make that Re-Creation an established fact.

But the New Edison Phonograph now brings the world's richest, rarest musical treasures into the homes of people everywhere—it has become a great cultural influence in the home life of the nation.

And public appreciation has built up a demand that makes the Edison franchise one of the major prizes in the musical field.

(Continued on next page)

EDISON

G R A P H

—your townsfolk hear



The **NEW**
P H O N O

the master violinist

HICKORY LOGS softly flaming on the hearth; deep-sunk in cozy easy-chairs a friendly group, expectant — and from the magic cabinet pours again the haunting melody of Massenet's inimitable "Meditation" — exactly as Spalding may be playing it to-night in New York.

Every vibrant, vital shade of expression, every glorious tone-color are preserved, Re-Created by the New Edison for the delight of thousands of lovers of great music.

You see the instrument; but you *hear* the artist's true performance. The New Edison is the only phonograph that dares direct comparison with the living artist.

Your townfolk want to see, and hear—and buy —the New Edison.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY



EDISON
G R A P H

These Song Hits are the talk of the town.

**"NO, NO,
NORA!"**

THE Foxtrot
Sensation

**"I
LOVE
YOU"**

The Melody
Song hit from
"LITTLE JESSIE JAMES"

**"LOVE
TALES"**

A fine swinging
FOX-TROT TUNE

"You can't go wrong with any FEIST song"

ALBANY

*Christmas Clubs in Process of
Organization—Shortage of Cheap
Models—Brisk Trade—The News*

ALBANY, N. Y., November 7.—The Albany dealers have practically all organized Christmas clubs for the sale of talking machines for delivery the week before Christmas. The plans do not vary much, all providing for initial payments of from \$1 to \$2.50 and a like amount in weekly payments. The plan was first tried last year by a few dealers who realized they had started too late in the season, but the result showed its value and this year nearly every dealer started his club early in October and all report gratifying returns. The problem now before them is to be able to deliver the machines before Christmas, as promised. There is a shortage of the cheaper models, but little difficulty is experienced in obtaining those of higher price. The majority of the Christmas club members have ordered the \$100 models. The holiday trade in machines will be confined nearly to the club plan, but the dealers are planning extensive sales of records for Christmas gifts. The weekly release of Victor records is welcomed by the dealers, who are now able to become more familiar with the new issues and demonstrate them without waiting for the

larger stock of monthly releases. Extensive advertisements are being placed in the local papers by the Victor Talking Machine Co. and the Sonora Phonograph Co., featuring the new releases.

The Baker Music House, Inc., instituted a voting contest for the most popular boy or girl November 1, to close December 1, with a bicycle as a prize. One vote is given free to each contestant and ten votes with every Columbia record sold.

The American Phonograph Co., distributor of Victor records for eastern New York, reports largely increased orders, compared with the Fall business of last year. Mr. Griffin says the new policy of the Victor Co. in price reductions and the introduction of double-faced records and more frequent releases has greatly stimulated sales for the holiday demands and hopes that the factory production will be sufficient to enable him to fill all orders.

The American Phonograph Co., 707-9 Broadway, Edison distributor, has been kept busy supplying its dealers with sufficient stock to meet the growing demand. Edison retailers are evidently taking good care not to be caught short of stock when the real pre-holiday buying gets under way. The Edison is firmly entrenched among the most popular instruments in this section of the State and the outlook for a big year-end business is excellent.

Frederick W. Tietz, Sr., the oldest music dealer in Albany, died October 27, at the age of seventy-two. The Tietz music store has been

in its present location for more than a century, the business having been started by Mr. Tietz's father at 712 Broadway. The first Mr. Tietz came from Germany and began the manufacture of pianos and occasionally Albany dealers come into possession of the old Tietz grand style of instruments. Mr. Tietz was the first music dealer in New York State to sell Edison talking machines, the old models with the big horns. The first records sold by him were the round, tinfoil kind. Mr. Tietz encountered much opposition to the sale of the machines and records from musicians, who said the public taste for music would be spoiled by the crude rendering of the classics, but he lived long enough to note their change of attitude. Mr. Tietz continued to deal in the Edison and other lines of phonographs and records until his health failed, and the business has been in charge of a son, Frederick W. Tietz, Jr., the fifth generation bearing the name. He is also survived by his widow and another son, Adam Tietz, of Saginaw, Mich.

William J. Killea, South End dealer in phonographs and records, has organized the South Pearl Merchants' Association, comprising merchants in all lines in this section. He is the Association's first president. The first act of the Association was to open the stores of the section Saturday evenings. Mr. Killea reports a big sale of records each Saturday evening.

McClure & Dorwaldt are making extensive interior alterations to their store at 64 North Pearl street. A new mezzanine floor has been added, to which the offices were moved, and the record department has been moved to the front of the store. Additional space is provided in the rear for the Victrola department. The decorative scheme was changed from mahogany to ivory.

Ralph W. Jones has joined the sales force of the Strand Temple of Music.

Joseph Kennah, of the sales force of Pommer & Sons Music Store, recently resigned to accept a similar position in the Schenectady store of the Baker Music House, Inc. Mr. Kennah was succeeded by his brother Vincent.

SOPHIE BRASLAU IN RECITAL

Well-known Contralto and Victor Artist Attracts Brilliant Audience in New York

Sophie Braslau, prominent contralto and Victor record artist, gave a very successful recital at Carnegie Hall on Sunday afternoon, October 28, which was attended by a number of prominent musicians, including Rachmaninoff, Godowsky and several members of the Chauve Souris Co., who came over from Philadelphia with Mr. Balieff especially for the concert.

TO INTRODUCE NEW MODEL

The Columbia Mantel Co., Brooklyn, N. Y., announces that a new model will shortly be added to the well-known "Recordion" line of talking machines which it produces. This will be of the console type in English-Renaissance.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



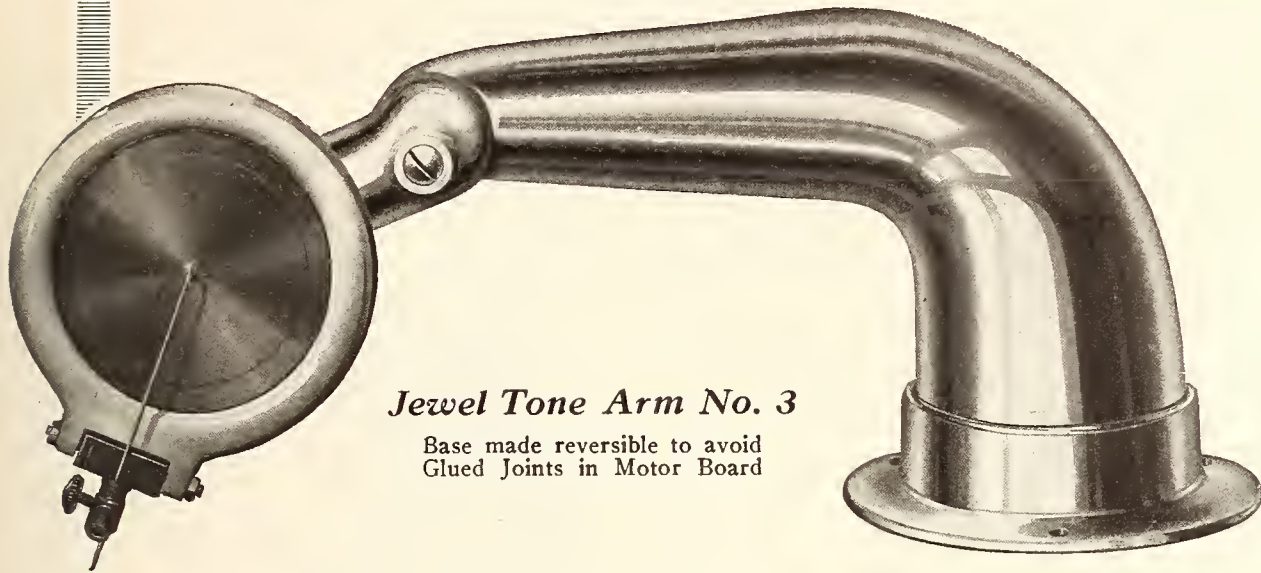
Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.

707-09 BROADWAY, ALBANY, N. Y.

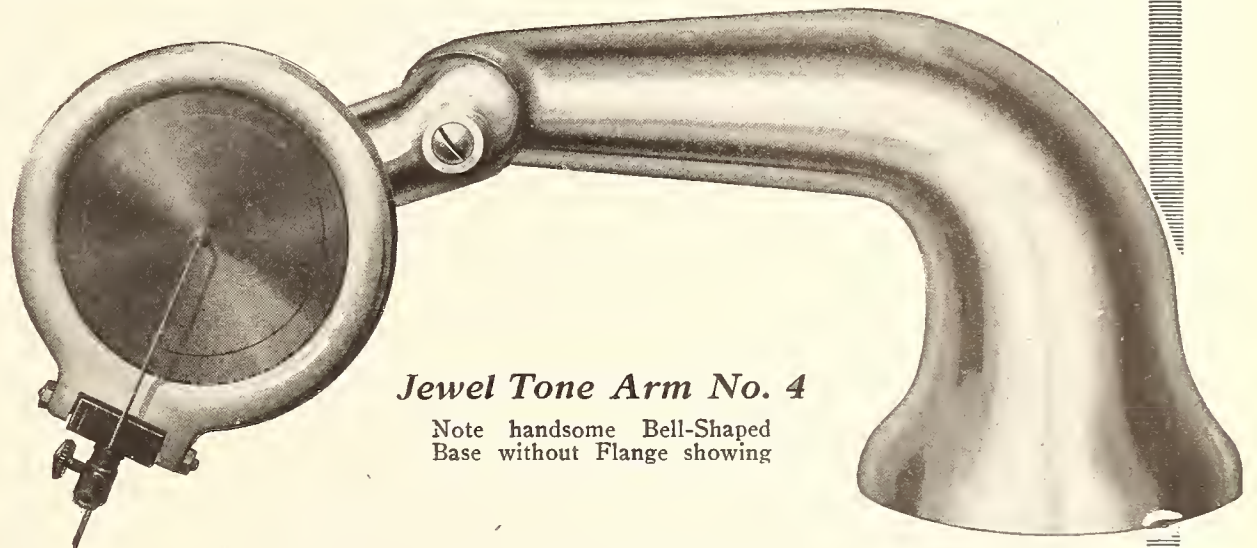
The Jewel-Tone Reproducer *and* Tone Arm



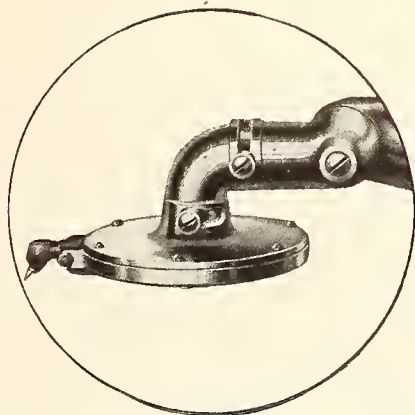
Jewel Tone Arm No. 3
Base made reversible to avoid
Glued Joints in Motor Board

Original and Exclusive Features

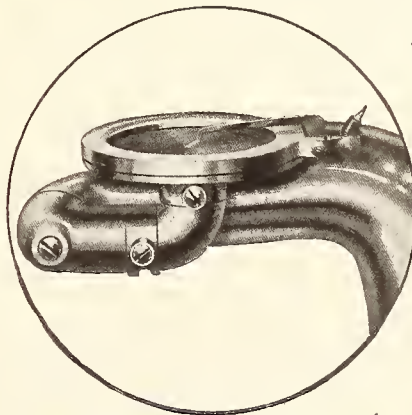
Play Edison and Pathe Records in actual Edison position and **with a fibre needle.**
Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the re-
producer lies flat, so dome cannot touch it when closed.
Finished in nickel or gold plate.



Jewel Tone Arm No. 4
Note handsome Bell-Shaped
Base without Flange showing



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

FORMAL OPENING OF LIBERTY STORE

Edison Phonograph Department Is a Feature of Twelve Points, Ind., Establishment

TWELVE POINTS, IND., November 5.—The new Liberty Store, 1247 LaFayette avenue, staged a formal opening here which was attended by many friends and patrons of the concern. A feature of the new establishment is an attractive phonograph department in which are displayed a complete line of Edison instruments and records. A musical entertainment, in which the Edison phonograph played a prominent part, was enjoyed by the guests, who included L. P. Brocke, of the Indiana Phonograph Co., Edison distributor. Mr. and Mrs. Joe Edgerton, the proprietors, have been in business here for seven years.

THOMAS MUSIC CO. OPENS

SCRANTON, PA., November 3.—The Thomas Music Co., which has remodeled its store at 232 North Main avenue, has held its formal opening here.

MAKES SALES TO HOTEL GUESTS

The Ansonia Music Shop, Brunswick dealer, which is located diagonally opposite the Ansonia Hotel in New York, has closed many sales recently to celebrities in various walks of life who make their headquarters in this prominent hostelry. Among the recent sales closed were handsome Brunswick models to Chas. W. Schwab, famous steel magnate, and Babe Ruth and Wally Schang, of the Yankee baseball team, world's champions. In each case a representative assortment of Brunswick records accompanied the sale.

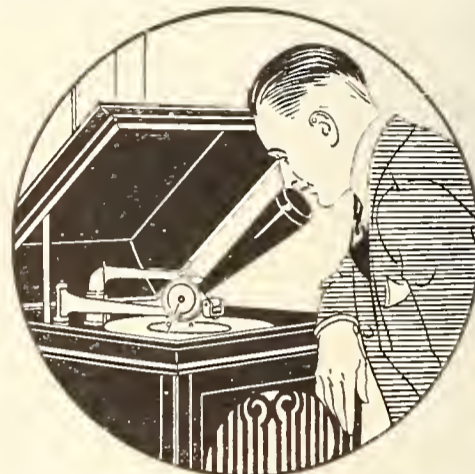
HOLLY BOXES FOR REGAL PRODUCTS

The Regal Record Co., Inc., manufacturer of Regal records and "Little Tots' Nursery Tunes," recently announced to the trade its ability to furnish special holly boxes for Christmas sales. These will be distributed through its jobbers and, undoubtedly, these neatly packed Christmas goods will be the means of increasing holiday sales.

ANNOUNCE HOME RECORDER ON PATHE

All Models of Pathé Phonographs to Be Equipped With Device for Making Records at Home—Pathé Dealers Enthusiastic

Ever since the production of the first phonograph the novelty of listening to one's own voice has maintained its appeal. A number of separate home recording devices for disc machines have appeared on the market from time to time. It has remained, however, for the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., to surprise the trade with a home recording device built as a part of the regular talking machine. Effective immediately, all models of Pathé phonographs will be equipped with a Pathé home recorder, an exclusive feature manufactured by the Pathé Co. This clever



How Pathé Home Recorder Operates

new device makes it possible for all, novice or otherwise, to make their own records in their homes and immediately after, by bringing into use the regular tone arm of the Pathé machine, it is possible to "hear your voice as others hear it." The Pathé home recorder is a separate and distinct device from the reproducing part of the machine and is installed at the left of the turntable and may be swung completely out of the way or detached when not in use. It consists of a swinging arm or bracket, a recording horn and a Pathé diamond-cut stylus. The recordings are made on a special smooth aluminum composition disc which has been named "Pathégram." As this disc is entirely smooth and ungrooved a master guide for the grooves is furnished which controls the grooving at the same time as the recording. From the initial announcement of this important, exclusive feature of Pathé machines enthusiastic congratulations were received from Pathé dealers all over the country. The opinion generally expressed was that this exclusive feature was one much in demand by the buying public and would contribute greatly towards increased machine sales.

Another point of the "Pathégram" presented by the Pathé Phonograph & Radio Corp. in its literature is as a medium of correspondence, claiming that it can be produced cheaper than a typewritten message, and will carry with it the personality of the voice of the sender. The label of the "Pathégram" suggests that the writer dictate his answer on the reverse side.

PLANNING "BANNER RECORD WEEK"

The sales and advertising departments of the Plaza Music Co., manufacturer of Banner records, have announced a "Banner Record Week," November 17 to 24 inclusive. A special campaign will be made during that period on Banner records in co-operation with the Plaza's retailers. Some very original advertising features for dealers' use will be forwarded to the trade and many special window showings of Banner records and the use of window streamers, hangers and other material to attract the consumer have been arranged.

The Abbott-Troyer Music Co. recently held the formal opening of its new store at 117 South Eighth street, St. Joseph, Mo. Souvenirs were given to all visitors.

A Broad Claim

We maintain that our model S.S. motor is the perfect equipment for Portable use and is guaranteed to play in excess of two records. This statement is based on its acceptance and approval by the representative manufacturers of Portable Talking Machines.

We also manufacture two types of double spring motors guaranteed to play three and five records.

Further information supplied on request.


THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861



**The NEW
Columbia
is superior**

*Hearing
is believing*

**The Automatic Start and Non-Set
Stop is unfailing.** We have made ten thousand tests by actual count. Regardless of what record is played, this exclusive feature is positive in its performance. The turntable starts revolving when the needle is placed on the record and it *stops* every time after the music is finished without any previous adjustment. *Testing is believing.*

**COLUMBIA PHONOGRAPH COMPANY
New York**

RICHMOND

*Good Business Continues — Fine
Holiday Outlook—Consoles Lead
Demand—Activities of the Month*

RICHMOND, VA., November 5.—Talking machine dealers of this city are agreed that the outlook for late Fall and Christmas trade was never better than it is this year. Practically all of them report that business during October surpassed that of any corresponding month in recent years and they feel confident that sales of both machines and records will continue to maintain a high mark the remainder of the year. Some delay is being experienced in getting goods from the factory, but this is not dampening their spirits to any appreciable extent, for they feel sure that adequate stock will be in hand by the time the holiday rush season opens up strong. One dealer is already well stocked. This firm is Walter D. Moses & Co., Victor dealer, which, in accordance with its annual custom, began stocking up the early part of the Fall season, an upper floor of its establishment being reserved for this purpose. Louis J. Heindl, head of that company, reports business at this time fully twice as good as it was at the same season last year. Considerably more cash sales are being made, while time

payments are showing marked improvement, money being apparently plentiful with all classes. Consoles continue to be the leading sellers.

Edison dealers are preparing for an exceptional holiday business and they do not intend to be caught short of instruments, if the volume of orders being received by the C. B. Haynes Co., Inc., Edison distributor, may be taken as an indication. The C. B. Haynes Co. covers an extensive territory, including Virginia and the Carolinas. The Edison has made steady strides in popularity throughout this section and the demand is rapidly growing.

The weekly issuance of records has greatly stimulated sales in this line since that policy was adopted, customers calling more frequently than they used to do when the records were issued monthly. The retail department of the Corley Co. reports that sales of Victor records have been increased not only by that policy, but by the double-faced records which are to be had for a sum slightly in excess of that paid previously for two separate records. "Blues" records are the favorites with a large class of the trade.

The Colonial Piano Co., Columbia dealer, says that the "Jail House Blues" record, a new one on the market, is proving an especially good seller.

Sales of "The Song of Love," from "Blossom Time," were boosted greatly by the recent appearance of that play at the Academy of

Music, many playgoers who saw the show having since made purchases of these records. Lee Fergusson, Victor dealer, reports that "Last Night on the Back Porch" is having quite a good run, with no prospect of the interest in this record abating. This dealer finds the \$150 console models to be his best seller, and there is a gratifying increase in cash payments.

The Cohen Co., department store of this city, recently added a record department and is handling the Pathé line. It is the first department store here to expand in this direction and, if the venture proves satisfactory, it is thought likely that it will take on the Pathé machines also. Goldberg Bros., Pathé distributors, covering the Virginias and the Carolinas, are still pushing the sales of their concert Actuelles and report that the drive is meeting with gratifying success. One of these models is now being tried out at the Y. M. C. A. in Richmond. Several others have already been sold here in recent weeks. Orders from dealers indicate they are stocking up well for the holiday trade throughout the territory. The Pathé sapphire needle, adjusted to play soft or low, is proving popular with the trade and is helping sales of both models and records, according to dealers.

H. Wallace Carner, Starr distributor, has returned from a business trip through North Carolina and the southern section of Virginia and reports finding business picking up appreciably in that territory. "Black Sheep," a new Gennett record, is going strong, he says. Another record finding a ready sale just now is the "Land of Cotton."

Sterchi Bros., Inc., of Asheville, N. C., have taken on the representation of the Victor lines and are prepared to push them strongly. The firm recently opened a large furniture store there.

W. T. Davis, of Baltimore, factory representative of the Victor, traveling Maryland, District of Columbia and the two Virginias, was a visitor to Richmond recently. He reported business holding up strong throughout his territory.

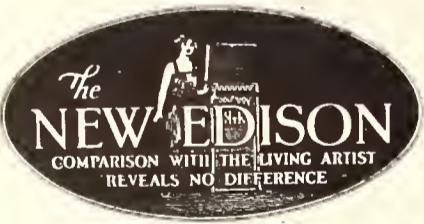
P. E. Lotz, formerly manager of the Winston-Salem, N. C., branch of the Sprinkle Piano Co., is now in charge of the Richmond branch of that company, having been transferred on October 15. He succeeds A. H. Nokes, who resigned to form a connection with a life insurance agency in Richmond. Mr. Lotz' successor at Winston-Salem is E. R. Woolidge, formerly assistant manager of the Sprinkle store there. The Richmond store is exclusive dealer for the Brunswick talking machine, having been given exclusive jurisdiction in that city within the last several months. Console models priced at \$200 are in greatest demand with the Richmond trade, according to Manager Lotz.

J. L. MORRIS OPENS NEW STORE

MIAMI, FLA., October 29.—A new music shop is to be opened this week in the arcade store block by J. L. Morris, formerly bandmaster at Athens, Ga. Mr. Morris plans to have "everything musical in his shop."

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments
DISTRIBUTORS
Recreations and Amberol Records



\$ A L E S P R O F I T S \$

E D I S O N S A T I S F I E S

S E R V I C E

Brisk fall business has begun and the busy winter season is approaching

A few more dealerships must be established to serve this growing demand

Our Salesmen are now in the Carolinas and Virginia calling on interested merchants

A letter from you may result in the most profitable transaction you have ever made

ACT NOW

RICHMOND, VIRGINIA

How Hohner Helps You!!

*The Greatest Campaign for Increasing Your
Hohner Harmonica SALES Ever Inaugurated!!*

Magazine Advertising

Hohner Advertising is appearing in 45 national periodicals having a combined monthly circulation of over 50,000,000 copies.

Newspaper Advertising

The Hohner Harmonica is being consistently advertised in leading newspapers throughout the country.

Publicity Stories

Through our efforts the Hohner Harmonicas are being featured in newspaper publicity stories, editorial comment, including photographs and rotogravure pictures.

Radio Advertising

Hohner broadcasting secures additional harmonica publicity. Hundreds of thousands have listened in on these radio concerts.

Movie Advertising

Wesley Barry, the celebrated movie juvenile star, is giving the Hohner Harmonica valuable publicity in thousands of motion picture theatres.

Window Display Charts

Attractive charts in colors for your windows showing how easy it is to play the Hohner Harmonica. These charts create quantity sales of Hohner Harmonicas.

Boy Scout Publicity

Every boy scout in the land is reading about Hohner Harmonicas. Hohner Harmonicas have been selected for the supply department of the great Boy Scout Organization.

Harmonica Contests

With the co-operation of M. Hohner, newspapers, civic and state authorities, and also other organizations have arranged tremendously popular harmonica contests in many cities.

Vaudeville Publicity

Not less than forty-five individuals and teams of national renown are playing Hohner Harmonicas exclusively in vaudeville. 116,800,000 people annually are being thus entertained by the Hohner.

Artists' Testimonials

Great artists like Dr. Hugo Riesenfeld, director of the famous Symphony Orchestras at the Rivoli and Rialto Theatres, New York City, give unreserved praise to the Hohner Harmonica.

Instruction Books

The most comprehensive and easily understood instruction book ever written on Harmonicas has been published by M. Hohner and 300,000 have already been circulated, creating tremendous sales. A new edition of 1,000,000 copies now being distributed.

Demonstrating Artists on Tour

Leading professional performers in the service of the house of M. Hohner are demonstrating the musical possibilities of Hohner Harmonicas on extended tours. The cumulative effect of these varied activities is of incalculable value to all music dealers.

Everything Free to You!

HOHNER HARMONICA—THAT MUSICAL PAL OF MINE

M. HOHNER

114-116 EAST 16th STREET

NEW YORK

Verbosity Often Kills Interest of Buyers

The Salesman Who Talks Too Much Destroys His Chances of Making Sales, Says Braid White—Several Concrete Illustrations

The tales that have been told about salesmen who first talked their customers into buying and then talked them out again are almost as numerous as the variations on the late B. L. T.'s valve handle wheeze. Tales of salesmen who talk too much are, in fact, altogether too numerous to be ignored.

The man who talks too much usually suffers from poor control over his nerves. If he really were master of them he would not be frightened during any part of an interview, and he would have complete control over his words. He would know precisely what he was going to say and precisely when to stop and let the other person have a bit of a say for himself. It is a strange fact, but one confirmed by the experience of every man and woman who has to deal with salesmen, that the point of view of the buyer is usually the last point to which the seller pays the slightest attention. Books are filled with all kinds of good, bad and indifferent instructions to the salesman about how to persuade or even to bully people into a purchase, but hardly anyone ever seems to stop to think that no sale is worth a hang unless the purchaser comes to realize that the thing bought is in reality something actually wanted and needed, but of which the want and the need were not at first recognized. The finest salesmanship is the salesmanship which devotes itself to proving to a prospective purchaser that the thing offered is a thing actually needed and in reality desired.

Men who talk too much are men who do not understand and cannot apply the principles of salesmanship suggested above. There are as many kinds of salesmen as there are kinds of tumble-bugs, and of all the many kinds perhaps the most inept, the most thoroughly futile for all his hard and serious work, is the conversational salesman. Him I should like to divide, metaphorically speaking, into two and consider him under two heads, as the familiar nuisance and as the nervous "buttinski."

The Familiar Nuisance

Let us, then, consider the familiar salesman. He is met often in small towns, if he is a retail man. If he is a wholesaler it is dollars to

doughnuts that he only makes small towns. This sort of gentleman always approaches one closely, assumes an air of fraternal solicitude and calls one "brother." If the community is sufficiently small and sufficiently puritanical he may even call a woman "sister." In any case, he calls a man "brother," invariably, and his method is something like that of the conversational person who some three years ago happened to fall athwart me at a time when there was much talk about the housing shortage.

An Example of "Aggressiveness"

My wife and I were out together one afternoon when we found ourselves by chance upon a side street containing nothing but one row of small and singularly ugly stucco bungalows which had been run up that Summer and were now being offered for sale. [They call houses of that sort bungalows, but when I showed one of them to a brother of mine who has lived most of his life in a bungalow in the foot-hills of the Himalayas along the northeastern frontier of India, he gave one look and fainted.]

However that may be, we were walking along and when we came to this street its amazing ugliness and the extraordinary ingenuity of the builders in causing each "bungalow" to look exactly like a very poorly constructed dry-goods box so appealed to us that we felt we must have a better view. So down the street we went, and about half way along found ourselves in front of a stocky young man with what are called in the books on salesmanship a "piercing glance" and an "aggressive manner." He gave one look at us and transfixed us with a basilisk glare and laid down forthwith the following barrage:

"Good evening, people, you had better get busy and buy a 'home.' Soon there won't be any homes to buy in this whole city the way they are going and with the shortage of labor; I heard the other day there was only two hundred homes left in all the city last week, people, so you had better buy one of these while there are one or two left. Don't hesitate, brother; take the lady inside and show her one of these grand little bungalows. Just the thing for young married people like you. Soon you'll be having

a third, maybe, to share it with you, eh, people? Ha, ha, but, as I was saying, there ain't no homes to be had no more, people, in this city and you'd. . . ." But we fled.

The embodiment of "aggressive salesmanship" who thus held forth never stopped once for breath between his sentences, nor did he address us two unfortunates as "people" fewer than four times in half a minute. He started at us the very moment he saw us coming and he was still talking when we escaped. He never asked once what our object might be; he never troubled to inquire about our possible wants. He simply fired off his barrage of words at us and seemed simply amazed because we only stood and stared at him without a word. We made good our retreat, fortunately—but suppose we had really wanted to look at a house, should we have been more susceptible to the possible beauties and conveniences of the buildings this young man had to sell after a fusillade of verbal fire such as I have all too faithfully transcribed above? Hardly.

That young man had, perhaps, been trained in one of the correspondence schools, whose courses tell the ambitious ploughboy thirsting for glory far from the farm that the thing to do is to "look your man in the eye" and "dominate" him with the forceful argument and convincing appeal you make. Well, I am quite certain that this young chap was trying to "dominate" me. He certainly looked me in the eye, all right. As for my wife, all she could remember afterwards was that he had compared us with a young married couple—which she thought, somewhat doubtfully, was perhaps a sincere compliment.

Of course, I know that those who sell musical instruments do not have this sort of approach laid out for them, in the nature of the case; but the point I want to make is of universal application. It may be expressed in these words of advice:

Whatever you do avoid offensive familiarity. Rather be reserved than effusive. Don't talk too much. Try to find out, first, what your customer is likely to find interesting and then lead him or her gently and unobtrusively along the path from the thing thought of to the better thing not yet thought of, but easily connected with the first.

The Nervous Buttinski

Now the second kind of salesman is the painfully nervous kind. He usually talks too much also, but the trouble with him is not in the flow of his tongue, but in his inability to avoid interrupting the prospect when the latter wants to talk, and in his tendency to butt in at the wrong moment with remarks of his own. This is an evidence of painful nervousness and the result usually of the efforts of an inexperienced man to appear old and experienced. At any moment the work of making a sale is likely to be all spoiled by one imprudent remark, for it is a case always of mental climates and atmospheres, as one might say, which are very easily disturbed. The young salesman should be on guard every minute against the fatal error of interrupting the prospect's thought. Let the prospect talk, be silent and respectful and say nothing until he or she has ceased.

Selling Is Persuasion

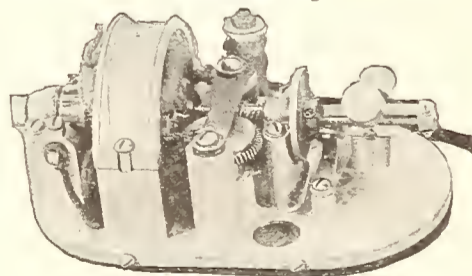
Making a sale is an act of persuasion. To persuade is to bring another mind to accord with one's own. That can never be done by monopolizing the conversation. Every human animal likes to hear the sound of his or her own voice. But when a sale is on, the salesman is wise who lets the other animal do the braying as much as he or she wants to. It is time enough to talk when the prospect can think of nothing more to say.

KENDRICK & DAVIS Electric Drive for Phonographs

Price but little higher than standard spring motor

7 Inches Long

3
Inches
Deep



4
Inches
Wide

Weight 4 Lbs.

The motor is universal, direct drive, 110-volts, with standard resistance unit which cares for varying voltage; the shaft is one-piece tool steel; the brass worm with one formica gear constitutes the simple working gears. The governor is mechanically controlled. Phosphor bronze bearings. Friction idler in spindle prevents stripping gears.

A very unusual feature of the Kendrick & Davis electric drive is the switch control, operating through spindle, serving as a positive playing-stop, starting-switch and protective-lock. These three talking points alone have immense merchandising value in modern phonograph competition.

Sales Agent

H. A. ROBBINS 142 Berkeley St., Boston, Mass.

NO MATTER WHICH WAY YOU LOOK AT

The New 1924

Wolverine

PHONOGRAPH

"The Standard of Comparison"

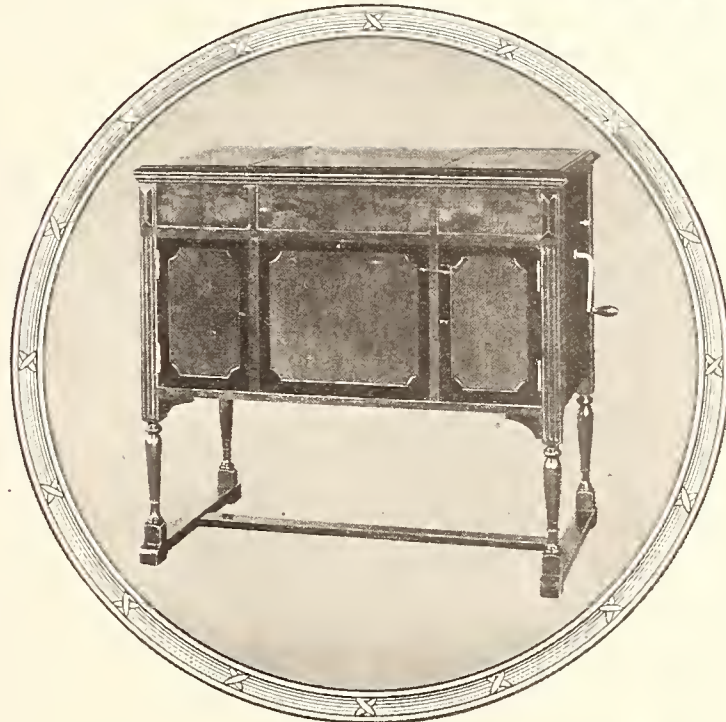
IT SHOWS VALUE



Sheraton Console—\$100
 Height35 inches
 Length34 inches
 Depth21 inches



Louis XV Console—\$215
 Height35½ inches
 Length40 inches
 Depth23 inches



Tudor Console

Height34 inches
 Length38 inches
 Depth22 inches **\$175**

- Value—in true tone reproduction
- Value—in cabinet construction
- Value—in mechanical detail
- Value—in correct appearance
- Value—in appeal to the customer
- Value—in profits to the dealer
- Value—in satisfaction to both

The Wolverine has arrived. It has been accepted with enthusiasm by dealers all over the country. Customers are proclaiming its merits. Dealers are making extra profits on account of the quick turnover and better discount. Our factory is working overtime. Are you in on this?

Write us now concerning territory and discounts. Many new dealers have taken on the new "WOLVERINE"—it means quicker sales, greater profits and a higher standard of phonograph perfection than you have ever thought possible.



Queen Anne Console
 Height35 inches
 Length36 inches
 Depth21 inches **\$125**



The FIVE-YEAR GUARANTEE—protects dealer and customer and is furnished with each WOLVERINE.



Stuart Console
 Height35 inches
 Length36 inches
 Depth21 inches **\$150**

LIND AND MARKS CO.

MANUFACTURERS

Wholesale Distributors

Aeolian-Vocalion and Vocalion Red Records

CLEVELAND OFFICE, ERIE BLDG., 9th and PROSPECT STREETS

BATES AND CONGRESS STS.

DETROIT, MICH.

Some Thoughts on the Foreign Record Trade

A Live Western Dealer Finds Chinese Live Prospects—Romance of the Talking Machine Business
—Market for Foreign Records Indicated by Steadily Increasing Production of Manufacturers

The fact that there is a market for Chinese records in this country, a market that can be realized upon by energetic dealers, was made the basis of a special article in *Printers' Ink* recently by Roger Davis, who told of the manner in which a Western dealer had demonstrated Chinese records before a group of local laundrymen and had closed several sales of machines and complete libraries of Chinese records.

The story made interesting reading, even though the same or similar plans have been carried out by large merchandisers in the trade for many years. It might be well for writers of business articles to give more attention to retail talking machine trade for there is real material for thought in the manner in which the international language of music is utilized in developing trade among the foreign-born.

The fact that the leading companies exploit successfully elaborate catalogs of records in foreign languages, and have been carrying on that work for years, indicates that there is a real market for such selections, and dealers are aggressive enough to go after them.

Although the playing of a group of Chinese records serves to excite Chinese laundrymen to a point where they are willing to spend real money for the records and a machine to play them on, it must not be taken as an exceptional case, for many an immigrant from Europe has been made to feel more at home in this country through the fact that the talking machine brought to him the melodies of his homeland with words in his native tongue.

There is romance in the talking machine trade, plenty of it for the man who takes the trouble to dig it out. The trouble is that those in the business itself lose sight of the romance in their anxiety to build business and in the earnest attention they give to that pursuit, but from the side lines there is material for some mighty

interesting articles regarding the manner in which the foreign record catalog has been developed and sold.

When the immigrant from the heart of Russia, for instance, buffeted here and there on his journey to the land of the free and then set down in a place where all he hears is the English language, which at the outset means nothing to him, finally hears a talking machine record of some folk-song of his childhood, something he can understand, he is liable to be just a bit enthusiastic. When he buys that record and others of the same character he is not buying simply a talking machine and something to play on it. He is buying happiness and a cure for homesickness.

When the claim is made that talking machine dealers deserve to be considered something more than mere merchants, for they are really workers for the good of mankind, there are cold business men who smile and may mutter softly, "Bull." But the fact remains that when through the selling of their products they bring happiness to the foreigner within our gates, as well as to the native son, they are accomplishing something for the cause of Americanization that the average furniture or clothing dealer is not doing—the reason being obvious.

ELLIS WITH SHERMAN, CLAY & CO.

SAN FRANCISCO, CAL., November 6.—Griff P. Ellis, formerly of the Chicago Talking Machine Co., came here recently, saw Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who is also head of the Victor department, and was promptly secured by Mr. McCarthy for Sherman, Clay & Co.'s Los Angeles Victor department. Mr. Ellis is supposed to be one of the most able men in his line and has had long experience in it.

The Manufacturers of the *Finest* Phonographs and Sound Boxes use and endorse our AAA quality
India Ruby Mica
DIAPHRAGMS

All sizes for immediate delivery

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

TO MAKE GENNETT RACE RECORDS

Miss Josie Miles Among Those Signed Up to Sing "Blues" for the Gennett Catalog

The Starr Piano Co., maker of the Gennett records, has taken steps to enlarge materially its catalog of "race" records of "blues" numbers, and among other things has contracted with Miss Josie Miles, of Summerville, S. C.,



Miss Josie Miles

who has never before recorded, to make a number of "blues" records for that section of the catalog.

Miss Miles, although she never made any records before, is well known among the colored artists, having been a member of the "Shuffle Along" company and other organizations presenting plays and vaudeville acts. It is said for her that her voice is particularly well adapted for recording purposes. Her first records, which are now being pressed, include: "Baby's Got the Blues" and "Kansas City Man Blues." These records will be released shortly.

SHIPS BRUNSWICK TO TOKYO

NEW BRUNSWICK, N. J., November 7.—Joseph A. Cramer, 17 Livingston street, this city, Brunswick dealer, has been closing an excellent Fall business, and it is stated that in proportion to merchandising possibilities his sales totals compare favorably with the figures of the leading dealers throughout the country. A recent sale closed by Mr. Cramer called for the shipment of a Brunswick phonograph to Tokyo, Japan, this instrument being purchased by a student at Rutgers College, which is located in this city.

VICTOR WHOLESALE DISTRIBUTORS



"Self-preservation is the first law of Nature." The best way to discourage unfair competition is not to encourage it directly or indirectly.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

SEE WHAT

Minger says

ON PAGE 35

REGAL 50¢ RECORDS

*Predominate
the field*

The moment a customer hears a REGAL RECORD he recognizes its unusual VALUE! New hits! Interesting, original recordings! Excellent reproduction! The 50c. price!

Like thousands of others he buys with the satisfaction that he is getting BIG value for his money.

That, in a nutshell, explains why REGAL is the biggest selling 50c. record today, just as it has been since its introduction as the pioneer 50c. record in the field.

You are interested in boosting your sales. Write for complete details. Ask for a sample REGAL RECORD—today!

*A few REGAL DECEMBER selections.
Every record a hit:*

Easy Melody
Foolish Child
Sobbin' Blues
If I Can't Get the
Sweetie I Want
An Orange Grove in
California
Every Night I Cry
Myself to Sleep
Covered Wagon Days
Roses of Picardy
Moonlight Kisses
Last Night on the
Back Porch
Tell all the Folks in
Kentucky
Night Time in Italy
Indiana Moon
So This is Love



REGAL RECORD CO.

20 West 20th St. New York, N.Y.

Write for a Regal Sample—
it will be sent gratis!

FOTO SHOP OUTGROWS QUARTERS

Rapid Development of Trade Makes Move Imperative—Does Large Repair Business

MILWAUKEE, WIS., November 6.—The Foto Shop, of this city, John H. Becker, proprietor, which handles machines and records and a complete line of cameras and supplies, will in the latter part of this month be housed in more spacious quarters in a handsome new store at 421 Twelfth street. The move has become necessary due to the rapid expansion of business. The concern operates a large repair department in which all makes of instruments are repaired. This department has been built up until at the present time not only is a large transient repair business enjoyed but the concern also takes care of the machines of many customers, making periodical inspections. This establishment handles Starr phonographs and Gennett and Okeh records, which are growing in popularity. In its new quarters the Foto Shop will be much better situated in a sales way, as the street is a very busy one with good sales possibilities and a large number of passersby. Mr. Becker is one of the most progressive business men in the city and he has had a wide experience in the merchandising of talking machines.

KEEN ON VALUE OF WINDOW DISPLAY

A very effective use of Victor publicity, covering all forms of display cards, record lists and general literature, is that made by Schnabel Bros., talking machine dealers of 244 West 116th street, New York. These Victor posters form the background to a window display with a single Victor style, make a very striking arrangement which cannot fail to attract the

attention of passersby, as it did the writer. Schnabel Bros. operate a double store, one side devoted to talking machines and the other to radio, small musical instruments and sporting goods. In the second window the Crosley radio sets are being featured to good advantage. On the whole, the Schnabel windows are so well arranged that they are well worth being copied by other dealers in New York.

BRISK PORTABLE DEMAND CONTINUES

Substantial Business Being Done in Small Instruments Disproves Idea That Portable Machines Are "Seasonal" Products

There is a continued active sale of portable talking machines, which, if it does not decrease, will entirely eliminate the former belief that such products are seasonable merchandise. There is no evidence that this continued sale has in any way interfered with the merchandising of table models. Seemingly, small machines of all kinds still have their usual quota of sales, and while the portable machine sales are not in as large a volume as during the Summer months, they are substantial in volume. Some of the portable business undoubtedly is due to the general pre-holiday stimulation of business. At any rate, the demand is in sufficient proportion to make the portable a profitable product from the standpoint of the retailer.

Among those who see a heavy and continued sale of portables is the Plaza Music Co., New York City, manufacturer of the "Pal" portable. Both the sales and advertising departments of this company have arranged plans to care for a heavy volume of business on such instruments during the next two months.

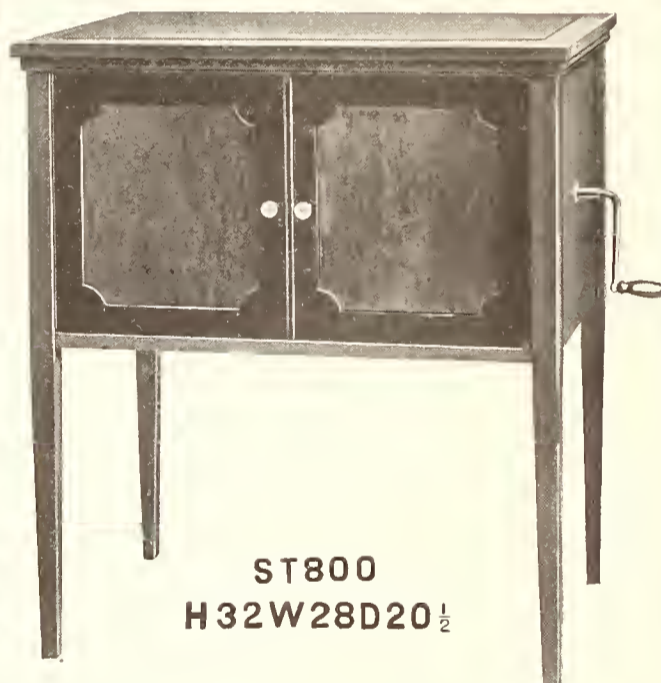
LOCAL VICTOR DEALERS CONVENE

Interesting Session of Metropolitan Victor Dealers' Association Held on October 19—Discuss Merchandising Methods and Other Matters at Well-attended Meeting

The Metropolitan Victor Dealers' Association of New York and vicinity held a get-together luncheon at the Café Boulevard on Friday, October 19, at which there were present many of the leading Victor retailers in this section, together with the representatives of all of the Victor distributors in metropolitan territory. Matthew Levin, president of the Association, officiated as toastmaster and among the speakers were Moe Goldsmith, secretary of the organization, and the representatives of the Victor distributors.

Mr. Levin in his introductory talk emphasized the ideals and aims of the Association and introduced Mr. Goldsmith, who gave the dealers and their guests a practical discussion as to the past, present and future of the Victor business in New York and vicinity. Mr. Goldsmith called attention to certain fundamental problems of retail merchandising which he stated were confronting Victor dealers everywhere, and solutions for these problems were advanced by the Victor jobbers' representatives. Among those who made addresses were W. J. Haussler, C. Bruno & Son, Inc.; Fred P. Oliver, Blackman Talking Machine Co.; J. J. Davin, Musical Instrument Sales Co.; Lloyd L. Spencer and V. W. Moody, Silas E. Pearsall Co., and R. H. Morris, American Talking Machine Co.

Talking machines and records are being put to a new use in the public schools of Huntington, Ill., which are using them in fire drills.



ST800
H 32W28D20½



ST909
H 33W33D21

Four New Models

You can make money quickly by selling "Natural Voice" machines, for their cabinet designs, splendid tone and excellent workmanship produce profits and quick turnover.

These machines represent 10 years' experience and are not guesswork or experiments. The four new models illustrated are the last word in present-day phonograph construction.

Write for prices and catalogs for the complete instruments or the cabinets only. QUICK SERVICE.

**Natural Voice
Talking Machine Co.**

(Ben Ferrara, Prop.)

ONEIDA, N. Y.



ST915
H 34W36D21



ST900
H 32W28D20½

Windsor Phonograph

Cremona Model

Carvings executed by hand in solid mahogany.

The tone quality of the Windsor is in keeping with its artistic cabinets.
A portfolio showing sixteen beautiful designs of upright and console models
will be sent upon request.



WINDSOR FURNITURE COMPANY

INCORPORATED 1885

1420 CARROLL AVENUE
CHICAGO

America's Oldest Makers of Console Phonographs

U. S. Letters Patent No. 1279743

*Exhibited and
sold to dealers by*

CHICAGO
WINDSOR FURNITURE COMPANY
1414 S. Wabash Avenue

LOS ANGELES
WINDSOR FURNITURE COMPANY
917 Maple Avenue

BOSTON
PECK & HILLS FURNITURE CO.
127 Clarendon Street

KANSAS CITY
KANSAS CITY CASKET & FURNITURE CO.
626 Broadway

PHILADELPHIA
PECK & HILLS FURNITURE CO.
642 N. Broad Street

The NEW Columbia is superior

*Hearing
is believing*

The Reproducer is TRUE to International Pitch. Sell this feature to the student of vocal or instrumental music who has deprived himself of the aid of a phonograph in his work because of its having a different pitch. With a New Columbia the music student can sing or play with the record as it is played. *Hearing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York



OMAHA

Excellent Outlook for Big Holiday Business—Edison Exhibit at Pure Food Show—News of Month

OMAHA, NEB., November 7.—October business, according to all reports, bears out the promise of the early Fall as to an increased volume of trade. Crops in the surrounding territory have been excellent, and this has stimulated trade along every line, in consequence of which dealers are declaring themselves well pleased with present conditions and predict unusually heavy late Fall and early Winter business.

Interesting Display at Pure Food Show

The Omaha Pure Food Show, which was held in the city auditorium under the auspices of the World-Herald, was very largely attended, and Schultz Bros., Edison jobbers, who have recently added an electrical department to their store at Sixteenth and Howard streets, had a large display of Edison phonographs, among which the "Baby Console" proved very attractive to the visitors at the booth. N. F. Tuttle, formerly with the phonograph department of the Brandeis stores, has recently joined the sales force of Schultz Bros. Mr. Tuttle is a live wire as a salesman and will prove a valuable addition to the force.

Prepare for National Music Week

National Music Week will be observed from May 4 to 10, 1924. The City Concert Club has changed its "Music Week," observed during the annual Thanksgiving week, to the Spring season to conform to the new plan of having a uniform Music Week throughout the country. All music dealers, as well as music teachers, movie managers, ministers and persons interested in music, have been requested to bear this date in mind.

Ben Brodkey, manager and part owner of the

State Furniture Co., which maintains a large and flourishing phonograph department, reports that they have had an exceptionally fine trade in Brunswick talking machines. While the console type is the favorite, this firm has had a splendid trade in cabinet types.

Takes on the Cheney Phonograph Line

The Oakford Music Co. has just announced that, beginning with November 1, it will handle the Cheney talking machine exclusively. In consequence the company is disposing of all the talking machine lines formerly carried.

The Victor and the Teachers

The Nebraska Teachers' Association met in Omaha the week of October 29 to November 2 and Mickel Bros., Victor jobbers, took cognizance of this event by preparing exhibits of educational records and distributing some excellent literature among the teachers relative to their use. Various Victor dealers throughout the city extended an invitation to the visiting teachers to come in and see a demonstration of some of the new educational records. Three thousand teachers were in attendance from all over the State and Mickel Bros. expect this event to speed up the record business for their out-State dealers, as well as for Omaha firms handling the records.

Okeh Records in Great Favor

Popular records are still selling as leaders, according to R. L. Lincoln, manager of the Rialto Shop, Okeh record dealer. However, various dealers in records claim that there has been an increase in the sale of high-grade records during the past month, due, in part, to the demand for numbers sung by Rosa Ponselle and Sigrid Onegin, both of whom appeared in concert in Omaha during October. Music lovers are also trying to secure records made by the Ukrainian Chorus, which made such a favorable impression here last year and which is to appear in this city in concert again during the late Fall.

The phonograph department of the Brandeis Stores, under the management of P. G. Spitz,

has recently had a record sale of Columbia phonographs. Mrs. E. Albertson has recently returned to the record department of this store, after taking an extended vacation.

Miss Lois Ferrin, manager of the talking machine department of the Burgess-Nash stores, states that October has been an excellent month in reference to the volume of business, as compared to the previous month. They are showing some beautiful new Cheney models, and their Brunswick trade has been strong. The special sale of Emerson phonographs which they featured recently was a great success.

EXCEL PLANT WORKING OVERTIME

I. A. Lund a Recent Visitor to New York—Excel Phonograph Plant Working Night and Day in an Effort to Meet Demand

A recent visitor to New York was I. A. Lund, sales manager of the Excel Phonograph Co., Chicago, Ill., who called upon the trade in Eastern points. In a chat with The World he reported a remarkably active condition of business at the factory—in fact, orders in hand are of such volume that it has been necessary to put on a night force in addition to a full day force, and thus the plant is working day and night in an effort to turn out sufficient machines to fill the needs of the trade. At the present time the company is virtually sold out for some months to come. It is hoped, however, that with the present producing schedule it will be possible to catch up with the present volume of orders after Christmas. Mr. Lund reports a most active call for the console types of phonographs made by this company, which, by reason of their finish, equipment and tone resources, have won particular favor.

Mr. Lund, who is one of the best-informed men on phonograph production and the industry generally, had a very pleasant stay in the metropolis. From here he wended his way Westward via Philadelphia.



Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire



Making the Most of Your Opportunity

Should Be the Aim of Every Victor Dealer

The Holiday Season is rapidly approaching and unless you have planned for it you cannot hope to get a maximum return.

Put your effort into the sale of Instruments that are available. There will be a shortage in some types.

Promote the sale of single face Red Seal Records at the reduced prices. There will probably be a shortage in the double face.

Dealers in our territory are invited to consult with us on any problem in their Victor Business.

We are here to serve.

THE LOUIS BUEHN COMPANY

of Philadelphia

Victor Wholesalers

The Trade in PHILADELPHIA and LOCALITY

TRADE OPTIMISM CONTINUES DESPITE SPOTTY BUYING CAUSED BY UNUSUALLY MILD WEATHER

Peculiar Condition in the Trade Is That While Some Sections Are Busy Others Are in Lethargic State—Important Retail Changes—Live Dealer Cashes in on Schools—Month's News Budget

PHILADELPHIA, PA., November 7.—Anomalous conditions exist in the talking machine business in its entirety, although, when they are considered along the lines of the several divisions of the business, the apparent contradiction disappears. To get from the abstract to the concrete: wholesalers fortunate enough to be in possession of adequate stock of popular models of nationally advertised makes are doing what really can be called a rushing business. In sharp contrast, jobbers stocked up with the lesser-known makes or with other than the popular numbers of the widely known brands report that business is sluggish. Retailers located in the anthracite coal regions or in territory commercially related to it are overwhelmed with orders, and the limit to the amount of business which they can do seems to be placed only by their ability to get goods. On the other hand, retailers in the purely agricultural sections of Pennsylvania and adjacent States whose metropolitan market is Philadelphia find buying of a very spotty character, with no particular tendency in either direction. Likewise in this city the neighborhood dealers in the textile districts are doing a very much restricted business although those in most of the purely residential sections, and particularly those inhabited by the wealthy classes, find trading quite up to normal for this season of the year. In a general way, those who are not doing the business they expected to do are still of the opinion that the quietness is of a transient character and that a not unimportant element in it has been the unseasonably warm weather of the last week. They are confident that the appearance of cold weather will tone up the market and will usher in a very satisfactory holiday business.

Important Changes in Retail Field

Because of the retirement from the talking machine business, which he followed for many years, and in order to devote all his time to the real estate field, Monroe M. Johnson has disposed of the two establishments he formerly conducted under the title of the Monroe M.

Johnson Co. The new owner of the branch at 2530 West Lehigh avenue is E. Louis Stapf, formerly connected with the machine order department of the Victor Co. Mr. Stapf will sell Victor talking machines and records and a general line of musical merchandise. He has made many improvements to the store, enlarging the booths, advancing the display rooms to the front, making the windows attractive with hardwood floors and redecorating the entire establishment.

Wilson Co. Acquires Germantown Ave. Store

The second talking machine store, formerly conducted by the M. M. Johnson Co., has been purchased by the J. R. Wilson Co., which will conduct the business in a newly renovated store in the Johnson Building, 5439 Germantown avenue. Negotiations for the sale and transfer of the merchandise and franchise were conducted by the Penn Phonograph Co., Victor distributor, this city. The Wilson Co. is equipping the new store with standard Wilson equipment and expects the booths, record racks and musical merchandise cases to be fully installed this week. This makes four stores that the Wilson Co. is now operating.

Pomeroy's Music Hall Formally Opened

Music Hall, the name given by Pomeroy, Inc., of Harrisburg, Pa., the largest department store in the interior of Pennsylvania, to its very much enlarged musical department, an outstanding feature of which will be the taking on of the Brunswick line, was most auspiciously opened on November 8 with the all-day appearance of Carl Sutton and his celebrated orchestra, and in the evening a banquet was held in conjunction with the Kiwanis Club, with O. F. Jester, manager of the Brunswick branch in this city, as special guest. The complete line of models made by the company was given the honor place in the exhibit and reception to which several thousand Pomeroy patrons from Harrisburg and all the surrounding towns were invited. S. J. Jenkins is in charge of the amplified musical department.

The Brunswick Co. during the month also installed its machines and records in the establishment of the Roebling Piano Co., one of the oldest houses in the trade in Wilmington, Del., of which W. E. Holland is president. Manager Jester has just returned from a very satisfactory trip through Pennsylvania, with Bethlehem, Easton and Allentown the focal points.

Builds Big School Trade

Fruits of the development in Williamsport schools and in those of the country sections surrounding of a fallow field for talking machines in teaching and the attractions to the youthful mind of talking machine entertainment now are being enjoyed by M. H. Housel, head of the company bearing his name, and the leading Victor dealer of the section. Being thoroughly imbued with a realization of the possibilities of Victor machines and records for teaching to both teacher and pupils, and being possessed of an unlimited enthusiasm, Mr. Housel did pioneer missionary work in persuading the members of the Williamsport Board of Education and the School Commissioners of the county to introduce machines and records in all the classrooms from the kindergarten to the most advanced grades. Moreover, for the rural schools a selection of Victor records along the line of agricultural instruction and entertainment helped the good work along. Use of machines and records is now an established element of the county and city educational establishments.

Enjoy Halloween Party

Halloween festivities, delayed but none the less enjoyable, attracted to the phonograph department of the Estey Co., Seventeenth and Walnut streets, on the second floor of the Estey Building, on November 3, 200 members of the organization, their families and friends. Included in the program were renditions of Victor, Sonora and Cheney records. The stairway leading to the ballroom was converted into a harvest field with cornstalks and pumpkins lining the way up to the upper hall. Owls and pumpkin lanterns suspended from the ceiling and contrasting with the yellow and orange colors of Halloween were used in decorating the room. The evening's entertainment consisted of Estey store talent in solos, quartets, recitations and

(Continued on page 86)



Velvaloid Record Cleaners Are Delivering the Dealer's Message Every Day in Millions of Homes Throughout the World

Their BUSINESS BOOSTING VALUE is fully attested to by the amount of our sales and the repeat orders arriving daily. For A CHRISTMAS SOUVENIR the dealer cannot go wrong BECAUSE in presenting a VELVALOID RECORD CLEANER personally to a customer or a prospect, GOOD WILL is created and that cannot be bought. Your advertisement can be imprinted so beautifully that such a gift is valued, kept and used. Your name registers every time a Record is played. What more can you ask for the amount invested? Pyralin and Plush have advanced. We cannot guarantee our present low price long, but we can fill your orders now. DON'T DELAY. Order thru your jobber for the Holidays when you will want them. If you haven't a sample and prices write us at once. Do this anyway and get our catalog of Business Boosting Novelties.

THIS IS IT
3 1/2-inch Diameter
Patented



COLUMBIA
PHILLIPS MUSIC HOUSE
14 East Third Street
Bethlehem, Pa.

PHILADELPHIA BADGE CO., Manufacturers, 942 Market St., Phila., U. S. A.

There is a lot of lost motion and complications in selling what you haven't got. Although our every effort will be to supply your wants, we suggest, in the interest of good merchandising, that you place your special sales efforts on the models available.

Model No. 215 is your best bet.

The Talking Machine Company
Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

dances by individuals and in groups. Prizes were awarded the best costume and the most grotesque, all the merry-makers being masked. A banquet followed the closing of the evening's festivities. Music was furnished by an orchestra, while the prize awards were made by Mrs. P. M. Quimby, head of the phonograph department. Those who arranged the entertainment were Ronald Wyse, talking machine department; Thomas Power, advertising manager; Gerald L. Quimby, radio department, and Alice Plyvel, of the office force. Guests from the New York offices were: President G. W. Gittens, Hy. Eilers, O. C. Stone and A. Dalrymple, of the Estey Co.

John Snyder Again With Heppe

After an absence of five years John Snyder has again joined the wholesale talking machine department of the C. J. Heppe Co. Mr. Snyder will take over his old territory, covering Philadelphia. Wedding bells rang during the week for Miss Mabel Ziegler, daughter of H. S. Ziegler, head of the wholesale talking machine department, who became Mrs. Clarence Hutton.

Pushing Vocalion Christmas Records

Vocalion Christmas records are being featured by the Lincoln Business Bureau, 1011 Race street, in its campaign of special distribution, in order to give the trade an opportunity

to hear the three special leaders of the advance list. They are "The Night Before Christmas," by Lewis James, in two parts, and the combination record containing "The Star of Bethlehem," by Charles Harrison, and the "Voice of Chimes," by the Criterion Quartet. D. H. Rogers, head of the firm, is now placing two salesmen on the road to take care of the holiday demands.

Harold B. Cregar Promoted

Harold B. Cregar, formerly assistant to Manager Earl G. Dare, of the record department of the Penn Phonograph Co., has been advanced to record ordering clerk, taking over the duties of Victor E. Moore, who resigned during the month. Mr. Cregar has been with the firm since 1915. At first he was outside salesman, visiting the Philadelphia trade, and in 1918 took the road. The Penn Co. has distributed among the dealers attractive posters calling attention to the fact that in the Vicor list are four numbers taken from "Chauve Souris," the sensational Russian importation now playing at the Schubert Theatre, including the "Parade of the Wooden Soldiers."

Nathan Worth Reopens Improved Store

The Louis Buehn Co., 835 Arch street, said it with flowers in expressing the firm's congratulations to Nathan Worth and his two sons, who conduct the only Victor agency in their

town and who have just made extensive improvements in their talking machine department. In celebration of the reopening the firm had special concert selections and the new window was artistically arranged, featuring Victrolas. Vice-president Charles W. Miller, of the Buehn Co., made an extensive trip to the trade in the northeastern part of the State, renewing old acquaintances, and has returned again to headquarters.

Girard Co. Staff Visits Thos. A. Edison

Five members of the staff of the Girard Phonograph Co., Edison distributor of this city, together with P. R. Hawley, general manager, met with Thomas A. Edison at his Orange, N. J., laboratories recently to discuss plans for promoting new business throughout the Philadelphia territory.

Mr. Edison spent several hours outlining various original sales plans with which he is now experimenting, and the Philadelphia distributors came away much elated at what they had heard. The remainder of the day was spent inspecting the laboratories and the various processes of manufacture, and was followed by a dinner tendered the visitors by the officials of the Edison Co. Those in the party, in addition to Mr. Hawley, were A. W. Rhinow, assistant to Mr. Hawley; W. C. Stiver, A. W. Merrihew, A. L. Stott and C. E. Greniger.

Guarantee Co. Adds 200 New Dealers

The Guarantee Talking Machine Supply Co., of this city, reports that it has added over 200 new dealers to its list within the past few months, a visible proof of the steady growth of the company. Guarantee springs are now being boxed separately under the "Guarantee" label. Before long it is expected that the "Guarantee" trade mark will be stamped on each individual spring, thus identifying the product. Upon the completion of this change it is planned to put into effect a guarantee system whereby entire satisfaction may be guaranteed in the event of a possible defect and an exchange made.

General Radio Publicity Drive Starts

"The Musical Instrument of Radio" is the manner in which the Music Master Horn is aptly described in the first full-page announcement of the big national publicity campaign now being conducted by the General Radio Corp., of this city. This page appeared in the Saturday Evening Post in October and immediately upon its appearance created considerable favorable comment on the part of both the talking machine and radio trades. From a literary, artistic and typographical standpoint this advertisement ranks among the most attractive produced and was the result of a series of conferences between Walter L. Eckhardt, president of the General Radio Corp., and five members of the staff of the J. H. Cross Co., advertising agent for the General Radio Corp. As it can be safely expected that the succeeding advertise-

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street Philadelphia, Pa.

Victor Wholesale Only



\$100
RETAIL
PRICE

It's more than a *phonograph*.

It's a NEW EDISON

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

ments of the campaign will compare favorably with the initial announcement, this publicity undoubtedly will increase the demand for the products of the General Radio Corp.

Business thus far this year has been exceptional. August was the greatest month in the history of the organization, as was previously announced. It is interesting to note that September business increased 50 per cent over August, and October another 50 per cent over September. A financial statement, which was recently prepared, visualizes the present healthy financial condition of the company and augurs well for the future.

H. F. Miller Works for Charity

H. F. Miller, vice-president of the Penn Phonograph Co., Victor distributor, this city, was an indefatigable worker in the money-raising campaign of the Welfare Federation conducted in this city from October 24 to November 5. This campaign constituted the combined efforts of 130 charitable institutions of the city and received the whole-hearted support of local business men. Mr. Miller was selected as a captain of one of the campaign teams.

A. J. Caterson With Everybody's

The volume of business being done by Everybody's Talking Machine Co., this city, in talking machine parts has reached the point where the services of a traffic manager were found to be an absolute necessity. A. J. Caterson, Jr., a professional traffic manager of many year's experience, has been appointed to that important position. The work of an executive of this character is found to be of exceptional assistance to the shipper of merchandise. Through the careful routing of shipments several days are often saved in the receipt of merchandise as well as money saved in the cost of delivery. The appointment of Mr. Caterson to this position at the beginning of the heavy Fall and holiday business will be a service that will be felt and appreciated by all the dealers doing business with Everybody's Talking Machine Co., and is still further evidence of the growth of the Everybody's organization.

N. Snellenburg & Co. Add to Sales Force

Announcement has just been made by Everett W. Keefe, manager of the Edison department of N. Snellenburg & Co., that he has added four new salespeople to his rapidly growing staff. These include: John A. Usher, who was formerly connected with N. Snellenburg & Co. as an Edison salesman and who has just returned to the same capacity after an absence of two years in the West. Mr. Usher entered the music publishing field two years ago and traveled considerably, with the result that he has added greatly to his already wide acquaintanceship among Edison dealers and the trade in general.

Raymond Crawford, formerly with the local Dictaphone branch of the Columbia Co., has also allied himself with the Snellenburg house under

Mr. Keefe's direction. Mr. Crawford has spent many years in the musical field in and around Philadelphia, which should prove a decided asset to him in promoting sales in that city and its suburbs.

Miss Mary Heyburn, who has already had experience in the musical field, has been placed in complete charge of the re-creation department and will devote most of her time to re-creation customers.

Miss Eleanor Brunt, who has been with N. Snellenburg & Co. for a little more than a year, has been appointed assistant to Mr. Keefe in charge of the offices and will direct the mail service to owners which is being conducted on a large scale by the department.

Well Pleased With Trade Outlook

The Louis Buehn Co., Victor distributor, finds that the business of its dealers is improving steadily as the Fall season progresses. The retailers are putting themselves whole-heartedly behind the weekly releases and are, accordingly, substantially increasing their volume of record business. A number of visitors have called at the headquarters of the Louis Buehn Co., on Arch street, during the past month, among them being Elmer B. Hunt, of the Portland branch of Sherman, Clay & Co., and M. Housel, of the M. H. Housel Co., Williamsport, Pa. The Louis Buehn Co. has taken on the Audak agency for

its territory. Inquiries for this demonstrating device have been received from a number of prominent dealers and a large demand for Audaks is expected.

Philadelphia Badge Co. Products in Demand

The record cleaners, combination needle container and record cleaner, and other devices produced by the Philadelphia Badge Co., are now found to be receiving world-wide recognition. Orders are being received from all over the world, until there is not a country on the globe to which these cleaners have not been sent. In several instances, J. Abrahams, president of the company, reports that these foreign houses have simply clipped the advertisement from The Talking Machine World and sent their orders in without the formality of first requesting a sample.

Special Shipping Case for Edison Salesmen

If there are to remain any merchants in the territory covered by the Girard Phonograph Co., Edison distributor in this city, who are not familiar with the Edison phonograph it will not be the fault of that company's staff of field representatives.

Each of the company's four representatives has been provided with a specially built shipping case sufficiently large to hold a \$295 upright model of Chippendale design. These are

(Continued on page 88)

A Big Christmas Proposition

The Treasure Chest

This package set of six Victor records, described on page 195 of the October "Voice of the Victor," furnishes an added opportunity for substantial profits. Send to us for full information.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS



TRADE MARK

"All that the name implies"

To know that the part you get is the right one, and genuine, is the first and most important step in a satisfactory and enduring repair job on your motor; and to get that part promptly is the next important consideration. From the smallest screw to a completely assembled unit, we give you accurate, speedy service.

Let us co-operate with you in making 1923 your banner year.

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

- JOBBERS
- REPAIR PARTS
- GRAPHITOLEO
- ALBUMS
- BRILLIANTONE
- NEEDLES
- SAPPHIRES

- JOBBERS
- MOTORS
- TONE ARMS
- SOUND BOXES
- ADDATONES
- 3-IN-1 OIL
- ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

shipped to towns and cities where new representation is desired and recitals are given to all of the merchants likely to become prospective Edison dealers.

Since the plan was inaugurated a few weeks ago several new dealers have already been reported and the Girard Phonograph Co. is highly elated over its success.

Now a Departmental Feature

The phonograph business, formerly the exclusive feature of the Davies Phonograph Co., in both the stores at 534 West York street and 4231 Germantown avenue, is now converted into a department of the expanded furniture store which has been opened at the West York street address, and which may be the development of the Germantown avenue establishment as well. Although the furniture sales will be the main feature of future business, the sales of Sonora and Edison phonographs will remain as a departmental activity. The proprietor, J. Harry Davies, has been in business many years.

Todd's Store Being Re-equipped

The name "Todd" is thoroughly impressed on piano and record buyers of Philadelphia, so much so that an expansion in his sales facilities has become necessary. In addition to some improvements in his first floor facilities the Unit Construction Co., of this city, has just installed a second floor talking machine and piano display room that increases his capacity for service almost 50 per cent and a big jump in sales is expected.

Dealers Tie Up With Paul Specht

Columbia dealers in this city made a great tie-up with Paul Specht and His Orchestra, exclusive Columbia artists, when they appeared recently at Keith's Theatre in this city. The Philadelphia branch employes attended the



Trucks Featuring Paul Specht

opening night performance in a body, and a new Columbia phonograph, together with proper signs, was placed in the lobby of the theatre and remained there the entire week of the performance. The attraction was further broadcasted by large signs, featuring Paul Specht's appearance, which were displayed on Columbia delivery trucks.

Chandler & Neuman, Columbia dealers, Fresno, Cal., secured prospects and made sales through a display at the Fresno County Fair.

PROGRESS OF CHENEY SALES CORP.

Cheney Resonator, Live House Organ of the Cheney Talking Machine Co., Pays Tribute to Its Distributor in Eastern Territory

In the October issue of the Cheney Resonator, the official organ of the Cheney Talking Machine Co., Chicago, the remarkable progress and accomplishments of the Cheney Sales Corp., Eastern distributor of the Cheney line,



G. Dunbar Shewell

are described, and glowing tribute is paid to its president, G. Dunbar Shewell, in an article captioned "Cheney Sales Corp. Does Wonderful Work; G. Dunbar Shewell, His Son and His Able Assistants Are Making the Cheney a Power in Eastern Talking Machine Trade."

It is pointed out that the Cheney Sales Corp., although starting in a modest way, now has offices located in Philadelphia, Boston and New York, with sales organizations that have grown tremendously, as was necessary to cover the broad territory which is its field. G. Dunbar Shewell, president, is in every sense an executive, in touch with every detail of his large organization. He has, therefore, become somewhat of a nomad, traveling between the various offices, which he does regularly each week. Mr. Shewell has sprung from an old Philadelphia family and was in the music business for many years prior to his formation of the Cheney Sales Corp. His knowledge of local Eastern conditions, plus that of the music industry, well fits him for his present position. Another instance of Mr. Shewell's executive ability is that he has surrounded himself in each office with associates of the highest caliber.

Illustrations are shown of G. Dunbar Shewell, president, as well as G. Dunbar Shewell, Jr.,

who is associated with his father and gives most of his time to advertising, general publicity and the organization of sales methods and campaigns throughout the extensive territory of the company.

On the first page are also shown the handsome new display rooms and offices of the Philadelphia branch of the Cheney Sales Corp., which were recently opened in the new Jefferson Building, that city. Both Mr. Shewell, Jr., and senior have their headquarters in these offices,



G. Dunbar Shewell, Jr.

together with D. H. Fulmer, local manager. At the same time there are shown illustrations of the Cheney departments of two of the large Philadelphia department stores, Strawbridge & Clothier and John Wanamaker, both served by the Cheney Sales Corp.

An article on "How Not to Sell—A Tale of Weird Adventure in Three Shocks" is an interesting story written by Mr. Shewell, describing his efforts at buying in another branch of the music business, with a pertinent epilogue. Of interest to the trade at large are findings presented by Mr. Shewell, entitled "Why and How Business Will Be Good This Winter," in which he analyzes the prospects and finds them good. Summing up Mr. Shewell's reasons in short form, he presents the following as the result of his analysis: First, everybody is optimistic; second, the public buying power is as great as it ever was, if not actually greater than ever; third, dealers are roused to see that they must work harder to get business.

One of the most recent music stores to open in Northampton, Mass., is The Record Shop, 181 Main street. The proprietor is J. H. Meisse, who is specializing in records. Hallet & Davis phonographs also are handled.

The Player-Tone

IT'S SIMPLY GREAT.

No Better Tone Instrument In the World

Two TWO *Two*

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write for our booklet and net prices, which are exceptionally low, in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

632 Grant
Street

Pittsburgh,
Pa.



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold-
plated.



Model 100
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 40
All gold equip-
ment, with 5
record filing al-
bums. \$150.00



\$150.00
Model 901
All Gold Equipment

Model 30
All gold equip-
ment, with 5
record filing al-
bums. \$135.00



\$80.00
Model 310
Mahogany and Oak



\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



M I L W A U K E E

Retailers Fear Shortage of Most Popular Instruments—Outlook Promising for Big Holiday Rush—Trade Activities of the Month

MILWAUKEE, Wis., November 7.—There is no fear among Milwaukee talking machine men that business in November and December will not be good or that it will not outstrip by a healthy margin the best holiday season on record. The only fear that exists is among the men selling the more popular and best-advertised lines, for the shortage which was predicted at mid-Summer and repeated ever since that time already has become an actuality, and the jobbing trade here is now confronted by the problem of allocating their supplies among their retailers. It is safe to say that by Christmas Eve there will be few, if any, instruments left on the sales or warehouse floors.

Victor Shortage

"With our factories working night and day they do not seem to be able to give us enough instruments," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan. "We are sorely behind on scheduled deliveries right now and some of the most popular sellers are not coming in in sufficient numbers to give dealers all they need to cover current orders. Business is just fine, with the possible exception of the shortage of merchandise that is staring us in the face. The country districts are waking up after a rather quiet Summer and city dealers are figuratively selling their heads off. I do not know that Milwaukee is any exception, but trade here is mighty satisfactory."

Enthusiastic Over Sonora Prospects

Fred E. Yahr, president of Yahr & Lange, and Irving S. Leon, sales manager of the musical merchandise division, spoke with much enthusiasm of immediate and prospective business. This big Sonora wholesale house, which also distributes the Okeh and Odeon records, has achieved extraordinary success in the lower Michigan territory, which was added to its jurisdiction two months ago. Business in the old territory of Wisconsin and upper Michigan is exceeding every past mark and the holiday season is confidently looked upon as the biggest in history. "We are going like the proverbial house afire," said Manager Leon, speaking of October business and the volume piled up so far in November. "Our only worry is getting all the goods we must have by December 20, so that our loyal dealer organization will be satisfied. Our retailers are putting across a splendid line of business. Wisconsin enjoys a peculiarly good position which is helping to make good talking machine business better even in the rural districts. The Wisconsin farmer is not grumbling like his fellow in the one-crop wheat States. Corn and oats are the big crops, and they are bringing good prices.

But it is not grain, but dairying that is the backbone of Wisconsin agriculture, and farmers have ample funds to buy more than the bare necessities. In Milwaukee, the city of diversified industries, every able-bodied man who wants to work is busy. Our factories are running along in great shape and there is no unemployment. More dwellings have been built here in the past season than ever before in history, and every new home furnishes a live prospect for a talking machine. These parts are a wonderful field for the Sonora, I am here to say!"

Among several new salesmen added by Yahr & Lange is Harry M. Hahn, who returns to the company as manager of the retail talking machine department, after several years with the Milwaukee Piano Mfg. Co.

Yahr & Lange were among the leading exhibitors at the annual Food, Household and Electrical Exposition held here, in connection with which they staged a local Sonora Week, which is described on another page of this issue.

New Columbia Models Popular

The new Columbia models are attracting a ready response to intensive sales cultivation, while the Columbia record is selling at a rate heretofore unknown. The smaller, as well as the larger, dealers in Milwaukee are full of praise of the status of Columbia in popular esteem. Jack Kapp, record supervisor at the Chicago branch, called on the local trade a few days ago and was very much pleased with conditions.

Brunswick Demand Exceeds Supply

P. H. McColloch, manager of the talking machine division of the Brunswick-Balke-Collender Co.'s Milwaukee branch headquarters, has been making numerous trips across Lake Michigan to Muskegon to speed up deliveries, for which dealers in the Wisconsin and upper Michigan territory are crying. His visits into the field and the opinions given by dealers who recently have visited the branch house confirm the belief that November and December will turn over the heaviest volume the Brunswick line has ever had in this part of the country. The Brunswick record has become a serious contender for the right to be classed as "the most popular."

J. B. Bradford Branch in New Home

The J. B. Bradford Piano Co., 411 Broadway, moved its South Side store into its permanent new quarters at 608 Mitchell street, on October 20. The store is almost a duplicate, in miniature, of its downtown store. A Victor franchise has been secured for the South Side store. Heretofore the Victor has been handled at the main store only. The Brunswick and Vocalion

thus are given a most amiable but aggressive companion in the Bradford branch.

Celebrates Fortieth Anniversary

Edmund Gram, Inc., is celebrating the fortieth anniversary of the establishment of its business in 1883. Mr. Gram, who has just turned sixty, is one of the imposing figures in the American music trade. He was the first Cheney talking machine dealer in this city and also handles the Brunswick and Columbia. The business has a record for development along steady substantial lines equalled by few similar merchandising enterprises in this country. Clean business has brought about this result.

Record Edison Demand

Edison dealers in Milwaukee are enjoying excellent business and, with the support of more advertising and other promotion, have built up the largest volume this line has ever experienced in Milwaukee.

Kesselman-O'Driscoll Co.'s Display Best

The Kesselman-O'Driscoll Co., dealer in the Victor, Edison and Brunswick, was awarded the premier honors for the beauty of its display at the recent fifth annual Food, Household and Electrical Exposition, held in the mammoth Milwaukee Auditorium. Practically every make of talking machine was represented in the music division, which was combined in Juneau Hall, one of the smaller ground floor rooms just off the main arena. All of these displays were beautiful and the judges reported that it was a most difficult task to make a selection of the best.

A \$750 Sonora offered by the exposition management as second prize in a State-wide contest among amateur orchestras was given the Bach Orchestra, of Madison, Wis.

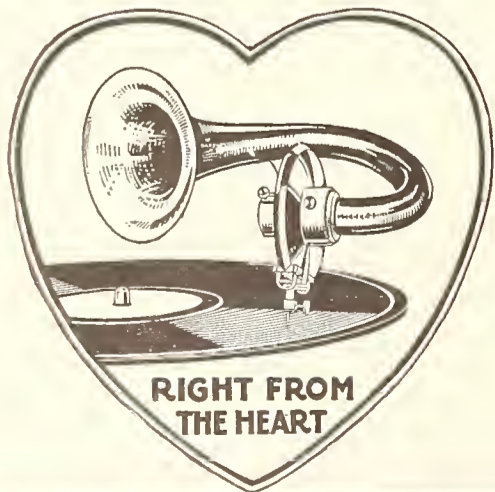
KENT CO. RUSHED TO MEET DEMAND

The F. C. Kent Company, 67 Grace street, Irvington, N. J., manufacturer of the well-known Kent adaptor and other products, including tone arms and sound boxes, has found it necessary in recent weeks to add considerably to its manufacturing force, the demand of the trade for the Kent adaptor having increased over 40 per cent during the Fall season, according to the records of the sales department. In order to make deliveries on the other Kent products it will be necessary for the factory to work its force overtime between now and the holidays.

JAMES W. BRIGHT IN NEW POST

CINCINNATI, O., November 7.—James W. Bright, formerly connected with the Cincinnati Brunswick branch as a salesman, and later with the Cleveland Brunswick organization, has been made manager of the new Brunswick department of Alms & Doepke, which opened here on November 1. Mr. Bright is a man of exceptional ability and his wide experience in the talking machine business should prove a valuable asset to the new concern.

NATURELLE

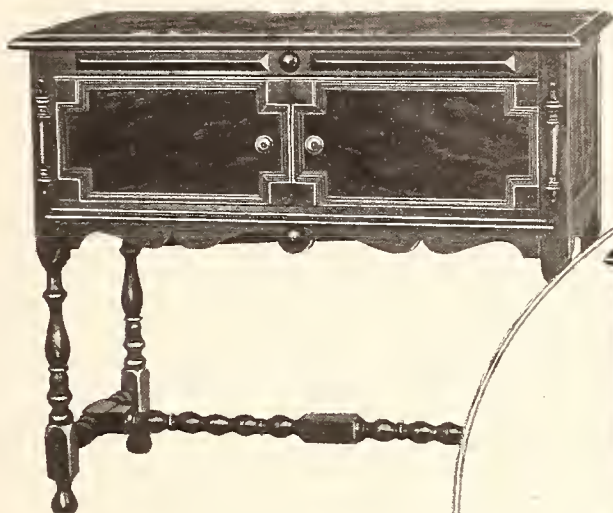


For
Portable
and
Cabinet
Phonographs

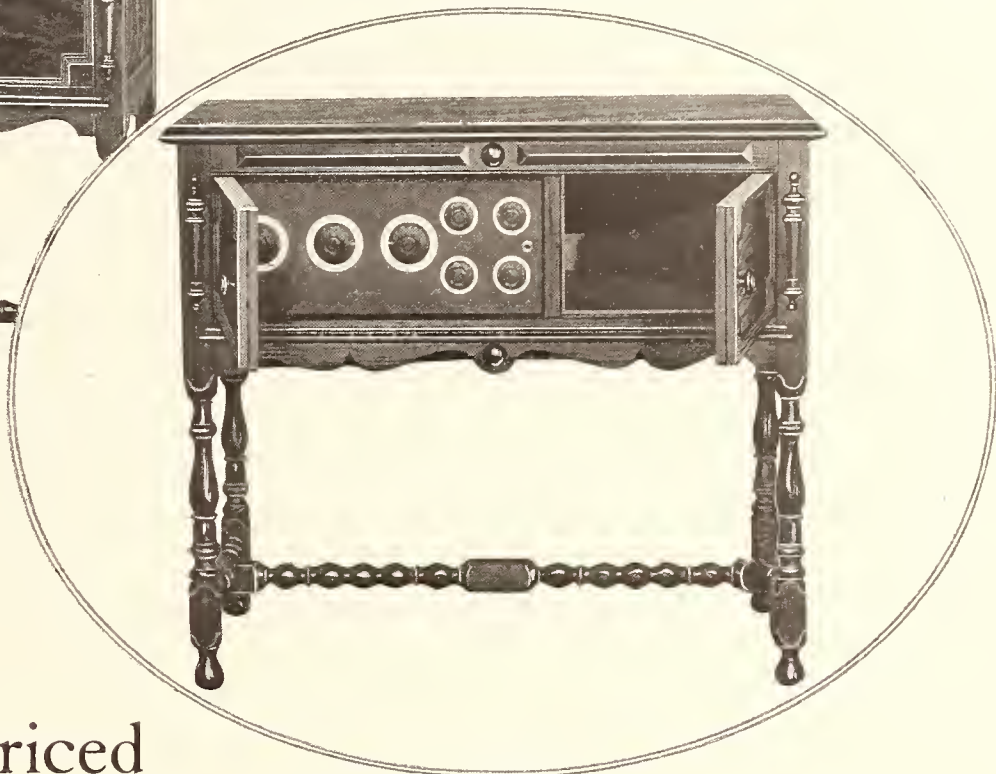
The Naturelle Co.
125 East 23rd St.
New York, N. Y.

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader

of the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

**TALKING MACHINE
DEALERS & DISTRIBUTORS**

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio

CLEVELAND

Planning Next Year's Convention—Jobbers Aiding Dealers by Timely Sales Helps—L. Meier & Sons' Anniversary—The News

CLEVELAND, O., November 7.—Unity of music trade interests is being demonstrated at this time here in the combination of forces of the Music Merchants' Association of Northern Ohio and the Cleveland Music Trade Association to make the convention of the Music Merchants' Association of Ohio, to be held in Cleveland next September, the biggest event of its kind ever attempted. The two local factions represent the talking machine and piano interests, which are combined largely in the State Association.

At meetings held during the last few weeks a strong committee has been appointed. This is headed by George M. Ott, the G. M. Ott Piano Mfg. Co. With him are Harry P. Valentine, Henry Dreher and William G. Bowie, the Dreher Piano Co.; Edward B. Lyons, the Eclipse Musical Co.; George R. Madison, the Cheney Phonograph Sales Co.; Louis Meier, the L. Meier & Sons Co.; Otto C. Muehlhauser, the Muehlhauser Bros. Piano Co.; C. H. Randolph, Randolph House of Good Music; A. B. Smith, the A. B. Smith Piano Co., Akron, and Rexford C. Hyre, association secretary.

Launch Drive for Funds

At first an elaborate program of musical events was planned, in order to raise funds to defray convention expenses. These were outlined at previous meetings. At the first meeting of the committee, however, it was seen that sufficient funds may be raised right within the local bodies and a campaign has been started to raise that fund. If additional money is needed, and this will be known by the end of November, the program as outlined originally will then be considered.

Jobbers Co-operating

Meanwhile jobbing factors are doing more than their bit to assist the dealer in getting started right for the 1923-1924 season. One unusual effort in this direction has been instituted by the Eclipse Musical Co. Large framed window cards have been prepared for use by all Cleveland Victor dealers. These cards tell that the Philip Spitalny Orchestras in the Hanna and Grebe restaurants and in the Allen Theatre will play at least two Victor record selections during each week. In the restaurants cards will be hung up when these record selections are being played. On the framed window cards a blank space has been left and here the dealer can attach extra small strips with the selections printed thereon. This will mean that much publicity will be given to certain records by one of the leading musical directors of the city, and give the dealer a chance to cash in in a manner he has not had before. Moreover, the

records will be distributed on the Friday preceding the Sunday on which they will be played at the different gathering places, giving the dealer two Saturdays in which to do business.

Edison Tone-tests

The tone-tests that have been a feature of Phonograph Co. activities in the distribution of the Edison will be a feature again this year. Arrangements have been completed by E. S. Hershberger, secretary, for a series in and near Cleveland for Edison dealers. It is planned to have twelve such concerts, starring Miss Elizabeth Spencer, soprano; Miss Lucille Collette, piano, and Harold Lyman, flute. Their appearances in Cleveland will be in Glenville Auditorium, by Dealer F. W. Rose, and on the West Side by Dealer George C. Lang.

Stresses Importance of Timeliness

To help dealers increase their record sales, timeliness is being emphasized by the Cleveland Talking Machine Co., Victor wholesaler. Every day wherein something unusual in music has developed, regardless of its significance, that development is capitalized. A brief statement covering the event and records that are appropriate to the occasion are listed on a post card and sent to dealers. This series has not only stimulated record sales, but is giving the dealer strong talking points that lead to sales of the better class of selections, according to W. D. Sayle, member of the Cleveland Co.

Another Aid to Dealers

Another aid to dealers, one that usually cannot be bought at any price, has been inspired by C. H. Kennedy, local distributing representative of the Bush & Lane Duo Vox. The Sunday editor of a newspaper in a nearby city was so impressed with the musical qualities of this instrument that he decided to make a first-page story, with pictures, for the magazine section.

Carola Accounts Result of Exhibit

In the recent National Exposition, held at Public Hall, one of the exhibitors was the Carola Co., with N. I. Schwartz, general manager, in charge. The exposition attracted merchants from distant points and, according to Mr. Schwartz, numerous new accounts among the retailers were opened. Shipments to these new dealers were made daily during the exposition as soon as orders were received.

Brunswick Get-together

What looks like an annual event for Brunswick dealers may be seen in the second get-together held by the local Brunswick district office at the Hotel Winton. The event marked the return to the Cleveland district of the Oriole Orchestra, for a month's propaganda work in

this vicinity, their first appearance this time being in the Winton Rainbow Room. More than 200 dealers and their associates, coming from all parts of this territory, attended. During the early part of the day they visited local Brunswick headquarters, where they viewed the latest models and incidentally placed orders for a total of 520 machines, according to Leslie I. King, district manager of the phonograph division. Here also they obtained first-hand information on business conditions generally and on the talking machine trade particularly from J. F. Ditzell, sales promotion manager. In the afternoon the visitors went about the city and in the evening they attended the dinner dance at the Winton.

Changes in the staff of the Brunswick in this territory include the appointment of F. H. Burbec, formerly with the C. C. Miller Co., Pittsburgh Victor distributor, for Pittsburgh territory. Maurice Sternlick will handle the Syracuse, N. Y., section.

L. Meier & Sons' Anniversary

Probably the biggest undertaking by an individual dealer will be the presentation, for two performances, of the Eight Famous Victor Artists by the L. Meier & Sons Co., Victor dealer, in the largest West Side theatre in town. This event will hold forth toward the end of November to celebrate the firm's twenty-sixth anniversary, which will be held during the greater part of the month. Prizes, including twenty-six Victrolas, will be given away each day. Balloons will be sent aloft with lucky numbers attached. Music will be a weekly feature during the celebration. The intrepid Louis Meier, head of the firm, is being complimented by dealers from distant points for his astuteness in bringing the Artists' aggregation to Cleveland. The Artists have been heard here before, but it was an association effort that brought them here, not an individual dealer's ability and nerve.

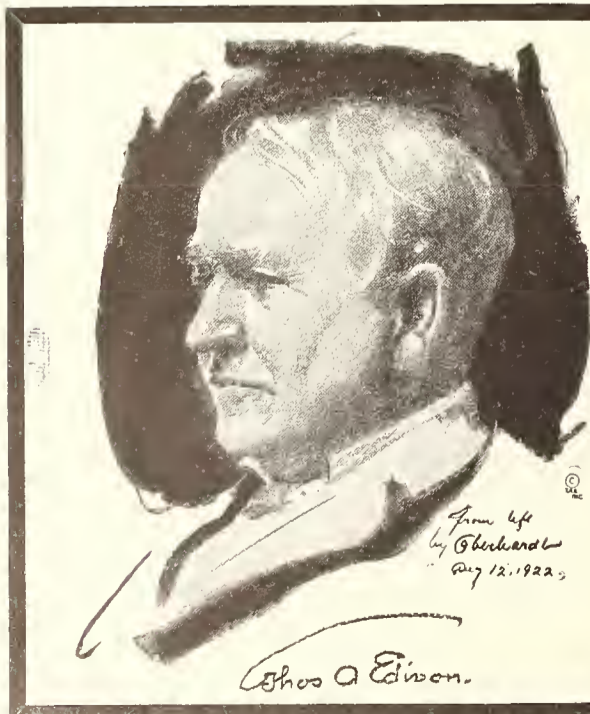
Merchants' Meeting to Be Social Affair

To strengthen the talking machine faction in the Music Merchants' Association of Northern Ohio, the November meeting, on the nineteenth, will be made a social affair, with a dinner dance in the Georgian Room of the Hotel Cleveland. The committee handling this event includes Dan C. Baumbaugh, the May Co.; Edward B. Lyons, the Eclipse Musical Co.; William G. Bowie, the Dreher Piano Co.

Columbia Artists Aid Record Sales

Ted Lewis and his jazz artists were guests of S. S. Larmon, branch manager of the Columbia Phonograph Co., while that aggregation was in town. While here Mr. Lewis made the Remick Music Shoppe his temporary headquarters and signed records which were bought avidly by the crowds that came to see him. Likewise, he signed a two-year contract to make records for the Columbia Co. while in Cleveland.

The new Detroit branch of the Columbia Co. will henceforth be located at 439 East Fort



Make Your Store the Musical Center

of your community by adding The New Edison to your business.

The New Edison adds PRESTIGE and PROFITS; both are essential for success.

Edison is First in Quality, Cabinets and Late Hits. (New records are issued weekly.)

We are now oversold for the holiday trade so cannot accept new dealers until after January first. In the meantime write us for our latest dealer proposition.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

street, that city, lease for which was closed recently by Branch Manager Larmon.

During the appearance of Kiraly Erno, Hungarian violinist, in Cleveland, Mr. Larmon was host to Hungarian Columbia dealers, a box party being arranged for the occasion.

Big Sonora Ad Drive

One of the most consistent advertising campaigns in the trade is being conducted by the Sonora Phonograph Ohio Co. under direction of J. T. Pringle, general manager. As new dealers are added to the Sonora list here they are included in this publicity, until now more than twenty such dealers are getting this representation. This is part of the general program here to assist the dealer in his Fall and Winter business campaign. It is a natural follow-up of the Sonora situation, Mr. Pringle points out, since practically the entire quota of machines for this territory has been absorbed by orders previously placed, and new business most likely will have to wait upon this early demand being filled from both Cleveland and Cincinnati warehouses.

Unique Sonora Exhibit

Another Sonora feature is the establishment of an exhibit at the second busiest corner in the country, Euclid and East Ninth, where the Cleveland Trust Co. donates the use of some of its space to Cleveland business interests. This exhibit, sponsored by the Buescher Co., contains the parts of the Sonora instrument, with instructive data explaining their use. This exhibit had to be bid for weeks in advance, so popular is the location with local manufacturers and distributors.

Dealers Feature New Red Seals

Official release of the new double Red Seal Victor records here was marked by a full-page advertisement in local newspapers, duplicating the national Victor advertising, in which both jobbers and dealers took part. The Eclipse Musical Co. and the Cleveland Talking Machine Co., jobbers, and the Bailey Co., May Co., Euclid Music Co., Buescher Co. and Dreher Piano Co. filled out the page.

Popular Prices Stimulate Demand

Popular prices for new models are considered one of the factors that are stimulating the talking machine demand in this section at this time, in the opinion of George R. Madson, president, the Cheney Phonograph Sales Co., back from a tour of his dual territory. This accounts for the new business by dealers running well ahead of the better seasons in recent years, Mr. Madson believes.

Diaphragm Co. Launches Campaign


Expansion of activities for the violin spruce reproducer, handled by the Diaphragm Co., already is under way, according to H. C. Cooley, sales manager. Publicity is being distributed wherein the consumer will be reached direct. Another advertising program in a large list of class journals is being planned, in which attention of the consumer will be directed to this company's products. T. C. Findley has been appointed distributor in the Chicago territory. Prices of the different models of the instrument have been reduced, since greater outlet has increased production and consequently lowered production costs.

Plans Unico-equipped Department

The C. L. Kauffman Furniture Co., of West Twenty-fifth street, is planning for active business in the talking machine department. During the recent visit of George Lyons, of the Unit Construction Co., Philadelphia, Pa., plans were developed for a Unico-equipped department, the installation of which will be made the latter part of the month.

Many Dealers Add New Lines

The period has been productive of more new dealers being added by the jobbing interests here than for any similar recent period. These include: Edison—Madison Music Shoppe and the Antisdale-Mathys Co., Cleveland; Degart & Bittner, Sandusky; C. Schwarzwaelder, Wiloughby; Frank Cerne, Cleveland; A. C. Burgess, Oberlin. Victor—Stewart's Music House, Warren, which takes over the interest there



**Old and New Phonographs Are Vastly Improved
With a VIOLIN SPRUCE REPRODUCER**

	<small>Dealers' Samples Nickel</small>
Models for Columbia, Victor, Cheney, Vocalion, Sonora, Claxtonola, Vitanola, etc.....	\$3.00
EDISON ATTACHMENT	3.60

Dealers' Discounts and Terms upon request

THE DIAPHRAGM CO., 1836 Euclid Avenue, CLEVELAND, OHIO

Order Direct or from Your Nearest Distributor

Louis Jay Gerson
63 Reade Street
New York, N. Y.

T. C. Findley
Illinois Diaphragm Co.
280 N. Wabash Ave.
Chicago, Ill.

of M. V. DeForest & Son; Soriano Music Co., Niles, which takes over the M. V. DeForest & Son interest there; Howenstine Music Co., Louderville. Brunswick—Miltner Piano Co., Cleveland; East Liberty Spear Co., East Liberty, Pa.; Schroeder Piano Co., Pittsburgh and New Castle, Pa.; the Rosenbaum Co., Pittsburgh; M. Nathan, Johnstown, Pa.; C. A. Focht Co., Wellsboro, Pa.; J. W. Houck Co., Buffalo; Lincoln Furniture Co., Buffalo. Sonora—Mintz Piano Co., Cleveland, which is opening a new downtown store. Columbia—Hulshoff Clothing Co., Lockport, N. Y.; Columbia Music Shoppe, Buffalo; Williamsville Pharmacy, Williamsville, N. Y.; Merle High, Convo, O.

Thousands Visit "Talker" Salon

One of the most attractive features conceived by a dealer of this city for some time has been the talking machine salon conducted at the William Taylor Son & Co. A similar show was held a year or so ago, but this one surpassed the first attempt—in the amount of space devoted to it, in the elaborate hangings and

floor coverings used, in the wide variety of makes and types of machines shown and in the music used to demonstrate them. Instruments featured during this showing included the Victor, Sonora, Brunswick and Cheney lines. The event lasted ten days, somewhat longer than the original show, and attracted the attention of thousands of persons, many of whom are likely prospects.

Buescher Ties Up With the Opera

Buescher's Music Store in this city is using the back cover in the official program issued for the Wagnerian Opera Co., which will give eight performances in this city at the Masonic Auditorium, beginning November 20. In its advertisement on the cover, Buescher's features the Odeon recordings of Schubert's "Unfinished Symphony," which were made under the supervision of Eduard Moericke, who will conduct the orchestra for the Wagnerian Opera Co. in the Masonic Auditorium. The advertising calls particular attention to the fact that the Odeon recordings of the "Unfinished Symphony" are furnished complete in one album.



To have pioneered the perfection of tone reproduction in what is today the most popular of musical instruments, required

Genius

To set a standard that would so perpetuate the immortality of the world's greatest musical celebrities, was demonstrative of good

Judgment

To maintain unparalleled leadership as a natural consequence of devotion to an ideal, bespeaks

Generosity

Those are the high lights in the history of the Victor organization moving ever onward with the trend of the times.

To make our service to Victor dealers as preeminent as the Victrola itself, is the privileged purpose of the Eclipse organization.

Console models, of course, are leaders. Keep them on display.



Every Night I Cry Myself To Sleep Over You



"You can't go wrong
With any FEIST song"

Ev-ry night I cry my-self to sleep o-ver you, —

A FOX TROT BALLAD—with a punch in both melody and lyric

© LEO. FEIST INC
N.Y.C.

O. P. GRAFFEN'S IMPORTANT POST

Appointed General Sales Manager of Vox Corporation of America, With Headquarters in New York—Widely Known and Esteemed

The many friends in the trade of O. P. Graffen will be glad to learn that this popular talking machine man has just been appointed general sales manager of the Vox Corporation of America, with headquarters at 25 West Forty-fifth street, New York. Mr. Graffen assumed his new duties on November 1, and he is now



O. P. Graffen

busily engaged in making sales and publicity plans for a gigantic campaign in behalf of Vox products. The Vox name, while comparatively new on this side of the Atlantic, is a recognized leader in the phonograph industry abroad, and among the products that will be merchandised through Mr. Graffen's organization are records, spring and electric motors, sound boxes and tone arms.

O. P. Graffen needs no introduction to the talking machine trade throughout the country, as he has been identified with the industry for many years and has attained success and popularity in his various associations. A number of years ago Mr. Graffen was connected with the Victor Talking Machine Co.'s traveling department and subsequently joined the Columbia Phonograph Co. where he was exceptionally successful as a member of the New York sales staff. He won the esteem and friendship of the dealers wherever he called, through his ability to cooperate with them along practical lines.

In recent years Mr. Graffen was identified with the General Phonograph Corp., manufacturer of Okeh and Odeon records, and the Granby Phonograph Corp. In the capacity of general Eastern manager of the latter organization, with headquarters in New York, he built up a very large clientele for Granby

phonographs and won recognition as one of the foremost members of the wholesale talking machine fraternity throughout the Eastern territory.

In securing Mr. Graffen as general sales manager, the Vox Corporation of America is to be congratulated, for he brings to his new work an unusually wide experience in the talking machine field that embraces practically every phase of merchandising and salesmanship. He knows and understands the dealer's problems and can, therefore, assist Vox representatives in develop-

ing their business profitably and permanently.

In speaking with The World, Mr. Graffen was very enthusiastic over the quality of Vox products. He particularly pointed out the Vox records which, although well-known abroad, he predicts, will contain, without doubt, many surprises for the trade here on their clearness and quality. According to Mr. Graffen's present plans his company will merchandise its products through jobbers and dealers, and within the next few weeks the details of his campaign will be ready for announcement.

CO-OPERATES WITH VICTOR DEALERS

Musical Instrument Sales Co. Issues Timely Sales Help—Designed to Aid Record Sales

The Musical Instrument Sales Co., New York, Victor wholesaler, through its service department, has distributed among metropolitan Victor dealers photographs of scenes from "Poppy," one of the musical comedy hits in New York, featuring Madge Kennedy. The Victor record responsible for this unusual service and co-operation is "What Do You Do Sunday, Mary?", a dance number that gives every indication of being a big hit during the next few months.

The company's service department has already announced a practical form of co-operation consisting of a four-page folder, entitled "Analysis of Better Records." This folder is

issued weekly coincident with the release of new Victor records and from each weekly list there are selected five or six records that are particularly noteworthy. These records are analyzed carefully and practical information is given to the dealers and their clerks. Suggestions are made as to the most likely class of prospects and the most interesting features of the record, and a list is given of records by the artists making the particular selections presented. These folders can be used to advantage in the stimulation of record sales and the Musical Instrument Sales Co. has been congratulated upon its activities in preparing this interesting data.

The formal opening of the W. Bentley Stevens Music Shop in Deep River, Conn., was held recently. Souvenirs were given to patrons attending the reception.

PERFECT SATISFACTION

From your Talking Machine can only be realized by using a Perfect Needle. Why not therefore secure the best and always insist on getting

DE LUXE NEEDLES

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

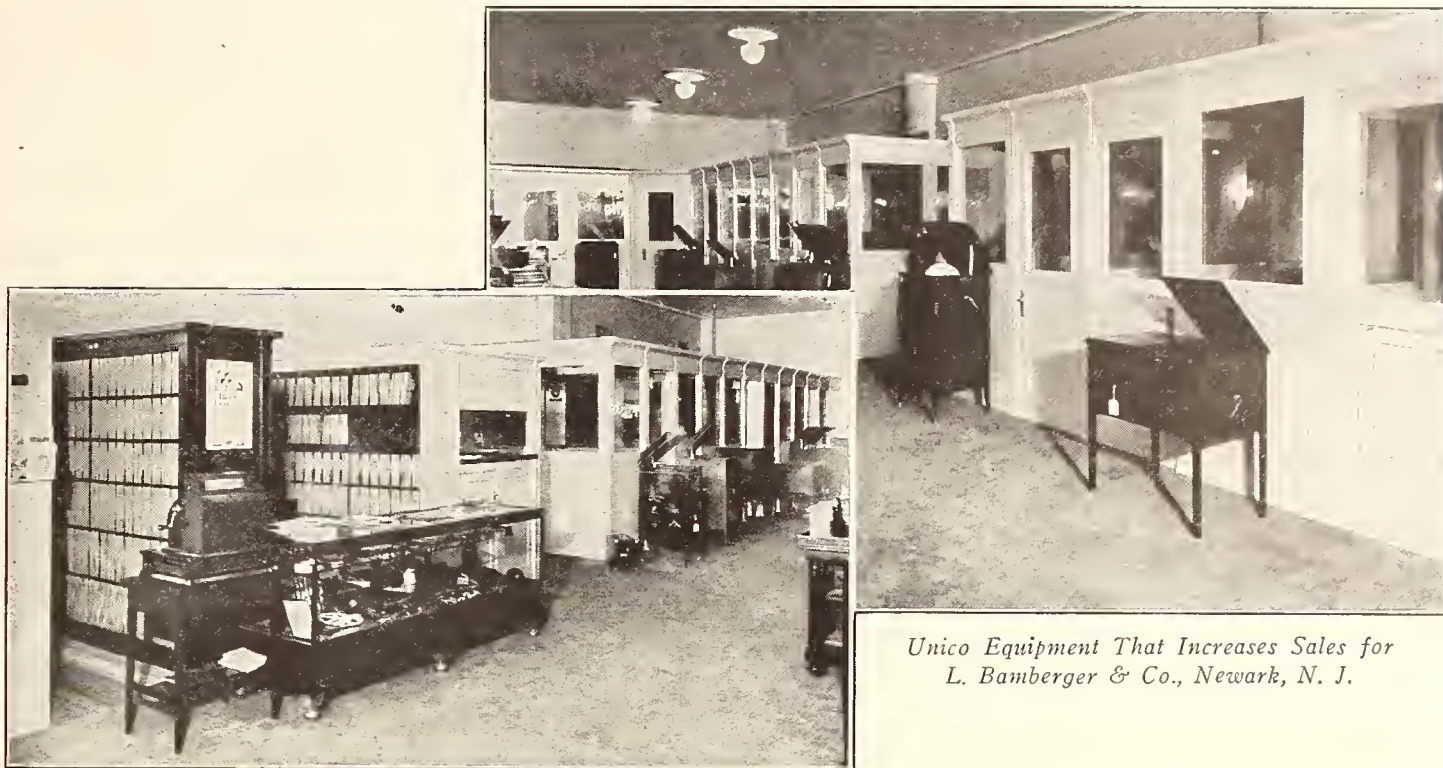
DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts



*Unico Equipment That Increases Sales for
L. Bamberger & Co., Newark, N. J.*

Profit Now—Pay Later!

New terms of exceptional value *now*—store equipment 100% efficient for Fall and Holiday Trade; payments conveniently distributed.

DEFERRED terms are new—but quality and business building ability are old; the same that has brought satisfaction to over 3700 users.

INCREASED sales invariably follow an installation of Unico Equipment—a quality product sells more readily in a quality atmosphere.

FACE facts! Machine and record buyers are more discriminating than they have been in years past. Create in your store an atmosphere in harmony with your business; the sale of an art product.

DON'T lament the fact that "the standard records do not sell"—they *do* sell but they must be *sold* in audition rooms where comfort and surroundings approximate home conditions.

TRUE, some records are *bought* without trial hearing or with a half-hearted demonstration—but you can't *sell* that way.

ADEQUATE Audition Room facilities—efficient store planning sell most records and machines. Unico Equipment gives best facilities—don't delay—consult Unico TODAY.

Immediate shipment from stock. There is still time for you to increase your sales.



UNIT CONSTRUCTION COMPANY

Kern Dodge, Receiver

58th St. and Grays Ave.

PHILADELPHIA, PA.



Tunes that are in the air —



THE REWARD OF ENTERPRISE

J. A. Wuchter Music Co., Allentown, Pa., Has Record of Sixteen Years of Growth—Opens Year-end Drive—Large Radio Stock

ALLENTOWN, PA., November 5.—Sixteen years ago the J. A. Wuchter Music Co., 927 Hamilton street, started in the phonograph business in this city. It has handled the celebrated Columbia line all these years and to-day boasts of one of the finest stores of its kind to be found in any other city of like size.

To properly inaugurate the Fall and Winter season, the store recently held a formal opening, which lasted three days. The interior was properly decorated for an occasion of this kind.

An added feature, grown to large proportions, is the radio department. Scouting the future of the radio business, Mr. Wuchter started in a small way to build up a radio department. He handles such leading makes as DeForrest radio sets, Radio Corp. of America line and Music Master radio amplifiers.

USEFUL NEW PLAZA BULLETIN

Handy Reference Guide for Use of Talking Machine Dealers and Salesmen

The Plaza Music Co., well-known manufacturer and distributor, has just mailed to the trade a six-page bulletin carrying data, prices and illustrations of its complete line of phonograph accessories. The bulletin is issued in two colors and is divided into twenty-four sections, making a ready reference guide.

The sales department of the Plaza Music Co. has issued this little publication, bearing in mind the fact that such merchandise brings added revenue to the dealer's coffers. Many of these products can be sold at the time the initial sale of talking machines is made. At any rate they are marketable to practically every talking machine owner.

The Brunswick Shop, 847 Orange street, Wilmington, Del., H. C. Miller, proprietor, has reopened.

"TREASURE CHEST" AS XMAS GIFTS

C. Bruno & Son, Originators of These Sets, Urge Dealers to Make the Most of Their Pre-Christmas Sales Opportunities

Victor retailers and distributors have placed themselves energetically behind the "Treasure Chest," produced by C. Bruno & Son, Inc., New York City, Victor distributors, until at the present time this set has received wide distribution and many reorders are being received.

In the October Voice of the Victor a full page is devoted to the "Treasure Chest" and the idea of selling records in sets rather than single record sales. It will be remembered from previous announcements that the "Treasure Chest" is an attractively cartoned set of six ten-inch, double-disc records from the Victor catalog, carefully selected to carry out the idea of "musical gems from foreign lands." Supplied with the set is descriptive matter thoroughly explaining the musical theme of each record, making for greater appreciation and enjoyment of the different selections.

As originally stated, the "Treasure Chest" is in no sense of the word a commercial development of C. Bruno & Son, Inc. It was instigated largely by the desire to introduce the sales of sets of records that would intensify the interest of the public in record music. C. Bruno & Son, Inc., are co-operating with both dealer and distributor in the exploitation of this new idea. A series of dealer helps, well destined to help the dealer increase his sales, have been originated. In a recent letter to the trade attention is called to the desirability of the "Treasure Chest" as a holiday gift and its appropriateness in both appearance and popular price. As an additional aid to dealers in the development of sales two letters were prepared and enclosed. These letters, designed to stimulate interest in the "Treasure Chest," are for dealer distribution. There were also enclosed suggestions for window card copy. Four-color window cards, size twenty inches by thirty inches, have been prepared to be supplied to the dealer at absolute cost.

Although the "Treasure Chest" is in every sense of the word a novelty it is, at the same time, decidedly a staple product and, therefore, the intensive work of the present time is the foundation upon which dealers may build up a substantial superstructure for years to come.

CINCINNATI CONCERN IN NEW HOME

CINCINNATI, O., November 5.—Arthur Brand & Co., distributors of Spencerian portables and phonograph repair parts, and manufacturers of the popular Ellis reproducer, are now occupying larger quarters at 1618 Vine street, in this city. The company was formerly located at 1602 Race street, with warerooms on Elm street, but with the rapid expansion of its business it found these quarters inadequate. In its new home the organization will be under one roof with ample facilities for giving the trade which it serves efficient service.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition
for Phonograph Dealers

Easily Installed

Will Run on Any Current

Guaranteed for One Year

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

Plymouth Phono Parts Co.

PLYMOUTH

WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York

Lakeside Supply Co., 73 West Van Buren Street, Chicago



Federal

RECORDS

50¢ Standard Retail Price **50¢**

FEDERAL RECORDS meet the steadily increasing demand for a First Class, Popular Priced Record that will afford reputable Dealers both Profit and Protection.

WHY have FEDERAL RECORDS created this new market and **WHY** have protected Federal dealers found them to be a fine business stimulator? Here are the reasons:

QUALITY—In Tone Values, Durability and Beauty of Finish, **FEDERAL** Records are unsurpassed at any price. They reflect the skill and experience of twenty years of successful record making.

LATE HITS—All the newest Dance and Vocal Hits, recorded by nationally-known artists, appear first on **Federal** in Monthly and Special Releases. In addition there is a large and varied catalog of Standard, Classical and Sacred Music.

SERVICE—**Federal Service** means prompt deliveries, a definite Sales Plan and hearty co-operation in every way.

PROTECTION—Exclusive territory to live dealers guarantees them a permanent as well as a profitable business.

Write for our Dealer's proposition at once!

FEDERAL RECORD CORPORATION

(Formerly The Indestructible Phonographic Record Co. Established 1900)

ALBANY, N. Y.

Recording Laboratory: 108 East 16th Street, New York City

IN DES MOINES

Record Business Dominates Trade—Harger & Blish Arrange Series of Tone-Tests—Look Forward to Big Holiday Business—The News

DES MOINES, IA., November 8.—Retailers of talking machines in this city and territory have reported October as a rather dull month for machine sales. The record business, on the other hand, has been unusually brisk for this time of the year. Retailers attribute part of the increase in the record business to the "no-approval" policy governing the sale of records in the city. An unusual number of good releases has also augmented the normal business.

Jobbers report business as very good. Dealers are placing their orders for Fall and Winter goods and most of the orders show good increases over last year's Fall buying. Dealers supplied by Des Moines jobbers have found business better than expected during the Summer. Consequently they are placing orders with more confidence than a year ago. Jobbers claim that the dealer who has resumed aggressive sales policies has enjoyed a good volume of business this year.

All connected with the talking machine and record industry are looking forward to an excellent holiday business. The general employment situation over the State is good, and Iowa dealers are basing their estimates for increased business on that fact. Several flourishing Victrola clubs have been started by Victrola dealers of the State. Harger & Blish will offer special Edison numbers for Christmas. The Duning Co. has announced a special offering of Christmas records by Gennett in attractive holiday folders. Gennett's offering, according to the Duning Co., will include selections by several well-known movie stars. One side of the record will be given over to some standard Christmas selection.

Increase in Portable Business

An unusual feature of October's business was the increased volume of portable machine business reported by the Duning Co. It is generally assumed that the portable season for Iowa ends with the vacation days, but, by concentrating sales efforts on schools, the Duning Co. increased its portable business over the record for September. The machines went mostly to smaller schools, where the expense of anything but a portable machine would have been prohibitive.

Gennett Iowa Records Popular

Through the efforts of W. D. Duning, of the Duning Co., Gennett has recorded two new Iowa numbers whose popularity promises to be as great as that of the "Iowa Corn Song." "On, Iowa," is a number of especial interest to alumni of Iowa State University, where it has become very popular. On the reverse side of the record Gennett has recorded "Men of

Iowa," a spirited march by O. E. Van Doren, bandmaster at the university. The two numbers were recorded under the supervision of Mr. Van Doren, who made the trip to the Gennett plant for that purpose. Since the release of the new number, on October 20, the Duning Co. has been flooded with orders.

Tone Tests Arranged by Harger & Blish

Harger & Blish have announced a new series of "tone test" concerts, to be held the two weeks following November 19. Three Edison artists, Elizabeth Spencer, soprano; Lucile Collette, pianist and violinist, and Harold Lyman, flutist and saxophonist, will be heard. Some ten or twelve concerts will be held at various points over the State.

Dealers Establish Trade-in Allowance

At the last regular monthly meeting of the Des Moines Music Merchants' Association a new retail policy was discussed and finally adopted. Feeling that somewhat large trade-in allowances have been demanded from and allowed by dealers, the Association decided to establish a maximum allowance on "off-brand" machines. In the future not over \$30 will be allowed for a used machine, unless the instrument is of standard make. Five or six well-known machines were designated as standard machines by the dealers.

Victor Record Business Good

According to H. B. Sixsmith, of the Mickel Bros. Co., the Victor record business during

SERVICE AWARDS FOR AEOLIANITES

Those in Employ of Company for Ten Years or More Presented With Certificates and Pins at Annual Get-together Dinner Held Recently

One hundred and forty-six members of the Aeolian Co. organization, who had been in the service of that company for ten years or more, were awarded service certificates and appropriate pins at the annual get-together dinner of the Aeolian Employees' Association held at the Hotel Majestic on Monday evening of last week and attended by over 450 men and women. Among the officials of the company who received awards for service were E. S. Votey, vice-president; W. V. Swords, vice-president and general manager; H. B. Schaad, secretary; W. H. Alfring, general sales manager; Herbert T. Proudfit, advertising manager; Charles H. Addams, manager of the wholesale piano department, and Charles A. Laurino, retail sales manager. The real veteran of the group receiving awards was Isaac R. Barbour, of the delivery department, who has a record of forty-two years of continuous service.

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

last month was exceptionally good. Part of the increase in business, he claims, was due to the adoption of the weekly release plan. The double-facing of Red Seal records has also made Victor releases popular among buyers.

Hugo Heyn, of the Mickel Bros. Co., has resigned his position to become a partner in the All Makes Typewriter Co., of Omaha, taking charge of the dictating machine department.

Belle Hendrix Smith, of the Mickel Bro. educational department, delivered a series of talks on the subject of "Music Appreciation" before the County Teachers' Institute at Eldora, Ia., during the latter part of October. The Victor Health Exercises were also demonstrated.

Takes Charge at Chase & West

W. McGlasson has been appointed manager of the Victrola department of Chase & West, this city. He has had long experience in the talking machine business.

Mickel Bros. Co. reports the appointment of Zona Berg & Son, of Superior, Neb., as Victor dealers at that place.

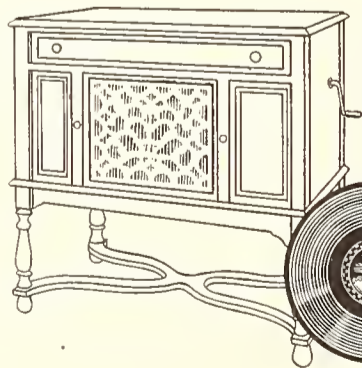
Port's Victor Parlors, of Vinton, Ia., recently arranged with the Presbyterian minister of that place to give a program of sacred selections on the Victrola. The selections were illustrated with stereopticon views as the selections were given.

During the course of the evening short addresses were made by Mr. Swords and Mr. Proudfit, and also by H. S. Jewett, of the wholesale promotion department, who told of the development of the Duo-Art music fantasy "Sonia's Song." The fantasy was then presented with Sergei Barsukov as the featured artist. During the course of the evening other entertainment was provided by Irving Kaufman and Monroe Silver, Vocalion recording artists. Robert M. Richter, president of the Aeolian Employees' Association, presided.

An elaborate minstrel show, consisting of talent drawn exclusively from the Aeolian organization, was presented at Aeolian Hall Monday night, November 5. It was a huge success in every way.

G. R. SUTTON OPENS NEW STORE

LIVINGSTON, TEX., October 30.—A new music store has been recently opened here by George R. Sutton, formerly in the music business at Lufkin. The store will be situated in the Polk County Enterprise office building.



Edison



COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES



THE VOICE OF THE WORLD



Introducing



This VOX trade-mark represents a line of talking machine and kindred products that are recognized throughout Europe as the highest achievement in technical perfection.

Among the most prominent of these products are: Records in all Foreign Languages—Phonographs—Electric and Spring Phonograph Motors—Wooden Sound Boxes and Tone Arms—Accessories—Dictating Machines—Electric Typewriters.

These VOX products are now about to be placed upon the American market.

It will pay all *Dealers* and *Jobbers* to investigate VOX products, both from the standpoints of larger profits and the satisfaction derived in using or selling an article that will make good reputations better.

We will shortly make further announcement of more definite plans and list our first releases of the VOX Foreign Records.

In the meantime VOX makes its bow to the talking machine industry of America.

VOX CORPORATION OF AMERICA
25 WEST 45TH STREET
NEW YORK U.S.A.



THE VOICE OF THE WORLD



The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

DEALERS HEED ADVICE TO STOCK UP FOR HOLIDAY BUSINESS BY EARLY AND HEAVY ORDERING

Care Noticeable in the Selection of Lines—Shortage in Some Quarters Expected—Postpone Music Exposition—Planning for Music Week—Other Important News and Activities

BOSTON, MASS., November 7.—October saw a good business all along the line; most of those in the talking machine trade were pretty well satisfied, but there were those who did not make so good a report of the month as did others. The jobbers say that the advice offered annually to the trade to lay in their stocks early has been heeded pretty generally, though there has been more care exercised than ever before in choosing the lines of goods, for the most part the more expensive types of machines having the early and generous call. There is a feeling in some quarters that after all there is to be a shortage with some manufacturers of goods, and that some dealers are going to feel it keenly at the eleventh hour. The current month ought to be a good one; in fact, traditionally it ought to considerably exceed October which has a fairly satisfactory record.

Postpone Music Exposition

The music exposition originally planned for the last week of November at Mechanics' Building, and which has been mentioned several times in *The World*, has been postponed until Spring. The various concerns which had become interested as exhibitors have pledged themselves to take space if it is decided definitely to hold the exposition in the Spring.

Organizing for Music Week

Meantime the trade in New England has had brought to its attention the nation-wide observance of the week of May 4, "Music Week," which already has received the endorsement of prominent persons locally. Mayor Curley has promised the city's fullest co-operation in the movement, in which schools, churches, theatres and musical organizations will take a leading part. The city council will be asked to set aside an appropriation. At a meeting held at the Boston Art Club a temporary organization was effected and among those attending the meeting were John A. O'Shea, who is identified with the music department of the Boston public schools; Frank C. Brown, a local architect; Chester I. Campbell, who has steered to success a great many large shows and expositions; Courtenay Guild,

head of the Apollo Club, a leading singing society of Boston; Professor John P. Marshall, of Boston University; Frank P. Spear, president of Northeastern College; Mabel Daniels, who has been active in managing private shows and is a composer of merit. Mrs. William Arms Fisher, director of education of the National Federation of Music Clubs, was chosen director of the undertaking, with authority to appoint a chairman, treasurer and secretary.

Preparing Billboard Campaign

Kraft, Bates & Spencer, Inc., of which Harry Spencer is the head, and who are the New England representatives of the Brunswick, are preparing their annual illuminated, painted billboard campaign throughout Boston, and some very catchy material has been made ready for these displays. There are three big artists who are soon to appear in Boston whose records already are being widely called for, these being Bronislaw Huberman, violinist, who plays at Jordan Hall November 8, and who is expected to call at the Boston offices of Manager Spencer; Segrin Onegin, who appears at Symphony Hall on November 25, and Josef Hofmann, who also is to appear at Symphony Hall.

Heavy Brunswick Demand

Harry Spencer states that the Brunswick business was very heavy in October, and the indications are that it will be big right up to the holidays. He expresses the belief that there is to be a shortage of Brunswick goods and there are some types that it is difficult to secure even now. Harry's brother, Lloyd Spencer, has just returned from a two weeks' trip to Maine, where he visited the bigger cities only, and he found business in the Pine Tree State to be of a most satisfactory nature.

Cheney Business Booms

The Cheney Sales Corp., of which Stephen A. Colahan is the head, and whose headquarters are at 376 Boylston street, reports that the Cheney business in the New England territory has exceeded all expectations and the new Cheney console, known as Style 119, has been especially in favor locally, and already the out-

Victor Loyalty Pays

Exclusively



Wholesale

The Eastern Talking Machine Co.
 85 ESSEX STREET
 BOSTON MASS.

put consigned to Manager Colahan has been exhausted. A new dealer, who has been signed up to carry the Cheney, is E. W. Guillimette, of 782 Manchester, N. H., who has a very artistically arranged store, where several of the best models of the Cheney are attracting much attention. Another new dealer to carry this line is Harry W. Seaford, of 17 Forrest avenue, Port-

(Continued on page 100)

DITSON SERVICE

**DITSON
 VICTOR
 SERVICE**

Has back of it years of successful experience and an understanding of the dealer's problems that will make the road smoother for him during the busy months to come.

Service From Two Big Centers

OLIVER DITSON CO.
 BOSTON

CHAS. H. DITSON & CO.
 NEW YORK



Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison
is
FIRST
with
HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 99)

land, Me. He has recently taken a store on the street floor and his Cheney business is reported to have been very good from the start.

Changes in General Corp. Territory

The General Phonograph Corp. in its New England territory exceeded its quota for October and Manager N. B. Smith is elated that business in the Okeh and Odeon lines is "making good" in his field. The especial success during October was due in part to the fact that there were a number of new pieces brought out during the month, these including "That's a Lot of Bunk," "Marcheta" and "Last Night on the Back Porch." There has been a slight shifting of territory in the New England field of the company. Charles E. Hodgkins, who heretofore had the Boston territory, beginning November 1, had assigned to him the territory north of Boston, extending from Lynn to Haverhill, and the Boston field will be taken care of by Manager Smith and Assistant Manager P. J. Donovan, who will divide the territory between them. At the present time the quarters of the General Phonograph Corp., at 142 Berkeley street, are sorely pressed for sufficient room because of the large stock of records that the concern has to keep on hand. A Boston caller a few days ago was W. C. Fuhri, general sales manager of the corporation, who expressed himself as immensely pleased with the volume

of business that is being done throughout the New England territory.

A Letter to Sonora Dealers

J. H. Burke, sales manager of the Sonora Phonograph Co. of New England, Inc., apropos the recent experience which the company has passed through, has issued a circular letter to the company's New England dealers, which in part reads as follows:

"We wish to confirm the notification you have already received from the New York office, to the effect that the temporary receivership of the Sonora Phonograph Co., which was granted on the application of two stockholders, has been vacated. The press of the country has already published the statement given out by the chairman of the executive committee and the president of the Sonora Co. to the effect that the company is now experiencing the greatest prosperity in its history, with unfilled orders of over twice what they were a year ago, notwithstanding increased production, and that net earnings have never equaled the present figures. The situation is therefore definitely cleared up in a way that reflects greatly to the credit of the Sonora Co. The entire situation is, of course, regrettable, but when the fact is appreciated that the difficulty was due to the desirability of controlling the stock of a corporation which is as fundamentally healthy as

Sonora, no ill effects shall result from it, but on the contrary greater confidence than ever before will be reposed in Sonora's product and policy by the trade and by the public."

Incidentally, it is of special interest that the New England department has not been called upon to accept the cancellation of a single order, which speaks well for the standing of the Sonora in this territory.

Ideal Music Co. Adds Sonora

A new dealer to take on the Sonora is the Ideal Music Co., which is located on Broadway, Chelsea, which store is in charge of I. Grood, who has had a long experience in the talking machine business. There is to be an official opening of this store on November 10 and several of the Sonora men from the Boston headquarters will go out for the occasion.

Trinity Radio Models Please

H. A. Robbins, of the Trinity Phonograph Co., makes a very encouraging report on the progress that the Trinity radio is making in the New England field, and he says that it is with difficulty that orders can be filled. The instrument is put out in console models only and the cabinet work is especially mentioned by those who examine the instrument carefully.

Double Red Seal Records in Favor

The wholesale Victor business has been very good these last few weeks, according to Manager Kenneth Reed, of M. Steinert & Sons, who also states that the double Red Seal records are finding favor, not only in the trade but with the buying public as well. There has been an especially large demand for the most popular numbers of the great artists.

Brunswick Executives in Town

Two Boston visitors who paid a visit to Harry Spencer's headquarters within the last week were P. L. Deutsch, secretary of the Brunswick Co., and Sinkler Darby, chief recorder at the Brunswick laboratories, who came to town direct from Los Angeles, where he had been to make some experiments in recording a large orchestra.

Parke Willis, Jr., a Local Visitor

A Boston caller lately, who has come in close touch with the Victor trade, was Parke Willis, Jr., of the production department of the Victor, and who made a pretty thorough canvass of the New England territory, calling on dealers in Bridgeport, New Haven, Springfield, Worcester, Portland, Bangor, Nashua and Lowell.

B. M. O'Brien Ends Long Tour

B. M. O'Brien, who is in charge of the Columbia department at Smith Bros.' Store, Washington street, this city, has just completed an automobile trip of 2,600 miles through New England and up into Canada. Mr. O'Brien stopped off at the Canadian phonograph exposition in Toronto, where he says an entire building was devoted to talking machines. He says he picked up a lot of valuable information at

We Serve New England!

DEALERS who are being served by us have no concern regarding the type of service that they will receive during the holiday rush. Theirs is the confidence that comes only from continually receiving the same dependably prompt, accurate, and efficient service during all seasons of the year.

Due to the marked demand that exists for ODEON and Okeh Foreign Language Records we are carrying extra large stocks of records in Italian, Polish, German and other foreign languages. We still continue our maintenance of a special list of all Irish Records.

**General Phonograph Corporation
of New England**

142 Berkeley Street

Boston, Mass.

Okeh Records



Buy
Okeh
Needles

They
Keep
Record Sales
Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 100)

sales talks which he attended which will be of great use to him in his business.

Miss Ethel Armitage Promoted

Miss Ethel Armitage, under the tutelage of Mrs. Alice W. Graves, record and stockkeeping expert of the Boston branch of the Columbia Phonograph Co., and also of Roland Luce, has become head of the record department of Lord & Co., Inc., 440 Essex street, Lawrence. Miss Armitage is quite enthusiastic over the manner in which the customers of the house accept the Columbia New Process record hits.

Eastern Co. Giving Mail-order Service

The Eastern Talking Machine Co. has just put out a mail-order book that is a distinct credit to the house. There is a carbon and the buff-colored card, which will be the one sent into the office, carries the printed name of the home office, and a one-cent stamp. There are twelve order blanks in the book, and the last one is red, the receipt of which by the company indicates that it is time to send another book. Although this mail-order book has been out only a few days several returns have been received and with good orders, some from dealers who have not been sending in orders for goods in large quantities of late. The book is being sent out to all the Eastern Co.'s customers throughout New England.

William J. Weyand a Benedict

William J. Weyand, who is of the repair department of the Henderson store at 32 Boylston street, Boston, was married on Sunday evening, October 28, to Miss Mae C. Sweeten, of Dorchester, the ceremony having been performed at St. Ambrose's Church, that section. Mr. Weyand is a friend of Mayor Curley and the couple were the recipients of a beautiful gift from His Honor. Mr. and Mrs. Weyand went on a honeymoon trip by auto through the White Mountains and they are to make their home at 7 Leonard street, Dorchester.

Lester Jones on Empire State Trip

Lester Jones, of the talking machine department of the Hallet & Davis Co., has lately been on an extended trip through New York State, taking in a number of the principal cities, and visiting the Hallet & Davis dealers at each place in the interest of the instrument which this big Boston house puts out.

Pushing New Lines

Sharmat & Son, now located at 28 Court square, have just received a new consignment



TODAY, Not TOMORROW,

is the time to send in your order for Victrolas.

A shortage on certain popular types already exists which we regretfully predict will spread to other models during the busy season.

Your order should NOW be on file with your Wholesaler, assuring you of participation in shipments as they are received from the Factory.

Do It Now

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Consult Us for Proposition on DeForest Radio Merchandise

ANYWHERE IN NEW ENGLAND

of Arionolas and Nationals, the latter coming from the factory of the National Console Phonograph Co., and for both of these lines the concern is finding many customers. The location, close to the City Hall annex, is in a good downtown section of the city.

New Strand Dealers

Arthur C. Erisman is happy in the fact that the Strand line went big during October; in fact, it was the biggest month since he has had this line for the New England territory. Mr. Erisman has been over in Philadelphia, having motored over the road with friends, spending several days en route in New York, Wilmington and Baltimore. New Strand contracts that Mr. Erisman has been able to sign up lately have been the Happy Home Furni-

ture Co., of New Bedford; Nugent Furniture Co., Lawrence, and the new store of the Atherton Furniture Co., Portland, Me. A caller a few days ago at Mr. Erisman's office was Mr. Gibbs, of the Meiklejohn Co.'s Pawtucket store.

A dealers' service table is the latest thing to be installed in Mr. Erisman's quarters at 175 Tremont street. Those dealers who have inspected the idea are quite enthusiastic over it and have planned to install something similar in their own stores.

Arthur Champagne Engaged

An engagement of interest in the trade is that of Arthur Champagne, manager of the Grafnola Shoppe at Hudson, and Miss Mary Margaret Kelly, of Watertown. Mr. Champagne is receiving congratulations of many friends, in Columbia circles especially, since this is the talking machine line that he has much to do with.

Allston Shop in Better Location

The Allston Music Shop, which handles the Columbia line, has moved to a new location on the opposite side of Brighton avenue, Allston, a very advantageous location. The removal was found necessary because of growing business and the store is now on the side of the thoroughfare which sees the larger crowd of passers-by.

Equipping Caldwell Co. Store

J. H. Crane, of the Unit Construction Co., has been over this way, having come to equip the talking machine department of the Caldwell Furniture Co. in Malden, and Upham's Piano Rooms, also in that city.

Pleased Over Mr. Fleischman's Success

The good news percolates to Boston that Herman Fleischman, lately of M. Steinert & Sons and who is now in Worcester, is decidedly making good as head of the talking machine department of the Marcellus Roper Co., and his many friends are correspondingly delighted.

Columbia at Fairs

Columbia dealers have been profitably displaying the new Columbia models at the county fairs throughout New England, in which Salesman Ingalls co-operated with a number of the dealers in seeing that the line was properly exploited.

Miss Lillian Mugford Weds

The marriage of Miss Lillian Mugford, secretary to R. O. Ainslie, of the Hallet & Davis Co., a fortnight ago to Albert Curley, at Quincy, (Continued on page 102)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY.** A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers





Getting More AND Giving More

The CHENEY
The Master Phonograph

The success which the Cheney has achieved, the character of the merchants who sell it, the appreciation of those who have purchased it, and the fairness of Cheney prices bespeak a line of unusual merit.

Cheney success is undoubtedly due to the ability of a quality product and exclusive Cheney franchise to give more and thereby getting more.

If you are interested in generous and permanent phonograph profits, we urge you to write at once.

We offer the maximum of service to Cheney dealers in the above territory.



Cheney Sales Corporation
(Distributors)

376 Boylston St., Boston 1015 Chestnut St., Philadelphia 1107 Broadway, New York
G. DUNBAR SHEWELL, Pres.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

was an event that was of special interest a few evenings ago. When Miss Mugford left her desk she carried away with her a chest of silver, the gift of the officers of the company and her fellow employes. She and her husband are to make their home in Detroit, Mich.

New Pooley Dealers in New England

W. B. Glynn, of the W. B. Glynn Distributing Co., Saxton's River, Vt., exclusive distributor for the Pooley phonograph in New England territory, visited Springfield, Mass., recently to meet Howard Hodson, manager of production and sales for the Pooley Co. in order to arrange for a large allotment of Pooley console models. Although his firm had recently received fifteen carloads of these new models, Mr. Glynn considered it advisable to get an increase in the allotment in order to satisfy the demand in New England for this product.

Recent additions to the Pooley dealers are as follows: N. W. Brown Piano Co., Springfield, Mass.; Flint & Brickett Co., Springfield, Mass.; A. B. Clinton Co., Hartford, Conn., and New Haven, Conn.; Feinblum-Peizer Music Co., Hartford, Conn.; Loomis Temple of Music, New Haven, Conn.; Miller's Music Shop, New Haven, Conn.; Piquette Piano Co., Bridgeport, Conn., and Shelton, Conn.; Boston Store, Ansonia, Conn.; Kemp's Music House, Manchester, Conn.; Talking Machine Shop, Norwich, Conn.; Kane Furniture Co., Boston, Mass., and Woonsocket, R. I.; Rhode Island Supply Co., Providence, R. I.; Parkinson Piano House, Providence, R. I.; Meiklejohn Co., Pawtucket, R. I.; B. L. Rich Piano Co., Fitchburg, Mass.; Fitchburg Music Shop, Fitchburg, Mass.; Atherton Furniture Co., Taunton, Mass., Plymouth, Mass., and Waterville, Me.; McWhirr Dry Goods Co., Fall River, Mass.; New Bedford Dry Goods Co., New Bedford, Mass., and C. F. Wing Co., New Bedford, Mass. These recent additions to the Pooley family in New England make it necessary for Mr. Glynn to solve the problem of securing merchandise rather than endeavor to build up sales.

Enormous Vocalion Business

The Vocalion business throughout New England during the past month was simply enormous, according to Arthur Erisman, and it is an interesting and significant fact that with the announcement of the return of the musical comedy, "Little Nellie Kelly," in a few weeks to

the Tremont Theatre, there has been an immediate revival of interest in these records, which were made immediately following the premiere of this piece at this same theatre a year or more ago. Two of the biggest hits in the Vocalion line lately have been "She's Just a

Girl That Men Forget" and "House of David Blues." These records have gone big.

New Edison Models in Demand

October proved an unusually large month with the Pardee-Ellenberger Co., Inc., and Mr. Silliman says that there is sure to be a shortage of Edison outfits, judging by the sales last month and the prospects that his sales force are getting for November. The new models of the Edison have been especially popular with dealers, who, in turn, are finding a quick sale for them; in fact, they are likely to be considerably oversold. It is of interest that the higher-priced models get the most attention.

Takes Over New England Talking Machine Co.

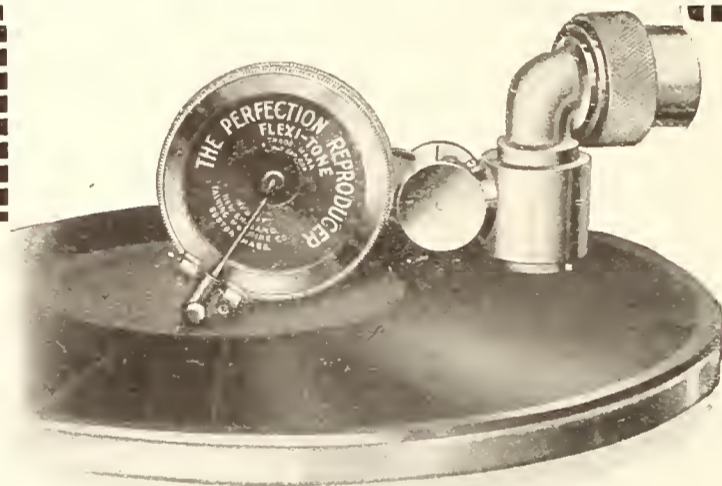
The New England Talking Machine Co., Boston, Mass., is now under the ownership and management of Halford H. Ambler. Mr. Ambler took over the company during the past month and the business is being conducted at the same address, 16 Beach street, without the slightest interruption. This business was originally established in 1914 by the late Charles P. Trundy. Upon his untimely death and since January, 1919, Mrs. Maude H. Chesley, a sister of Mr. Trundy, became trustee for the heirs and has conducted the business up to its recent purchase. The new owner, Halford H. Ambler, has stated his intention of continuing the business along the same high-class lines of quality of product and service to the trade which have distinguished it in the past.

W. A. Harvey Back From Maine Hunt

Winthrop A. Harvey, head of the C. C. Harvey Co., which handles the Brunswick, Edison and Victor lines, was up in the Maine woods during October on a hunting trip, but he was not as successful as in former years, for he brought back no deer.

Broadcasts Junior Operetta

The Arthur C. Erisman Co., of this city, one of the most successful distributors in the talking machine industry, recently arranged to broadcast from the radio station of the Hender-



A Change

I have just taken over this business, which for 9 years has been the manufacture of "Perfection" Attachments and Reproducers.

From now on the quality is improved; the service bettered and the prices adjusted to pay you for your selling effort.

If you have never purchased any "Perfection" Reproducers and Attachments write for samples and prices.

H. H. AMBLER, President

NEW ENGLAND TALKING MACHINE CO.

16-18 BEACH STREET

BOSTON, MASS.

The NEW Columbia is superior

*Hearing
is believing*

The Reproducer Prevents Blast.
Why? Because it has what might be called "shock absorbers" which take up the excess vibration that causes this annoying defect. Try a lyric soprano record on the New Columbia. *Hearing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York



son Stores the Junior Operetta "Little Red Riding Hood." The broadcasting was a signal success and the Erisman organization, which is a distributor for Junior Operettas, manufactured by the Vulcan Record Corp., New York, is delighted over the direct and indirect results of this unique publicity idea.

Berry's Open Sixth Store

One of the latest store openings in this city is Berry's, a large furniture house, which operates stores in five other Massachusetts cities. The handsome new store at 760 Washington street is one of the most modern establishments in the city. There are five floors and, although furniture is the principal line handled, the talking machine department on the mezzanine floor is second to none in the immediate vicinity. All of the most popular makes of machines and records are handled. Officers of the concern are: Nathan Saltman, president and general manager; Henry W. Berry, secretary; John A. L. Odde, treasurer.

Enthusied Over Leo F. Reisman Records

New England dealers have been most enthusiastic over the special releases of the first Columbia New Process recordings of Leo F. Reisman and His Orchestra, who nightly appears at the Hotel Brunswick, in this city.

T. M. Connell in Mid-West

T. M. Connell is making a trip through the Middle West in the interest of H. A. Robbins, agent for the new Kendrick and Davis electric motor and is booking many orders.

Local Visitors

Harry A. Beach, of the New York office of the Brunswick, was a Boston caller the latter part of October, making an extended visit with Harry Spencer.

Some other Boston visitors lately have been W. H. Avery, of Concord, N. H.; Harry Russell, of the Outlet Co., of Providence; Harris Monroe, of Orange, and Mrs. C. W. Norton, of Farmington, Me.

F. H. Hedinger, sales manager of the Vocalion Sales Corp., was over here from New York the end of October, spending most of his time with Arthur Erisman.

Jack Elliott, of the talking machine department of the Shepard Stores, Providence, drove over the road to this city during October, bringing his mother with him so that she might enjoy a bit of Boston life.

SISTER OF J. H. WILSON DIES

BOSTON, Mass., October 31.—Mrs. Amy W. Wills, sister of John H. Wilson, Boston representative of The World, died at her home, Jamaica Plain, Boston, on Wednesday, October 24. Mrs. Wills was widely known as a prominent worker in St. John's Episcopal Church in that section. Funeral services took place at her home Friday, October 26, the Rev. Thomas C. Campbell, of St. John's Episcopal Church, officiating and Suffragan Bishop Samuel G. Babcock pronouncing the benediction. The interment took place in the family lot in Forest Hills Cemetery. Mrs. Wills is survived by a son and daughter, as well as her brother.

BRINGS RECORD ARTISTS TO CANTON

CANTON, O., November 5.—One of the most extensive campaigns to stimulate interest in the sale of Brunswick machines and records has been effected by George S. Dales, head of a concern operating three retail music stores in this part of the State, who has completed arrangements for the appearance here all this week of Bennie Krueger's Orchestra at the South Main Gardens, the largest dance pavilion in this section. Mr. Krueger will autograph his records both at the dance hall and at the store. A heavy advertising campaign is under way heralding the event.

CELEBRATED FORTIETH ANNIVERSARY

HOLYOKE, MASS., November 5.—One of the veteran music dealers in the New England States is John O'Shea, who operates a complete music store at 462 High street. Mr. O'Shea recently celebrated his fortieth year in the business. His establishment is one of the finest in the city and the lines handled include Cheney and Stradivara phonographs and Emerson records, musical merchandise, pianos, etc.

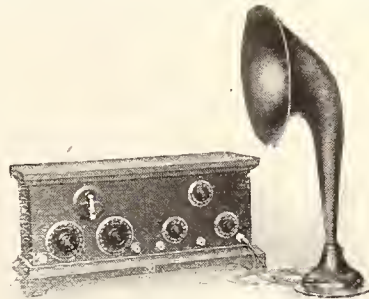
FIRST PRIZE FOR BEARD CO. WINDOW

PAWTUCKET, R. I., November 5.—The J. J. Beard Furniture Co., exclusive Columbia dealer in this city, won the first prize in the Fall window display contest which was held among the furniture stores of this city. The window featured a living-room suite which, of course, included a Columbia phonograph and the display attracted a large number of people.

NEW RADIOLA GROWS IN FAVOR

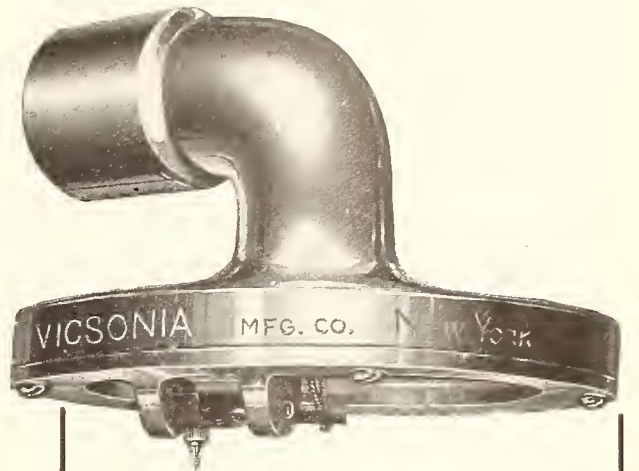
Latest Product of Radio Corp. of America
Rapidly Growing in Favor

The sales department of the Radio Corp. of America, New York, manufacturer of Radiolas, is delighted with the reception accorded the new



The Radiola V

Radiola V, which is becoming one of the most popular models in the company's line. The new Radiola V, which is furnished with three radiotrons, antenna plug and a type FH loud speaker, offers entertainment of all kinds, and because it is dry-cell operated is universally serviceable. It is designed in a handsome mahogany finished cabinet and complete with the loud speaker is listed at \$142.50.



More than 20,000
Now in Use

EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA"

has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver, set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.

INCORPORATED

313 East 134th Street
NEW YORK

EDISON TAKES PERSONAL CHARGE

Thos. A. Edison Himself Assumes Sales Management of the Edison Phonograph Industry With A. M. Farrier as His Chief Executive

Much interest was aroused recently by the announcement from the headquarters of Thos. A. Edison, Inc., to the effect that Thomas A. Edison himself had arranged to take over the



A. M. Farrier

general sales management of the Edison phonograph industry and give his personal attention to that division of his organization.

Mr. Edison's chief executive is A. M. Farrier, who will occupy the post left vacant by the resignation of A. H. Curry. Mr. Farrier's merchandising experience is broad and varied. He brings to the Edison Co. a record of accomplishments in the selling and executive fields. He is a graduate of Dartmouth and his selling career began with J. A. & W. Bird & Co., of

Boston, paint and roofing manufacturer, where he was a traveling representative. Later he was a sales engineer with the M. A. Treadwell Co., of New York. Following that Mr. Farrier became vice-president, salesmanager and stockholder of the Eastern Car & Construction Co., New York. Before joining the Edison forces he was treasurer and sales manager of the Thrift Homes Corp., New York.

The development of the Edison phonograph business under Mr. Edison's personal direction will be watched with great interest, for he has always devoted considerable attention to that division of the great Edison activities, in spite of his many other pressing duties.

J. J. DAVIN LOSES RIGHT BOWER

J. J. Davin, of the Musical Instrument Sales Co., New York, Victor wholesaler, is mourning the loss of his right bower, for Miss Olive Madeline Aiken, who has been his secretary for a number of years, resigned recently to make plans for her marriage on November 20 to Alfred S. Harrison, who is associated with the General Electric Co. Miss Aiken officiated as Mr. Davin's secretary while he was a member of the sales staff of the New York Talking Machine Co., occupying the same position when Mr. Davin joined the forces of the Reincke-Ellis Co., subsequently moving her desk to Ormes, Inc., and later to the Musical Instrument Sales Co. She is succeeded by Miss E. L. Mansfield.

CONGRATULATIONS TO JOHN DORN

WEST NEW YORK, N. J., November 7.—John Dorn, the live wire Edison dealer in this city, is receiving the congratulations of his many trade friends on the arrival of a third son. We add ours. According to P. J. Burns, of the Phonograph Corporation of Manhattan, Edison distributor, there is a scarcity of good retail salesmen, and, in his opinion, John has decided to raise his own.

ANNOUNCES NEW EMERSON DEALERS

Wasmuth-Goodrich Co. Establishes Dealers in Leading Trade Centers—New Emerson Consoles Proving Popular Throughout the Trade

PERU, IND., November 7.—The Wasmuth-Goodrich Co., of this city, manufacturer of the Emerson phonograph, states that during the past few months it has established dealers for its products in practically all of the leading trade centers. The new line of consoles has met with popular favor, and among the well-known music stores, department stores and house-furnishing establishments handling the Emerson line are the following: Gimbel Bros., New York; Nathan-Dohrmann Co., San Francisco; Consolidated Music Co., Salt Lake City; Stone Piano Co., Minneapolis; D. H. Holmes Co., New Orleans; Aeolian Co., St. Louis; Mandel Bros., Chicago; Denver Music Co., Burlington, Iowa; Belknap Hardware & Mfg. Co., Louisville, Ky.; Parmelee-Dohrmann, Los Angeles; The Emerson Phonograph Co., New York; Seattle Music Co., Seattle, and G. F. Johnson Piano Co., Portland, Ore.

ST. LOUIS SYMPHONY WITH VICTOR

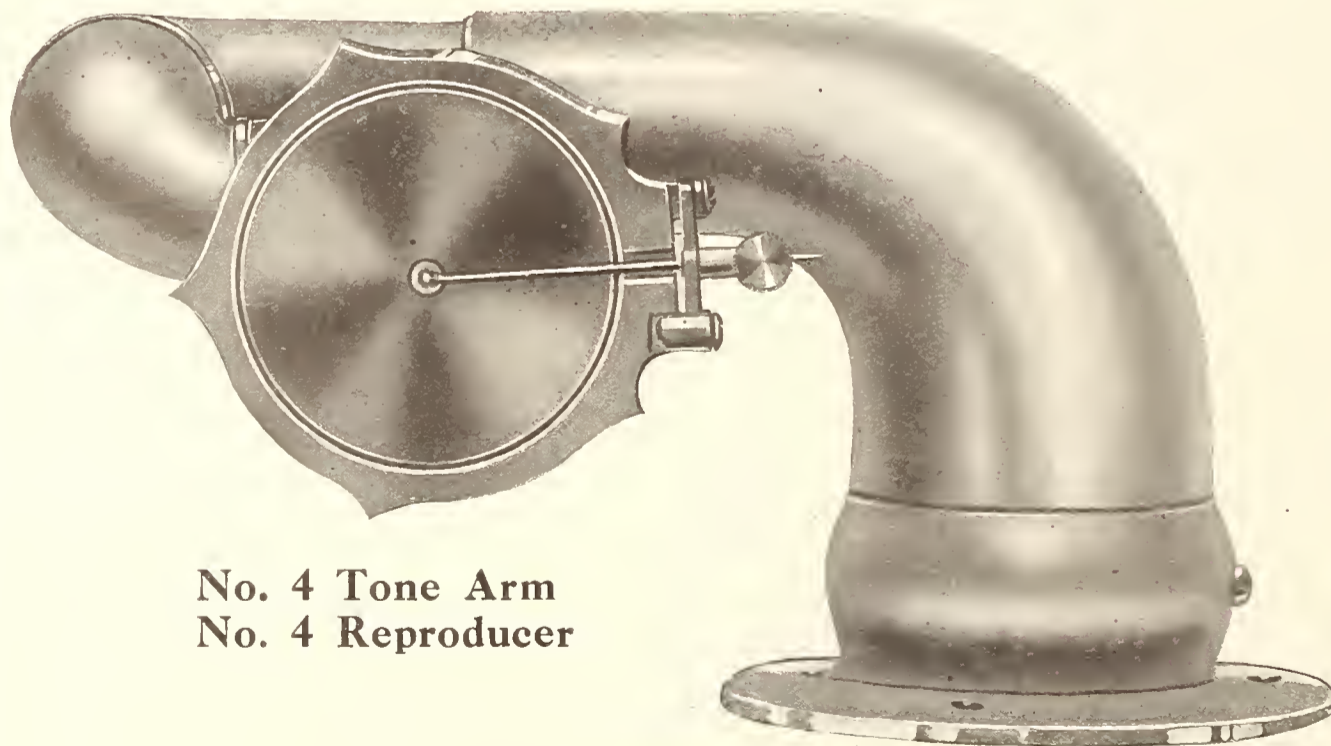
The Victor Talking Machine Co. has completed arrangements for the making of records by the St. Louis Symphony Orchestra, of St. Louis, Mo. The recording will be done in that city and it is expected that the first records will be made some time this month. This orchestra is very popular in the Middle West.

SAILS FOR MEXICO AND CUBA

R. C. Ackerman, export manager of the General Phonograph Corp., New York, accompanied by Mrs. Ackerman, sailed on November 3 for his semi-annual sales trip to Mexico and Cuba. He will be away about three months, visiting all of the principal cities in these countries and calling on Okeh distributors.

This Tone Arm Now in Big Demand

Increase Your Sales by Using This Outfit



No. 4 Tone Arm
No. 4 Reproducer

The new Mutual outfit has a twofold appeal — it not only pleases the ear through its brilliant true tones, but pleases the eye as well just as soon as the cover is raised.

First appearances count and the impression gained by the artistic appearance of this tone arm is going to help you sell more machines.

Send for Samples and Prices

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions. INDUSTRIAS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico.

The Pooley

PHONOGRAPH



Model 220
\$115
Figured Mahogany or Walnut



Model 225
\$120
Figured Mahogany or Walnut



Model 230
\$135
Figured Mahogany or Walnut



Model 400
\$160
Figured Mahogany or Walnut

A reputation for excellence in manufacturing, which is faithfully carried out down to the smallest detail, has for the past thirty-five years set the Pooley Co.'s standard of quality above all others. In superiority of figured veneers, beauty of design, solidity of construction and in its wonderfully clear appealing tone, THE POOLEY PHONOGRAPH is unequalled in the world of today.

POOLEY PHONOGRAPHS are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure. Write to the distributor in your territory for further details or direct to the factory at Philadelphia if there is no distributor in your territory.

An unusually attractive proposition for the aggressive wide-awake dealer.

A quality product made and unqualifiedly guaranteed by one of the country's foremost manufacturers.

POOLEY DISTRIBUTORS

MUSICAL PRODUCTS
DISTRIBUTING CO.
37 East 18th St., N. Y.
Greater New York and a
50-Mile Radius

VOCALION CO. OF
CHICAGO
529 So. Wabash Avenue
Chicago, Ills.
State of Illinois

C. L. MARSHALL CO.
514 Griswold Street
Detroit, Mich.
328 Superior St., W.
Cleveland, Ohio
Michigan and Ohio

W. B. GLYNN
DISTRIBUTING CO.
Saxtons River, Vt.
New England States

COLE & DUNAS
MUSIC CO.
430 So. Wabash Avenue
Chicago, Ills.
State of Wisconsin

C I N C I N N A T I

*Cooler Weather Results in General Stimulation of Business—
Dealers and Jobbers Optimistic—Trade Activities of the Month*

CINCINNATI, O., November 7.—The month of October brought with it stimulated business for the talking machine dealers and jobbers in this territory. While September had proved to be a good month, the past four weeks have shown a comfortable increase which has given encouragement to the trade and which has led the officers of various companies to predict that November and December are likely to break records for volume of business for many concerns. While the weather during October was delightful as far as pleasure was concerned, there were so many days when the weather was warm that retail business in all lines, including talking machines and records, was cut down in volume of sales by a considerable amount. When the cool spells came for several days at a stretch the added sales were noticeable at once and business took on a more brisk aspect.

The jobbers here are confronted with the same problem that they have had to face most of this year; that is, getting sufficient instruments and records to supply the demand from the public. Most of the dealers, however, are of the opinion that there will be no acute shortage of either instruments or records and that before this month is over there will be enough shipments on hand to meet the demand.

Bright Edison Outlook

Manager Oelman, of the Phonograph Co., Edison distributor, reports that business has been good throughout the month of October and that the outlook for the rest of the year is for a further improvement. The Edison instruments have been selling well, according to local retail dealers who handle them.

Big Victor Business

The Ohio Talking Machine Co., Victor jobber in this territory, has been doing a big business during the past month and sales have shown a nice increase over the same period of 1922. C. H. North, secretary of the company, states that both the record and Victrola business have been excellent. The new policy of releasing Victor records weekly is working out splendidly in local stores. A customer will come in now on Friday and Saturday each week and buy sev-

eral new records where before he only came in once a month. By coming in weekly he will spend more money without feeling that he is spending more than he ought to. Sales have increased on records since the weekly release policy was adopted. The double-face Red Seal records also are going over strong, although there have only been a few of these released.

Other Lines Doing Well

Another company which has experienced an unusually good month during October is Widener's Grafonola Shop. Morris Fantel, manager, said that the sales for the past four weeks are far ahead of last year and that the holiday business which he expects to do will run considerably ahead of 1922. The Sterling Roll & Record Co. has also been doing a big business, says Ben L. Brown, manager. There has been much effort put lately on the sales of Strand phonographs, and these instruments are having brisk sales. Four of the retail music stores had window displays of Strands during the past week. Okeh records are also in heavy demand.

Satisfactory Brunswick Report

The Brunswick-Balke-Collender Co.'s district office states that the sales of both Brunswick machines and records during October were entirely satisfactory and that the Cincinnati territory is producing a large sales quota. Dealers have been enthusiastic with the reception their customers have given the Brunswick machines and records and expect its continuance.

Introduces Records Through Musicals

The Chubb-Steinberg Music Shop, 17 East Sixth street, one of the liveliest stores in the city, held its opening musical of the Fall season recently. The store was decorated appropriately for the season and the Chubb-Steinberg De Luxe Orchestra, under the direction of A. Hicks, played the new music of the Victor records. Two concerts, from 11:30 in the morning until 1 in the afternoon, and from 2 to 4, were given with hundreds of people attracted during those hours to the Fall opening. The Chubb-Steinberg De Luxe Orchestra is Cincinnati's newest organization, composed mostly of men from world-famous bands. This orchestra is

EDITH LORAND ON ODEON LIST

Edith Lorand, a young Hungarian violinist who makes her first appearance in the United States through the medium of Odeon recordings on the December list, is well known in Europe as a dance orchestra leader. Miss



Lorand is an exception to the general rule that men constitute the best orchestra leaders, for she has attained considerable success abroad, and has also won praise through her concert work. Her Odeon record is distinctive and individual, typifying the playing of the gypsy violinists of her homeland.

open for engagements throughout the city and nearby territory to play on social and dance occasions and will carry the Chubb-Steinberg name with it always. This is a splendid advertising plan and should mean increased business for the Chubb-Steinberg Music Shop. This company's Christmas Victrola Club, which was formed recently, is increasing rapidly in numbers and is proving to be a very popular innovation for this aggressive concern.

Julius Berger in New Quarters

Julius Berger, Columbia dealer, has just moved into his new quarters at 911 Central avenue, where he has a new modern three-story building, and is installing complete new hearing rooms. A large increase in record sales is reported since he moved into this new store.

Sol. Gershuny, 554 West Sixth street, is enlarging his record department and will handle the Columbia line exclusively.

Stages Physical Culture Window

The Starr Piano Co. has been featuring the Gennett Physical Culture records lately. Much attention was attracted to this company's main display window when it was filled with basketball and football equipment, punching bags, weights, golf clubs and other athletic equipment. All of this was used as a background for the message concerning the physical culture records. Several weeks ago a woman demonstrated the records and their value in the window. In addition, physical educational classes are being conducted under the direction of a competent instructor with the Gennett Physical Culture records used as a manual.


Mrs. Harris Freidman Convalescent

Mrs. Harris Freidman, of this city, is recovering from an operation for appendicitis at the Hotel Sinton. Mrs. Freidman is the wife of Harris Freidman, manager of the Cincinnati Song Shop of Waterson, Berlin & Snyder, and acts as Mr. Freidman's assistant manager in the store. She will be back at the old stand before long boosting Columbia New Process records as vigorously as ever.

Trade Visitors

M. O. Giles, of the General Phonograph Corp., was here during the past week conferring with the Sterling Roll & Record Co., jobber for Cincinnati territory. Mr. Lopin, of Lopin's Music House, Charleston, W. Va.; Finley Davidson, of Middletown, O., and Mr. Lay, of Lay & Fox, Corbin, Ky., were other visitors in the Cincinnati market during the past week.

Miss Stevens, manager of the Victrola department of the Baldwin Piano Co., says that business has improved very much during the past few weeks and that the outlook is good.



The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

**Edison Dealers Figure Net Profit
This Way**

1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road



CONSOLIDATED SERVICE

HUNDREDS of Okeh dealers have had occasions to rigidly test the reliability of Consolidated Service time and time again under all sorts of conditions. They have found it to be as smoothly efficient in meeting their most urgent demands as it is in meeting their ordinary every-day requirements.

Our maintenance, at all times, of a thoroughly complete stock of every record listed in the Okeh catalogues, combined with a smoothly running organization working under tested, up-to-date methods of production, not only insures a complete filling of every order, but insures also the filling of the order with unfailing promptness and efficiency.

A more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records
The Records of Quality

Buy Okeh Needles—They Keep Record Sales Alive!

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Nov. 9, 1923.

THE mid-West's musical season has been wonderfully stimulated at its very opening time by the visit of the German Wagnerian Opera Company, which is just finishing its triumphant two weeks in Chicago and will be in Milwaukee by the time this issue of The Talking Machine World appears. Detroit, Cleveland and other mid-West cities will within a short time hear this remarkable group of operatic experts. The Chicago Civic Opera is also about to open and the symphony orchestra season is already in full swing. It is an auspicious beginning to what ought to be the finest season of musical activity the Middle West has ever known. It is for mid-Western music business men to take this fact to heart and to realize that musical art and music appreciation are taking a firm root in this great community. We should like to stir up the imaginations of our talking machine men a little bit and beg them to visualize what all this stirring and artistic activity really means. If it be said, as it will be said by the narrow-minded and the small men, that there is nothing "practical" in co-operation with the protagonists of music, and that business and art have nothing to do with each other, the answer is simple and positive. Music business is wholly founded on the existence of musical art. If there were no musicians, no teachers of music, no opera, no symphony orchestras and no concerts, would there be any music business? There would not. All the dance orchestras and all their records cannot alone keep the music business alive. It is upon artistic music that popular music founds itself and the craze for this or that popular music would droop in a very short time if it were not buoyed up by the strength of musical art. Now the talking machine business is a record selling business also, and the musical taste of a community ought to express itself in the sale of records. When we find a musical community where, however, records of first-class music do not readily sell, we must simply conclude that the talking machine merchants are not "on to" their jobs. There is a portion, an ever-growing portion, of the mid-West community which takes a steady interest in things musical. This element can be sought out and turned into buyers of records and owners of talking machines. To neglect it or not to plan intelligently to find and keep its custom is extremely short-sighted and extremely foolish.

Tying Up With Music

Where Is Price Maintenance

THE recent attacks of price-cutting mania, not to mention others which appear to threaten, throw one's thoughts toward the need for some sort of legislation which will curb these raids, for such they are, upon the community's legitimate prosperity. If utter selfishness must run riot, if the legitimate values which have been built up by patient honorable dealing, are to be destroyed whenever it pleases the unscrupulous to do the unholy work of tearing down, then the legitimate business man, especially in a trade like ours, might as well go out of business right now and save the pieces while he may. The whole thing is all wrong. In fact, one may question whether a good deal of the recent raiding of values is not within the purview of the laws against fraudulent advertising which have been enacted in some States. Our situation in Illinois is not favorable in this respect, and it would be well for the legislative committee, constituted at the recent Peoria convention of the Illinois Music Merchants Association, to bring some pressure to bear at Springfield towards making it less easy for price raiders to do their destructive work. If the situation is not handled properly, we shall see most serious results to the prosperity of talking machine men throughout this territory. The hands of the Better Business Bureau of the Music Industries Chamber of Commerce should be strengthened also. Every merchant who belongs to the National Association can have the benefit of the Bureau's work, and even those who are not members will find the Bureau ready to help them whenever and wherever it can. Raids upon established values are ethically despicable, and in some cases very nearly criminal.

THOSE who have watched the recent trend of developments in the policy of the record manufacturers are aware that Chicago has become a recording center. Recording is being done here steadily and the chances are that more rather than less of it will be done as time goes on. The principal reason for the new trend of affairs is to be found in the fact that Chicago has been developing a great deal of musical talent of all sorts, popular and classical, and that the entire mid-West, following Chicago's lead, has been taking a grip on musical ideas which is really wonderful. Now, the record manufacturing companies are finding it entirely worth while to set up recording studios from time to time in this city and thus to draw to themselves the choicest of the local talent, not alone from the city, but also from all the great central territory around Chicago. All this should help local business very much. Local artists are being encouraged and local pride is being stimulated. Local sales of records by local artists, especially of well-known dance orchestras and of singers whose work is nightly applauded in Chicago theatres, will thus be markedly increased. It is to the interest of the local merchants to boost local recording.

We Make Records

Musical Merchandise Too

TALKING machine merchants in steadily increasing numbers are taking on general musical merchandise. The fact goes to show that the musical nature of the talking machine business is by now generally and firmly recognized. A talking machine store is a store where music is sold in circumstances and according to conditions which probably are the best imaginable. Music here is, almost literally, on tap. It is right that talking machine men then should seek to take advantage of the favorable conditions which their stores present to stock sheet music and small musical instruments. It all means more business, more men, women and children coming in, more sales and more profits. There is nothing wrong about the idea, which, in fact, represents simply the legitimate development of the talking machine store into a general music store which, more and more as time goes on, it is bound to become. It must never be forgotten that the most direct road to better talking machine and record business is found to lie in the direction of better community feeling towards music. Whatever helps to create even the desire for a harmonica benefits the talking machine business.

Old But Good

It is altogether too late to talk to dealers about getting in orders early for Christmas, for dealers who have put off the inevitable for so long as the present date are in all probability already doomed to a great deal of disappointment. But it is worth while pointing out, as the end of the year comes within our view, that the progress the talking machine industry has made towards complete and permanent stabilization owes very much to the consistent and persistent propaganda in favor of abolishing the seasonal buying which the trade papers, and especially The World, have given up so much of their space to preach. It is necessary to remember, however, that just in proportion as the dimensions of the industry increase, and its complexity increases parallel-wise, so also does the need grow and deepen for effective organization of its production. Just so far as buying is seasonal, that is to say, restricted to certain periods of feverish activity in placing orders, periods which may be all run into the space of three months in each year, so long will the manufacturing end of the industry be compelled to do less than justice to the retailing end. The manufacture of any article whatever, save the most primitive, is necessarily an undertaking much more hazardous than the selling of the same at retail, no matter on how large a scale. To render it less hazardous, security is the chief essential. By security is meant the assurance that production plans can be laid well ahead, for twelve months ahead at least, and that when laid they can be carried out without involving overproduction. The ideal is practical but dealers must do their share.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

BRISK DEMAND IN ALL LINES PRESAGES EVEN BUSIER DAYS TO COME BEFORE HOLIDAYS PASS

Dealers and Jobbers in an Optimistic Frame of Mind—Consoles Lead—Chicago Assuming Importance as Record-making Center—Other Important Activities of the Month

CHICAGO, ILL., November 8.—Throughout the retail trade talking machines are moving in a satisfactory manner, with the console models still leading. It is notable, however, that the cabinet types are moving better at this particular time than they have during the past year. This may be due to the fact that there is an apparent shortage in the console instruments

and that dealers are, therefore, pushing the up-rights. It is noteworthy regarding all types of instruments, whether they be of console, upright or portable models, that the workmanship shows much improvement. The finishes are much better in many of them and the same holds true of the materials used.

Many of the retailers report that there was

quite a sharp increase in business beginning the 30th of last month. This was due in all probability to the first snowstorm of the season which happened on that day and possibly caused the buying public to appreciate that the Christmas season is but comparatively a few weeks off. Whether or not this was the actual reaction to the season's first snowfall has not been positively determined, but, anyway, something started business a-rolling and made everyone happy. Records and sheet music are moving in such a manner that all retailers here are thoroughly satisfied with this end of the business. The same applies to those who are handling "small goods," and it might be mentioned here that there is much activity in the musical merchandise field, and the number of dealers handling band, string and small musical instruments is constantly growing.

John McKenna New President of Piano Club
Signal honors were conferred upon John McKenna, manager of the Chicago branch of the Columbia Phonograph Co., when the Chicago Piano Club elected him president for the ensuing year. Not only was that honor conferred upon Mr. McKenna, but Harry Schoenwald, sales manager of the Consolidated Talking Machine Co., came in for his share as well by having the secretaryship of the club bestowed upon him. The election took place in the Red Room of the Hotel LaSalle and was preceded by a banquet and a fine musical entertainment. Among the talent were Guyon's Paradise Orchestra, Gus Edwards (himself), the Jarros Trio, representatives from the Forster Publishing Co., and others.

At the first Monday noonday meeting over which Mr. McKenna presided he aroused the intense enthusiasm of the membership by giving an outline of the plans of the Chicago Piano Club for the ensuing year. The principal object of the club is to create a goodfellowship feeling among all branches of the trade, and now President McKenna proposes to step out and work for the cause of music to a greater extent among outsiders. While it is true that the Piano Club has already done a great deal by way of sponsoring music and musicians, Mr. McKenna's plans call for even greater activity.

One of Mr. McKenna's proposals is to arrange with some of the music schools of Chicago to require a certain amount of actual instruction work throughout settlement districts before the giving of teachers' diplomas to pupils. In furtherance of this scheme, President McKenna also suggested that a yearly concert be held in some prominent auditorium at which such students could demonstrate their work and progress.

Other plans and schemes too numerous to mention were offered by various members of the club and were taken under consideration, but whatever is done during the coming year, the Piano Club of Chicago is assured that with two able men at the helm, such as President McKenna and Secretary Schoenwald, the success of the Piano Club for the ensuing year will be greater than ever before.

A. J. Wolf Gets Important Post

It is announced that A. J. Wolf, who has been associated with the talking machine trade for over twenty years, is now manager of the talking machine department of The Fair. Mr. Wolf, who recently came from Canada, has had wide experience through his long association with Brunswick interests across the border. This department has recently been made larger by moving it from the third to the seventh floor where more space has been taken on and very

(Continued on page 110)



For The New Edison



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

NOT
Just Another Equipment
BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

attractive display rooms have been made. There has been no manager in the department since W. B. Papineau had to leave on account of illness some time ago, but C. C. Sweng, who is now in charge of the service department, has been acting as manager.

Mr. Wolf reports that he is surprised over the amount of business that is being done in all lines. "We are experiencing a very large Christmas trade," said Mr. Wolf, "and I am afraid that by the time Christmas comes it will be difficult to get enough goods to take care of the demand, especially for the higher priced models. This department handles all standard makes, including Victor, Brunswick, Sonora and Widdicombs, with a complete line of records and musical merchandise.

Chicago Becoming Recording Center

From the looks of things at this writing Chicago is destined to become one of the important recording centers of America. This city has been quietly at work building up its talent, and the talent in turn has been working its way up to national recognition. The recognition in turn has been noticeable in every direction, and consequently the recording companies have at last taken note of this recognition and have begun to do their stuff.

A few years ago it was rumored that there was a movement on foot by certain recording companies to establish temporary laboratories in this city, and after months of preparation this plan has been carried out in several instances. The number of record manufacturers recording in Chicago has gradually grown until to-day practically all of them are doing part, at least, of their recording work in this city.

The talk on the street at present is that before the end of the year every recording company in the country will have at least a temporary laboratory here to handle local talent. These recordings are stimulating the sales of records and sheet music to a remarkable degree.

It's an old story that every city or town boasts its home talent and the old "city by the lake" is quite logically like every other city or town in that respect.

L. C. Wiswell Enters Retail Field

The many friends in the trade of L. C. Wiswell, formerly manager of the wholesale and retail Victor departments of Lyon & Healy, of this city, will learn with interest that Mr. Wiswell has resigned from the Lyon & Healy organization in order to concentrate his activities on the development of his chain of retail Victor establishments. Mr. Wiswell controls several



L. C. Wiswell

stores in the most important sections of this city, and it is understood that he will add another South Side shop to his chain in the very near future. At present he is also president of the Fuller-Ryde Co., Victor retailers at Indianapolis, Ind., and of the West Music Co. at

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

Joliet, Ill. In addition to all of these Victor activities, Mr. Wiswell is president of the Hall Manufacturing Co., manufacturer of Hall fibre needles and an important factor in the phonograph industry.

As one of the most popular members of the talking machine trade, Mr. Wiswell will be able to give his retail establishments the benefit of twenty-five years' continuous service with Lyon & Healy. He is generally recognized as one of the most capable and efficient sales executives in the talking machine field, and for many years was active in the affairs of the National Association of Talking Machine Jobbers, having served as president of that organization. Before assuming his retail duties Mr. Wiswell was the guest of honor at a dinner given by his old friends and associates in the dining-room of Mme. Galli's Cafe. One of the features of the dinner was the presentation of a handsome pair of cuff links by the girls of Lyon & Healy's Victor department and a fireplace set from his friends who were present.

Sold Entire Output

I. A. Lund, sales manager of the Excel Phonograph Mfg. Co., has just returned to Chicago after a successful trip throughout the Eastern territory. On this trip Mr. Lund was successful in booking up the factory solidly for the balance of the year, and, since his return, has



Style J Mahogany



Style M

One of several beautiful console models

KIMBALL PHONOGRAPHS

Sales Show Great Activity

DEALERS and individual customers are buying the phonograph that bears the name of the reliable manufacturer—

The Kimball name means satisfaction. Compare the Kimball in construction, in visible beauty or tone and accurate reproduction and there is none to excel.

The excellence and convenience of the Upright type of phonograph should not be overlooked.

In the Kimball of both Console and Upright types there is variety of design and wide range of prices.

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

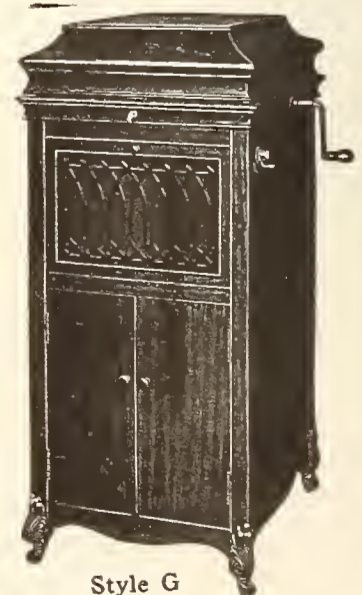
Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs; Distributors of Okeh Records



Style G

One of several beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

made the announcement that no more business will be taken on and that only orders are being accepted for 1924 delivery.

Ashley Analyzes Coast Conditions

In a recent exclusive interview with the Chicago representative of The Talking Machine World, Merwin F. Ashley, vice-president of the Krasco Mfg. Co., talked about California. "We," said he, "who live in the Central West, particularly in big cities like Chicago, Detroit, and even those in the East, like New York and Boston, hear much about business activities of the California district, particularly in and about Los Angeles.

"From the stories we have heard we had naturally come to the belief that this locality is enjoying what is known as a boom, with everybody rushing in, spending their money, and rushing out again.

"As we note from past experiences, boom pe-



Merwin F. Ashley

riods are like bubbles which sooner or later explode and leave nothing behind them. When, however, one takes a trip through California, one is obliged to admit that the supposed boom is in reality nothing but an expression of normal activity.

"To the newcomer the Los Angeles district, on the surface, has the earmarks of a boom section, and only after a real study is made of the business conditions there does one find out that he is mistaken.

Positively
Eliminate
Surface
Noise



Cannot
Possibly
Injure
Records

Your Trade Wants These Wonderful Needles

Talking machine owners who appreciate the marvelous musical value of their machines want to bring out the best in records—the way to accomplish this is to play with HALL FIBRE NEEDLES.

Semi-permanent; play 30 to 50 records with each needle.
Profitable—will sell more better-class records.
HALL FIBRE NEEDLES Combine Quality and Service.
Stock them at once and avoid disappointment by not having them during the Holiday period.
Ask your wholesaler for circulars or send direct to us for The Needle the "Tongue of a Talking Machine" and "Records on Approval" for your trade.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

"Just as many Easterners imagine that Chicago is a wild and woolly overgrown village, without any aim in life, large numbers of us here in the Central West have the same ideas concerning the Coast metropolis, but the proof of the pudding is the eating, and mistakes rectify themselves just as quickly as a real insight can be obtained.

"The money going into the California territory is being put there to stay. It is being utilized in the erection of manufacturing plants, in large buildings, in harbors, etc. They are not merely digging holes in the earth, like in the old mining days, and getting nothing for their labors except the hole. On the contrary, California is the coming country, and offers wonderful opportunities for our music industry.

Myer & Weber Now on Michigan Avenue

One of Chicago's oldest retail music stores, that of Myer & Weber, has moved from 120 South Wabash avenue to 174 North Michigan boulevard. This firm was one of the pioneers of Piano Row. The business was formerly con-

finned to pianos exclusively, but several years ago this concern branched out by taking on an exclusive retail representative of the Cheney Talking Machine Co. The present move is due to the fact that the old location was part of the property occupied by the Palmer House, one of Chicago's most famous landmarks, which will be wrecked in the near future in order that a new and larger hotel may be put up in its place.

Myer & Weber have been doing business in the same store on Wabash avenue for over thirty-three years. The business is now conducted by Carl Weber and his son Targot. The new location on Michigan avenue offers bigger possibilities for retail distribution, owing to the fact that it is in the heart of Chicago's new link bridge section, the main thoroughfare connecting Chicago's north and south sides. The advertising value alone of the location is tremendous. The store will be beautifully decorated throughout and will be brightly lighted

(Continued on page 112)

ORO-TONE PORTO-TYPE

For Christmas Sales

This year all records for heavy holiday buying will be shattered. Indications point to enormous Christmas sales. Will you be prepared to make prompt deliveries on ORO-TONE PORTO-TYPES, the phonograph sensation of the year?

SPECIFICATIONS

Height 7½ in., Width 11½ in., Length 16½ in. Weight 20 pounds. Plays two records with one winding. The automatic arm and reproducer on this PORTO-TYPE is shown and described on another page of this issue of Talking Machine World.

The ORO-TONE PORTO-TYPE is especially suited for small apartments and for buyers who want a high-grade yet inexpensive phonograph for the home. The splendid volume and quality of the tone produced by this wonderful PORTO-TYPE is due to full sized ORO-TONE equipment used. Sample will be sent promptly on approval.

List Price \$37.50

Usual discount to responsible dealers. Advertising helps free.



Showing position when playing lateral cut records. Has detachable record file. Case exceptionally durable and finely finished.



Shows position when playing vertical cut records. All adjustments are automatic. The most attractive and practical porto-type phonograph made.

1000-1010 George St. *The Oro-Tone Co.* CHICAGO ILLINOIS
QUALITY FIRST

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

during the evening for the benefit of the thousands of motorists who pass it.

Murray Home From Great Britain

C. R. Murray, general manager of Barnhart Brothers & Spindler, has just returned from a month's vacation, which he spent visiting Great Britain. Owing to press of business at the plant during the Summer months Mr. Murray was unable to take his vacation until this late date. From his present appearance he benefited greatly from his outing.

Mr. Murray is a golf enthusiast and while traveling through Scotland took advantage of the opportunity to play a few games on the famous links of the St. Andrew's Club.

Forster Adds to Staff Artists

Announcement has just been made by Johnnie Fink, manager of the Forster Music Publisher, Inc., this city, that he has just signed up Moe and Elsie Thompson, of St. Paul, Minn., as exclusive Forster staff artists.

Moe Thompson is said to be the most popular song entertainer in that city and is a headliner



Moe and Elsie Thompson

at the Ambassador Cafe. His sister, Elsie, has charge of the organists of the Finkelstein Theatres here, and she, too, is a headliner of much prominence. Both Moe and Elsie Thompson are songwriters who have put over many clever numbers in the past year, among which is "Seal It With a Kiss," which will shortly be published and marketed by the Forster Co.

Mr. Fink and the Thompsons have been



INCORPORATED UNDER THE LAWS OF ILLINOIS

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.



SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Astoria Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

friends for many years, but it was not until the return of the artists from their successful trip to Chicago, where they recorded exclusively for the General Phonograph Corp., that he signed them up as exclusive staff writers for Forster.

Visiting New York

Gus Fricke, president of the Lakeside Supply Co., has just returned from a visit to New York where he spent about a week in calling on talking machine parts manufacturers. Mr. Fricke has just brought out a new motor built along quite novel lines, which is said to be simpler than almost any other known. He has been showing it to many of his friends in Chicago and when news of its introduction reached the Eastern metropolis it aroused so much interest that several of the foremost manufacturers in the New York territory invited Mr. Fricke to call on them to demonstrate it.

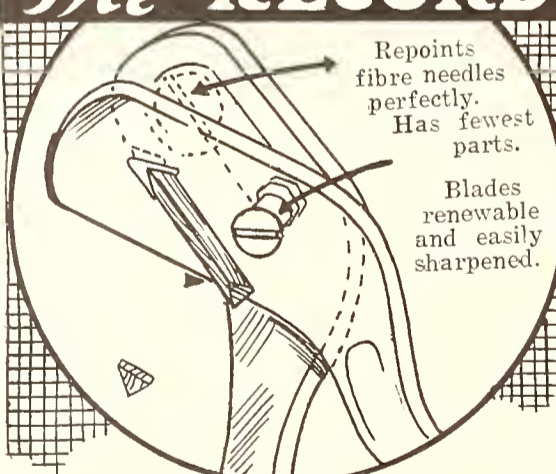
Mr. Fricke's plans for marketing the new motor have not been announced as yet, but several of his friends on the inside who profess to know claim that one of America's largest motor manufacturers has offered to take on the building and marketing of it.

Local Talent Makes Okeh and Odeon Records

From a recording standpoint Chicago saw two of its most active weeks during the latter part of October, while the recording forces of the General Phonograph Corp. were recording here. Those of the Okeh forces who came to Chicago for the purpose of doing the recording, or attending to some of the details pertaining thereto, were A. Bergh, musical director; C. L. Hibbard, recording engineer; Pete Decker, assistant recording engineer; A. Thallmayer, manager of the Okeh Foreign Division, and R. S. Peer.

(Continued on page 114)

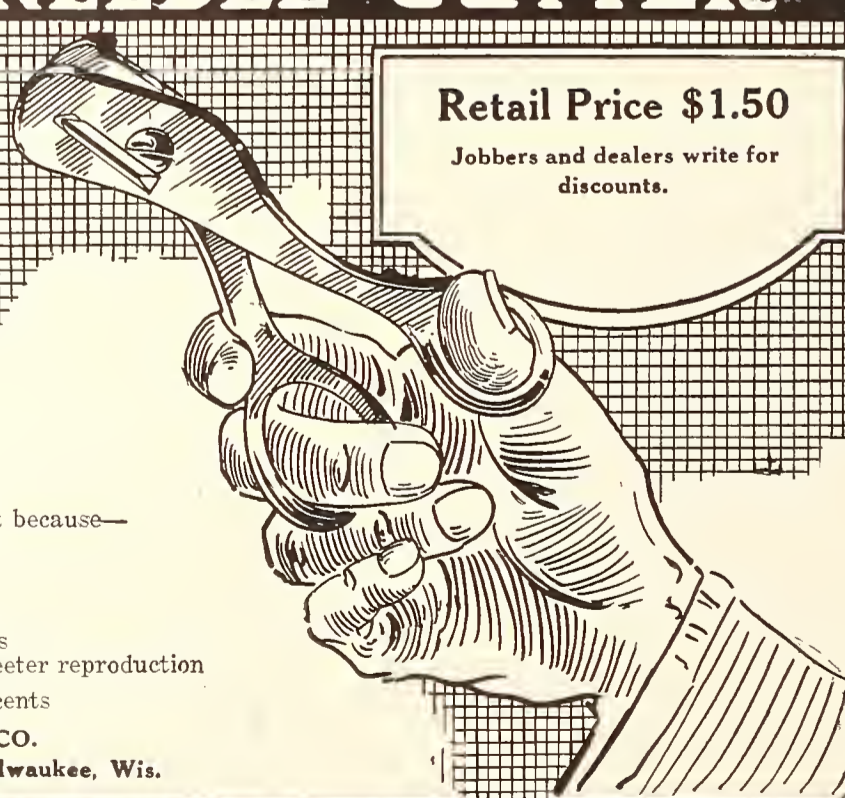
The RECORD NEEDLE CUTTER



Repoints fibre needles perfectly. Has fewest parts. Blades renewable and easily sharpened.

Retail Price \$1.50

Jobbers and dealers write for discounts.



Best Selling Fibre Needle on the market because—

- Easily operated, cuts like pair of scissors
- Does not crush fibre shell
- No variation in angle
- Cuts with grain of needle to the point
- Makes possible economical use of fibre needles
- No scratched records, giving longer life and sweeter reproduction

Write for sample—Post paid 90 cents

BADGER TALKING MACHINE CO.
191-93 Fourth Street Milwaukee, Wis.

The Badger Talking Machine Co.



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher
 Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

A temporary recording laboratory was erected on the fourth floor of the Consolidated Talking Machine Building at 227 West Washington street and numbers were recorded by local artists, including many of Chicago's best musical talent, such as orchestras and singers.

Among those who were recorded were Moe Thompson and his sister, Elsie, who came on from St. Paul. Moe Thompson is headliner and manager of the musical entertainment at the Ambassador Cafe, St. Paul, and his sister, Elsie, is one of the leading organists in that city and directs the organ entertainment in the various Finkelstein houses. The discovery of Moe and his sister, Elsie, was due to the work of E. A. Fearn, who has been watching their progress for many months past, and when their popularity had assumed great proportion in that section of the country Mr. Fearn lost no time in signing them up as exclusive Okeh artists.

The actual recording was done by Messrs Hibbard and Decker and it can be said without flattery that the work of these gentlemen was, to say the least, remarkable. Many artists who can boast of unusual talent were practically helpless when placed before the recording instruments, and it was into this breach that Messrs. Hibbard and Decker stepped, bringing them through in ship-shape manner. In the recording processes Mr. Fearn, of the Consolidated Co., showed himself an able director.

Vitanola Co. Activities

In former years manufacturers encouraged dealers to anticipate their wants for the holiday trade, but it has usually been a tough proposition. Many dealers were new in the game and could not appreciate what a factory is up against. However, through constant work the manufacturers have at last managed to get their dealers to co-operate with them to a very high degree and to anticipate their wants far enough in advance to enable the manufacturer to work on a well-planned schedule.

It might be said that in this territory one



THE LIDSEEN FIBRE NEEDLE CUTTER

Is the Only Cutter which will sharpen the needle without necessitating its removal from the tone arm.

It thereby overcomes the only objection to the fibre needle.

Selling Lidseen Fibre Needle Cutters will not only be profitable to you, but will greatly increase your fibre needle sales.

Write today for further details and prices

LIDSEEN PRODUCTS
830-846 South Central Ave., CHICAGO

concern which is most fortunate in obtaining the close co-operation of its dealers is The Vitanola Talking Machine Co. This co-operation in turn has enabled the Vitanola Co. to arrange its production schedules so that instruments are being shipped exactly as promised when the order was received. This working schedule has in turn spread a feeling of satisfaction throughout the entire Vitanola family, and all Vitanola dealers feel sure that they will be able to take care of holiday business satisfactorily. This co-operation has brought the output of the Vitanola plant up to its full capacity and so permits officers of Vitanola to already begin their plans for the year 1924.

Karig Shows Trotter Motor

K. Karig, of the mechanical department of the Plymouth Phonoparts Co., Plymouth, Wis., and Lake laboratories of Elkhart Lake, Wis., spent a few days in Chicago recently calling on manufacturers.

Many of Mr. Karig's calls were educational. He visited the mechanical departments of a number of manufacturers who use the Trotter electric motor put out by his company, and talked to the workers on its construction, maintenance and service. Mr. Karig was much pleased with the outlook for the electric motor and indicated that large numbers of manufacturers expect to use the electric Trotter motors in 1924.

Eliminate Trouble Possibilities

On several occasions The Sterling Devices Mfg. Co. has had its attention called to the fact that when stylus bars of the Sterling enclosed reproducer need repairing it is necessary to send the reproducer back to the factory, because of certain technical features which present obstacles to ordinary repair men.

This was due to the fact that in the old type Sterling reproducer the stylus bar is constructed

(Continued on page 116)



Vitanola 46
List Price, \$175.00
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
List Price, \$125.00
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

VITANOLA
The Phonograph of Marvelous Tone

The Biggest Dollar for Dollar Value on the Market

There must be a reason why our factories are working to capacity.

Quality machines at prices that allow dealers to make their necessary profit.

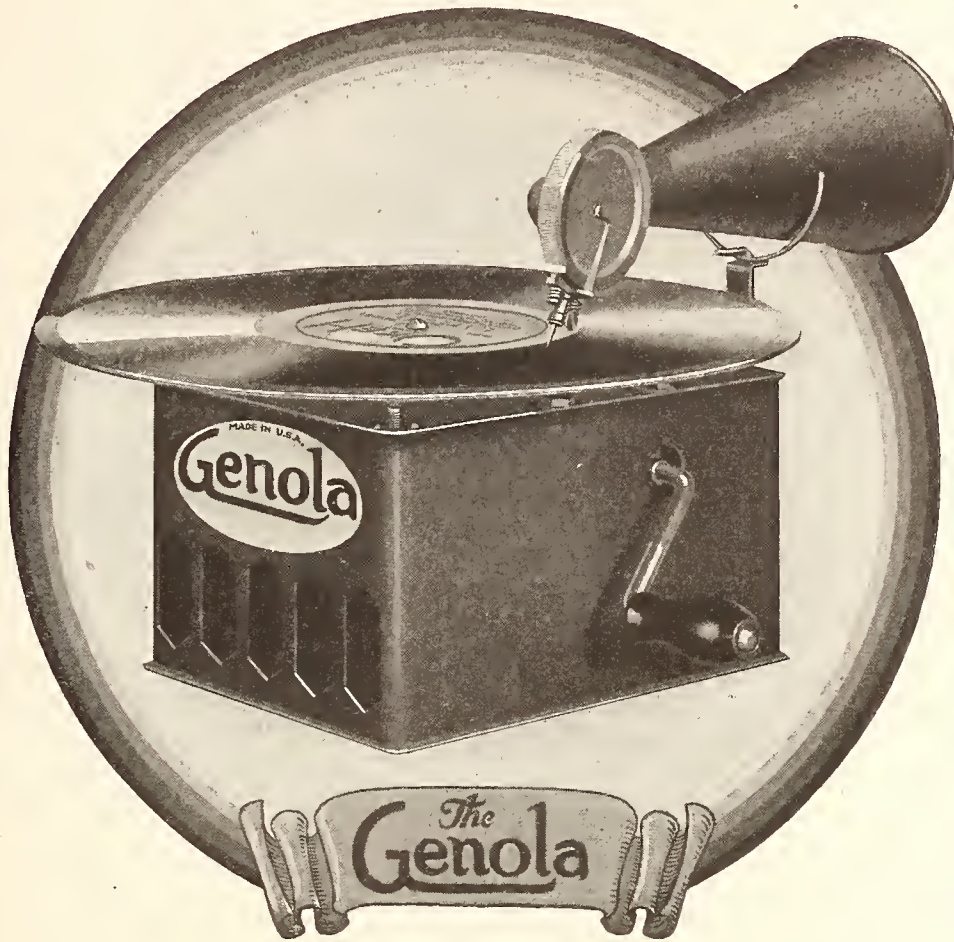
Write for catalogue "F" and dealers' prices, from which you will understand why Vitanola dealers stick to the line and prosper.

VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

"It is easier to sell the Vitanola than to compete with it"



a \$5
Retail
Article

ARE THERE ANY OF
THESE IN YOUR TOWN?

**Put a "Genola" on Your Counter
—Folks Will Come to Marvel**

The volume of good music coming from such a tiny source will arouse buying interest and cause comment.

"Just bought the best little phonograph I ever heard. Genola, it's called. Small enough to fit in your hat, but it isn't a toy. And play? Ten-inch records, too! Say, go over and hear it. For \$5, it's certainly a bargain."

Conversation like the above will sell many more Genolas. Exceptional value is so obvious in this little phonograph that it opens the way for a sale to everybody. There's a quick turnover and a nice profit here, Mr. Dealer, without the usual risk in handling novelties. Order your Genolas now.

Some of the reasons why people wonder and talk!

The contrast between Genola's size and its ability to reproduce awakens immediate interest. The little instrument—only 8¼ x 5½ x 7½ inches—contains a real phonograph motor.

The Genola is American-made throughout—priced low, due to quantity production. Not an importation.

The handsome black japanned case is complete with horn.

The Genola plays all lateral cut, ten inch records.

Here is obviously a lot of phonograph value for \$5.

- Barber Shops
- Shoe Shining Parlors
- Confectionery Shops
- Drug Stores
- Smoke Shops
- Fraternal Organizations
- Boarding Houses
- Police Stations
- Fire Stations
- People in Moderate Circumstances
- Rest Rooms
- Billiard Parlors
- Bargain Seekers
- Parents
- Schools
- Nurseries
- Hospitals

Then you know specifically who will be a few of your many Genola buyers.

Sample for \$3.⁵⁰ f.o.b. Chicago, Detroit or Minneapolis.

Dozen for \$3.35 each, " " " " "
50 for \$3.25 each, " " " " "
100 for \$3.10 each, " " " " "

1,000 for only \$2.85 each, f.o.b. factory

CONSOLIDATED TALKING MACHINE CO.

2957 Gratiot Ave
Detroit, Mich.

227-229 W. WASHINGTON ST.
CHICAGO

1121 Nicollet Ave.
Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

of two pieces soldered together. The solder occasionally loosened and blasting would then occur. In the new type of Sterling reproducer, however, this two-piece stylus bar is done away with and a cleverly constructed one-piece bar is used instead.

Another improvement in the Sterling product has been made at the base of the tone arm. Heretofore, this tone arm, which embodied the old-fashioned ball-bearing race-way, has entailed difficult assembling methods, but it has now been replaced by a new type of annular ball-bearing race-way, such as is utilized in the wheels of automobiles. Anyone familiar with automobile wheels knows the two annular ball-bearing race-ways used on both sides of the hub. In the construction of the new Sterling base the same principle is used, and this permits greater freedom of movement of the tone arm.

Another improvement in the Sterling product is seen in the new throw-back. Heretofore

Sterling offered only non-throw-back arms, but is now in position to offer both. The old pivot type base is retained for those who want it.

Brunswick Christmas Campaign

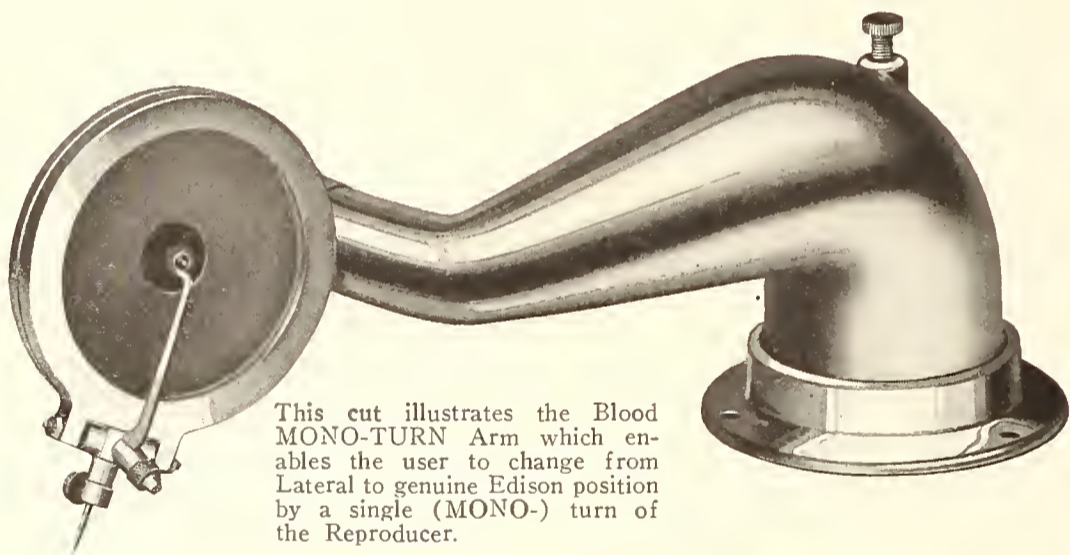
Announcement is made by the sales promotion department of the Brunswick-Balke-Collender Co. of a complete Christmas dealer campaign which offers the dealer a perfect tie-up with the Brunswick national advertising campaign both in newspapers and magazines during the month of December. These advertisements consist of seventeen retail ads with beautiful art work selling copy. The company is supplementing this campaign by offering the dealers several beautiful Christmas record delivery bags in four colors, a two-color folder on the different instruments and two-color record cards, making what the company considers one of the most complete dealer Christmas campaigns ever inaugurated.

Some New Features Planned for 1924

This week the Blood Tonearm Co. made the

WHY NOT

Look about you and see the number of very successful concerns marketing original or modifications of original BLOOD ideas—there's a reason:



This cut illustrates the Blood MONO-TURN Arm which enables the user to change from Lateral to genuine Edison position by a single (MONO-) turn of the Reproducer.

BLOOD ideas and products are accepted and recognized by the trade as being mechanically perfect—that's why they're big sellers and keep our factory working night and day.

When in need of high grade tone arms and reproducers why not come to the original source of production.

*Save Money—Worry—and
Confusion*

The Blood Tone Arm Company
326 River St. CHICAGO, ILL.



Patented Aug. 14, '23
Other Patents Pending

For Extra Profits Thank the Triplex:

Even rival cabinet designers and manufacturers are proclaiming the Triplex Artistic Phonograph as the finest, most efficient and beautiful Talking machine ever conceived.

Beautiful pictorial or decorative subjects are sold or exchanged, either ready made or the parts for owners to make to suit individual taste; as well as Records. Portable only may be sold and at some other time the Cabinet alone. The Triplex Artistic Phonograph meets every need in any house and for any occasion. The Triplex gets customers and holds them. Owners are delighted. Sales talk is short.

Turnovers and total profits greater than on any other talking machine. 1924 Model now ready. List Prices \$110.00 and up.

Triplex Artistic Phono. Co.

Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

announcement, from its headquarters at 126 River street, that many new features and improvements will be added to its new line to be introduced to the trade early in 1924. The new line consists of many novel improvements in the Blood product, among which may be mentioned the new method for preventing any loose joints or parts. Just what these new improvements are has not been definitely announced, but it is understood that they entirely eliminate the possibility of joints loosening by keeping the moving parts constantly lubricated.

Records by Wendell Hall

The first record made by Wendell Hall, of local fame, has just been released on Gennett records and a big sale is anticipated, especially in the Middle West where Mr. Hall is very well known through his radio activities. The records are very clever and original. The titles of the songs recorded by Mr. Hall are "It Just Keeps on a Rainin'" and "The Red Headed Music Master," introducing "Red Hot." The number is 5271. These numbers were recorded in New York, and Mr. Hall accompanied himself on the ukulele.

Interesting Saxophone Literature

"The saxophone is here!" The above is the opening line seen on a new circular just gotten out by Cole & Dunas. Following this is some effective text matter, telling how the saxophone got here and of its possibilities. This is followed by illustrations of saxophones, with their prices and trade names. The close of the circular text matter is devoted to a number of "harmonies," clever little quips having to do with music and the saxophone. The circular, which was edited by Joe Dunas, of Cole & Dunas, is being placed in the dealers' hands and is a four-page affair. There is a space open for the insertion of the dealer's name.

DeForest Co. Sales Meeting

H. H. Roemer, general sales manager of the DeForest Radio Telephone & Telegraph Co., held a get-together meeting of his sales forces in the LaSalle Hotel, Chicago, recently. All of Mr. Roemer's men who handle the Central Western territories were at the meeting and sales plans were made for a campaign, the like of which has never been seen in this section before, so far as radio is concerned.

Mr. Roemer also outlined plans for the year of 1924 and kept his salesmen up considerably by showing some of the new products which the DeForest Co. contemplates putting on the market, beginning with 1924.

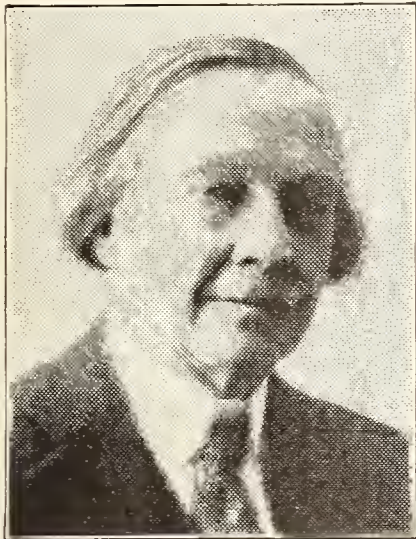
"Heretofore," said Mr. Roemer to a World representative, "one of the big bugbears of radio was the service question, but the trade can now rest assured that this is now eliminated, or at least will be so completely with the introduction of the latest DeForest receiving

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

sets. In other words, DeForest instruments are now being made so that there is practically no service necessary. A great deal of the improvement is in the loop antenna we are using on our sets. All that is necessary to do with the new instruments is to replace a battery or a lamp occasionally."

Professor Cheney Ends His Western Tour

Professor Forest Cheney, of the Cheney Talking Machine Co., returned to this city on October 30 from a two months' tour of the Pacific



Prof. Forest Cheney

Coast region. During his travels he visited some of the most important cities in the Central West and in the States of Oregon, Washington and California. His visits to these localities brought him closely in touch with general business conditions, and the facts he learned on his trip have caused him to believe that certain territories in the Coast section give every promise of becoming recognized as centers of the nation's wealth.

"In certain places throughout the Coast re-

gion," said Professor Cheney, "particularly in the Los Angeles district, there is a tremendous influx of tourists and homeseekers. They have usually been supposed to be only transients, but this is by no means true of them all. Statistics show that many of them become fascinated with the Pacific Coast, invest their money in local real estate and commercial activities and remain permanently.

"For example, the building that is going on there is remarkable. It is true there are a number of flimsy bungalows being erected, but most of the buildings, as a matter of fact, are substantial affairs, costing anywhere from \$5,000 to \$20,000 apiece. Then, again, take a look around at the countless number of oil derricks already erected and in course of construction. This means that wealth has been brought there, as anyone who is familiar with the oil business knows that it takes thousands and thousands of dollars to drill an oil well.

"But to get away from the realty and oil business, let us look on the other side. For example, the farming situation. Both California and Washington are producing a wonderful

wealth of farming produce, especially in fruits, which is calling to those States tremendous amounts of wealth, not only for investment but as returns from the activities of the farmers. In California and Washington the farmers are exceptionally well organized and this is having a telling effect in building up the financial status of these territories. The Japanese catastrophe was the cause of much activity throughout the lumber districts in Washington, which, in turn, is having its reaction on general business. Oregon, however, is not so fortunate, for its farmers are practically unorganized and taxes are said to be very, very high."

While Professor Cheney was making his trip through the Coast States he not only got in close touch with the music dealers, but he was fortunate in meeting important people in practically every walk of life. In all he made twenty-four public addresses, and attended banquets at such clubs as the Rotary, Kiwanis, Fellowship and Advertising Clubs, and Chambers of Commerce. He also made addresses at many high schools before the students. His

(Continued on page 118)



Improve the appearance of your doors by using our No. 1008 semi-concealed hinge

Cut Above Shows Exact Size of Hinge

Regular finish is in nickel, but other special finishes may be had upon writing for samples and prices.

This little device is especially sturdy in construction and is made so that the screw holes are set in a position to readily adapt themselves to practically any sized door without fear of losing screw grip solidity. Can be used on any door from five-eighths inch to seven-eighths inch in thickness.

Write for Our Special Prices on Jones-Motrola. Samples \$8.50

LAKESIDE SUPPLY COMPANY

73 W. Van Buren Street CHICAGO, ILL.

Oro-Tone No. 4 Automatic

The Most Scientific Edison Equipment Ever Produced



SHOWING POSITION FOR PLAYING VICTOR AND OTHER LATERAL CUT RECORDS



SHOWS POSITION FOR PLAYING EDISON AND OTHER VERTICAL CUT RECORDS

- the ORO-TONE No. 4 Edison equipment automatically gives the correct weight on the record, the correct needle center and the correct angle of the reproducer.
- there are no weights to shift, no adjustments to make, a simple turn of the hand and your phonograph is ready to play either lateral or vertical cut records perfectly.
- the No. 4 AUTOMATIC will not damage records, due to perfect weight adjustment, the correct needle center and the sensitive operation when playing.

PEOPLE who buy Edisons do so because they know that the Edison does actually recreate the original. That is why they want to equip their Edisons for playing lateral cut records, with the best attachments obtainable. The new ORO-TONE No. 4 is worthy in every way of being associated with the superb Edison for playing lateral cut records. Sample will be sent on 30 days' approval.

Nickel	\$7.00
Gold	9.00
Oxidized (Antique Bronze).....	9.00

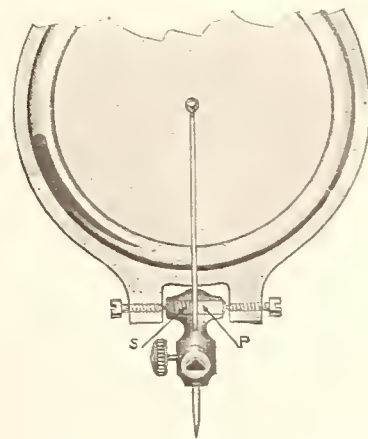
Packed in fancy box with our two-year guarantee on each box. Usual discounts to responsible dealers.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Ill.

Ask your Edison jobber for sample.

Distributed in Canada by R. S. Williams & Sons Co., Toronto, Montreal and Winnipeg.



Equipped with this new ORO-TONE AUTOMATIC pivot point reproducer—the most scientific and satisfactory reproducer ever made—will not wear loose—always perfect in operation.

W. W. KIMBALL CO. SERVICE

Oké Records

Records of Quality

The popular "hits of the moment" as well as the records that continue as "best sellers"; famous singers and instrumentalists.

W. W. KIMBALL CO., Wholesale Distributors.

306 So. Wabash Ave.

Kimball Building

CHICAGO

The dealer anywhere who establishes his connections here has the service that only experience can make available. Kimball all-the-year-around, ready friendly assistance helps to solve selling problems.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

talks were varied and their subjects ranged from advertising and publicity propaganda to modern inventions, the influence of jazz on business, the purpose of fine arts, music as a science, etc.

Urge Uniform and Conditional Sales Act

On Monday and Tuesday, October 22-23, the third annual convention of the Illinois Music Merchants' Association was held at the Jefferson Hotel, Peoria, Ill. A goodly representation of talking machine men from both the wholesale and retail branches of the trade was present. Although not quite so large in point of attendance as previous gatherings the convention was a big success, both from a business and an entertainment standpoint, and great credit goes to the retiring president, Charles C. Adams, and his fellow officers for the arrangements made to receive the visitors. In spite of the fact that many of the dealers were busily engaged with their own affairs, owing to the Fall business which naturally accumulates at this time of the year, nevertheless many found or took the time to travel to the State's second largest city.

Following registration in the morning the conventioners were taken Monday afternoon on an automobile ride through the city of Peoria. In the evening the president gave a dinner at the Peoria Automobile Club, some seventeen miles out of Peoria, Ill. This was a highly successful affair. After dinner President Adams introduced James P. Lacey, music merchant of Peoria, who acted as toastmaster. Mr. Lacey had arranged the program of entertainment, in which Willard Beller, pianist, and Pearl Bradford, soprano, of Lyon & Healy artists' department, figured. Another representative of Lyon & Healy, E. J. Fishbaugh, superintendent of the Lyon & Healy plant in Chicago, addressed the convention on "The Manufacturer's Viewpoint of His New Products." Billy Collins, also of Lyon & Healy, closed the affair with several very interesting humorous readings.

On Tuesday morning, at the first business session, W. W. Kerr, of the Cable Company, was the principal speaker. He urged the members of the State Association to co-operate with other State organizations in securing the passage of a uniform and conditional sales act. The value of such an act to retail talking machine houses doing an instalment business was forcefully presented by Mr. Kerr, who showed how such an act, if passed, would overcome many of the troubles which Illinois retailers are now confronted with. One of the most resultful acts of the entire convention came from this discussion, viz., the appointment of a committee consisting of Guy Hornish, of Peoria; Fred Hanger, of Lincoln, and M. G. Ogle, of Galesburg. These gentlemen will work with the Credit Men's Association, the Illinois Furniture Dealers' Association and the State Chamber of Commerce in endeavoring to secure the passage of a uniform conditional sales act.

Tuesday noon the music men attended a

The BROADCASTER CORPORATION



Model C-3
Specifications:
39 inches wide, 23 inches deep,
35½ inches high. Gold plated.
Three-spring motor. Plush-velvet
turntable. Piano hand-polished
finish. Finished in Mahogany
and Walnut. 5/8-ply
Veneers

Users of either large or small quantities of talking machines are urged to write for information regarding our line—useful for special sale purposes.

Write for price list and specifications of our other models.



Model C-4
Specifications:
35½ inches wide, 22½ inches
deep, 35 inches high. Central lid
opening. Two-spring motor. Fur-
nished in either nickel or gold.
Piano hand-polish finish in Ma-
hogany or Walnut. 5/8-ply
Veneers

A Bigger Plant
A Greater
Organization

Facilitates a larger
and more Superior
Talking Machine
Production at
LOWER PRICES.



Model No. 3
BROADCASTER
50" High, 20" Wide,
20½" Deep. Guaranteed
two-spring motor. Figured birch
5-ply. Finished in
mahogany and wal-
nut. French pol-
ished. Finish or dull.
A Rare Buy!

Broadcaster Corporation

(Successor to the Linerphone T. M. Co.)

New Plant

2414 to 2430 W. Cullerton St.
CHICAGO, ILL.

FROM CHICAGO HEADQUARTERS
(Continued from page 118)

luncheon at the Lions Club, where John McKenna, president of the Chicago Piano Club, was introduced as the guest of honor and toastmaster. Then came some highly interesting entertainment features, given by Axel Christensen, also of the Piano Club of Chicago. The principal speaker at this luncheon was the Superintendent of Schools of Peoria, John Fisher.

The Tuesday afternoon session was addressed by W. F. McClellan, secretary of the National Association of Piano Tuners, after which the annual election of officers followed, with the following results: Fred P. Watson, of Mt. Vernon, president; O. F. Anderson, Springfield, vice-president; J. E. Rice, Mt. Olive, second vice-president; R. J. Van Fossen, Beardstown, secretary, and Lloyd Parker, treasurer.

The annual banquet was held on Tuesday night in the Palm Room of the Jefferson Hotel, when the retiring president, Charles Adams, introduced the new president, Fred Watson. Addresses were made by Roy S. Dunn, representing the National Piano Travelers' Association, and M. J. Kennedy, secretary of the National Association of Music Merchants, who emphasized the value of good-fellowship and better co-operation between local associations and the national body.

The guest of honor and chief speaker was T. M. Pletcher, president of the Q R S Music Co., who gave a highly interesting talk on salesmanship in the music trade and the opportunities that lie before the energetic music merchant. In illustration, he emphasized the value of radio and the manner in which it was being featured successfully by numerous members of the music trade.

The phonographs exhibited at the convention included the Sonora line, which was shown by J. F. Corcoran; the Howezie record rack, with O. H. Eliel in charge, and the Davenport Phonograph Accessories Co., E. Q. Hewping in charge of this display.

New Hall Needle Display

The Hall Mfg. Co. has had prepared a very artistic window display card featuring the Hall fibre needle. This carries photographs of the various departments of the Hall plant, and under each is descriptive matter telling of the



Fibre Needle Window Display

processes through which the Hall fibre needle goes in each department.

At the side of the display card will be found samples of fibre in all the various stages through which it goes from the time it enters the factory as raw material until it passes out as a finished product. Text matter is also found here telling about these various stages of the needles' progress. A large number of these window displays have already been sent out and

(Continued on page 120)

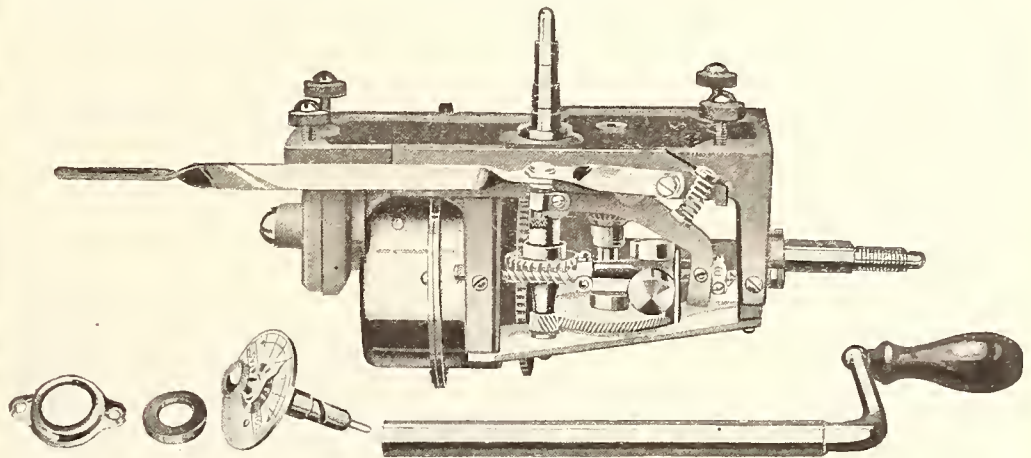
The Motor



**The Hall Mark of Dependability,
Service and Quality**

Two Million in Use

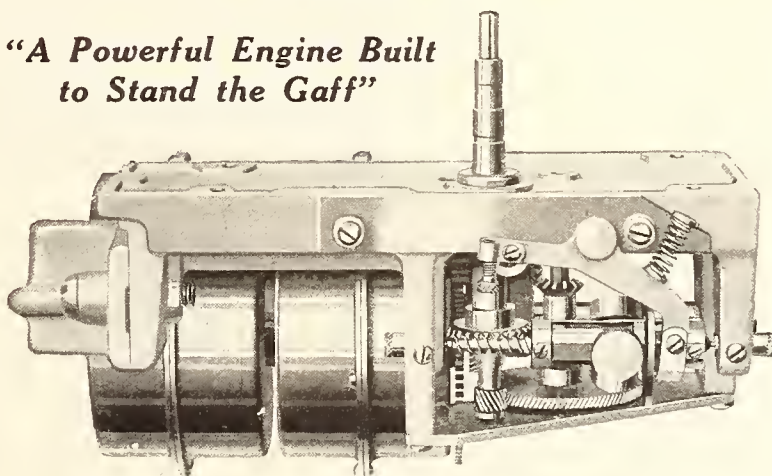
and giving satisfaction. A revelation in smoothness and quietness. Each and every part used in the building of a Krasco Motor is produced by the Krasco Manufacturing Company. Krasco is built—not made or assembled.



SIX SIZES

From a double spring motor playing four 10-inch records
to a
Four spring playing ten.

*"A Powerful Engine Built
to Stand the Gaff"*



**Krasco Motors Are Interchangeable as to
Mounting—Borings for One Fit All**

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.

*May we quote you prices and
send descriptive literature?*

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

have proved very effective in stimulating trade for Hall fibre needles.

Art in Phonograph Design

In these columns last month reference was made to a chronological chart compiled by the Windsor Furniture Co. which goes back to primitive days and takes up the growth and progress of art and furniture in a sort of "family tree" style right up to the present day. In the beginning it deals with the most primitive styles of furniture and gradually comes up to the present-day types, and at various times it branches off, showing the influences of certain types upon the so-called period designs.

One branch of this "tree" is particularly interesting in that it deals with the Italian Renaissance period, how it was influenced by the Greek age and how these, in turn, are having their effects upon the present-day architecture and design in furniture.

In these periods much attention was paid to the human figure from a carving and sculptural standpoint. The furniture designers in those days, in keeping up with the demands of the times, made use of the figures and utilized them in the making of legs, for example.

In the furniture of the day we very frequently

find the use of the human figure in designing furniture, particularly in consoles, serving tables and wall tables, as well as an occasional use of them as pilasters in the construction of very expensive pianos.

Some thirty years ago the Windsor Furniture Co. had on exhibit in the furniture building at the World's Fair, Chicago, some very fine samples of carvings of the human figure as applied to high-grade furniture. It will be remembered that some of the World's Fair buildings were destroyed by fire, including the one in which these carvings had been displayed. Happily, however, the Windsor Furniture Co. managed to rescue a large amount of its exhibit and has since that time kept these carvings as souvenirs.

Since the introduction of the console talking machine the Windsor Co. has made use of carvings of the human figure in embodying it in several of its designs of high-grade console talking machines. The resurrection of these carvings and their application to modern console talking machine design have created unusual interest throughout the trade, which has, in turn, caused considerable demand for high-grade Windsor art models. So great has this

demand become of late that the Windsor Co. has been making plans further to increase its production of these instruments and in this connection is utilizing its aforementioned chronological chart for the benefit of dealers.

Gulbransen-Dickinson's Significant Bulletin

The September bulletin of Gulbransen-Dickinson has some of its space devoted to a mass photograph, showing nineteen Gulbransen dealers' billboards. From the standpoint of publicity there is something very significant in this photograph of the group of billboards which should arouse much interest throughout the talking machine trade.

The billboards in question just pertain to the Chicago territory and show the co-operative publicity existing between a number of live Gulbransen dealers and the Gulbransen Co. In all the Gulbransen has forty-two dealers in Chicago, all of whom take advantage of the Gulbransen publicity service, but the above-mentioned nineteen have been picked at random. It is an impressive list and eloquent testimony to the standing of the Gulbransen in this city.

The significant thing of these nineteen posters is that sixteen of them devote some of (Continued on page 122)

Oro-Tone Automatic No. 16

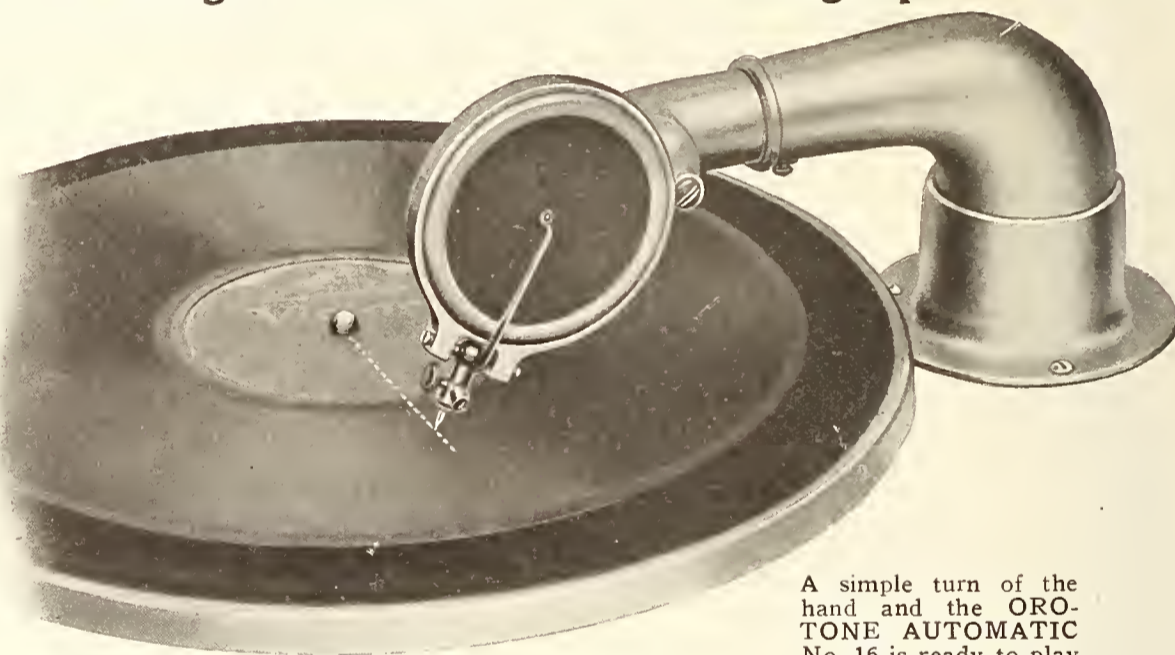
Means More Selling Power for Your Phonograph

No Weights
to Shift

No Adjustments
to Make

AUTOMATICALLY

- gives correct weight on record
- centers needle on record
- permits correct reproducer position



A simple turn of the hand and the ORO-TONE AUTOMATIC No. 16 is ready to play either lateral or vertical records perfectly. All adjustments work automatically.

ADVANTAGES

The No. 16 AUTOMATIC is attractive in appearance and perfect in operation. It gives a powerful, rich, mellow tone that charms the ear of both dealers and customers. It is equipped with the wonderful ORO-TONE automatic pivot point reproducer, the finest scientifically designed reproducer on the market.

Tests have demonstrated the preference of the public for the ORO-TONE AUTOMATIC No. 16. This will mean more sales and more profits for your line. We invite you to test the new ORO-TONE AUTOMATIC No. 16 Tone Arm and Reproducer for yourself. A sample will be sent promptly on 30 days' approval.

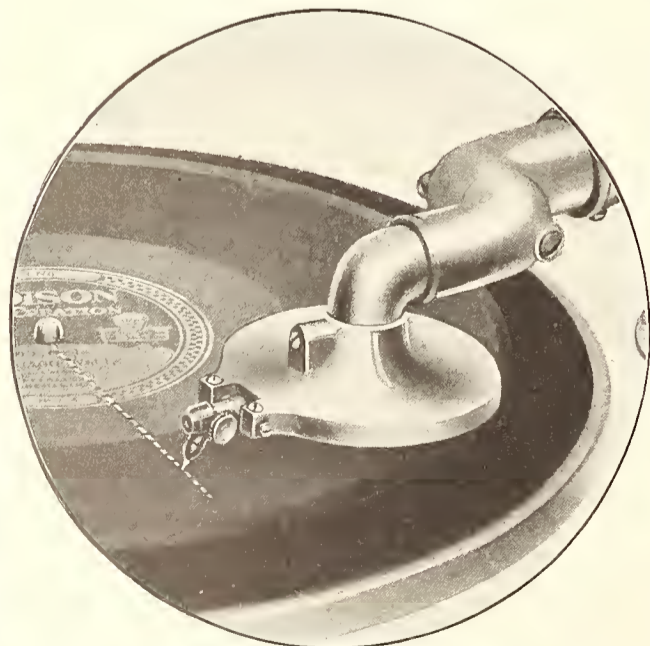
SAMPLE SENT ON
30 DAYS' APPROVAL

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Illinois

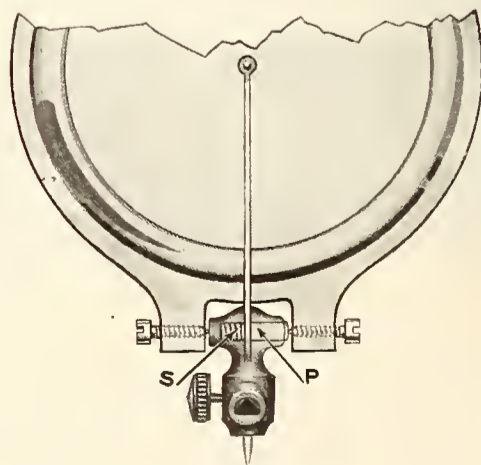
Manufactured in Canada by W. H. Banfield & Sons, under the trade name ORO-TONE-BANFIELD.

Australian distributors: The United Distributors Co., Melbourne and Sydney.



POSITION FOR HILL AND DALE RECORDS

A turn of the hand and the reproducer is in the correct or Edison position with correct angle and perfect needle center—note dotted line.



The New ORO-TONE AUTOMATIC 100 per cent perfect pivot point reproducer.

Announcement!



Style 10

Since October 1st our factory has been sold up for the balance of the year.

Our dealers appreciate the quality of our goods as well as our service and have cooperated with us to their fullest extent by anticipating their requirements in advance.



Style 20

Now is an opportune time to do likewise.

We are booking orders for 1924 delivery only.



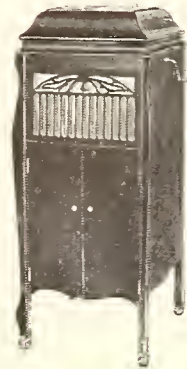
Style 1

Size: 40 inches High, 17 inches Wide, 18½ inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.

Console models Nos. 20, 30, and 40 are constructed of genuine 5 ply mahogany panels.

Console model No. 10, constructed of gum panels.

Size of all console models 35 inches wide, 33 inches high and 21 inches deep.



Style 2

Size: 46 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.



Style 30



Style 4

Size: 48 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany, Oak or Walnut. Panels 5-ply. United 2-Spring Motor.



Style 40

EXCEL PHONOGRAPH MFG. CO.

400-412 West Erie Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

their space to advertising nationally known talking machines.

Since talking machine dealers are familiar with the handling of nationally advertised products they are in a position to appreciate the value lying in products of such a nature. The Gulbransen line of pianos, being nationally known and advertised, fits in very well with other nationally advertised musical instruments, and that is why there is such splendid co-operation existent among Gulbransen dealers.

Plans are now being made by the publicity department of the Gulbransen-Dickinson Co. to increase its publicity during the coming year, and it is believed that when all plans have been carried out the proportion of Gulbransen dealers handling talking machines, which at present shows a ratio of sixteen to nineteen, will have been greatly increased.

New Brunswick Artist Announced

Another artist from the "New Hall of Fame" is to make records exclusively for the Brunswick, Elizabeth Rethberg, soprano of the



Elizabeth Rethberg

Metropolitan Opera Co., will record for Brunswick in the future. The photo shows Miss Rethberg at Ravinia Park this Summer, where she sang with great success. This artist, late of the Dresden Opera, has aroused a great deal of interest in announcing her American debut for the coming season with the Metropolitan Opera Co. Her home was in the Schwarzenberg in the Erz mountains and her musical

Announcing The New Sterling Tone Arms and Reproducer

We are now ready to submit our new and complete line of STERLING Tone Arms to the trade.

Everything has been done to increase quality and decrease costs.

We can now supply either straight or throw-back reproducer, pivot or ball-bearing tone arm—a ball-bearing arm that is DIFFERENT.

Manufacturers:—

We will be pleased to submit quotations on your requirements and send samples for your inspection.

Sterling Devices Manufacturing Co.
412 Orleans Street, Chicago, Ill.

talent developed early. At the age of seventeen, after studying the piano and singing, she entered the Dresden Conservatory. Shortly afterwards she appeared on the stage of the Dresden Opera. The critics of Germany, Austria, Hungary and Scandinavia have generously agreed with those of America in her praise.

Opens Krasco Stockroom in New York

E. B. Cadwell, of the Krasco Mfg. Co., spent a number of days in Chicago the first of the month visiting the plant. Although his headquarters are in New York he visits the Chicago factory frequently. On his last visit he and other officers of the company spent considerable time going over plans for the balance of the year and the coming year.

In order to expedite shipments to its Eastern clientele the Krasco Mfg. Co. has opened a stockroom at 120 West Forty-second street,

New York, where a large supply of Krasco motors, Krasco units and Krasco parts will be kept constantly on hand. This new Krasco wareroom will be looked after by D. S. Root, treasurer of Krasco, and E. L. Krans, Mr. Root's assistant.

Cable Company Features "Midnight Rose"

The attractive display shown herewith was seen recently in the Jackson street window of the Cable Company, featuring "Midnight Rose"



Cable Company's Window Display

with the Brunswick. As expressed by the Brunswick Co., the display is another example of the energetic as well as a thorough campaign recently inaugurated in behalf of the Brunswick by the Cable Company.

Anthony Leaves Pathé

After five years' service as office manager and assistant sales manager A. V. Anthony has severed his connections with the Pathé Phonograph & Radio Corp. Mr. Anthony is very well known in the Chicago trade and, since his entrance into the talking machine business, has built up a nice reputation. Because of his original sales methods he has been instrumental in establishing many retail accounts in the Chicago district and throughout the Middle West. Mr. Anthony has not as yet announced his plans for the future.

Strand Sells in Chicago

C. R. Newman, manager of the J. O. Twichell Store, 11015 South Michigan avenue, reports increased sales for the Strand talking machines. Mr. Newman is managing a store located in

(Continued on page 124)

IN BEAUTIFUL XMAS BOXES FOR HOLIDAY GIFTS



THE GEER REPEATER

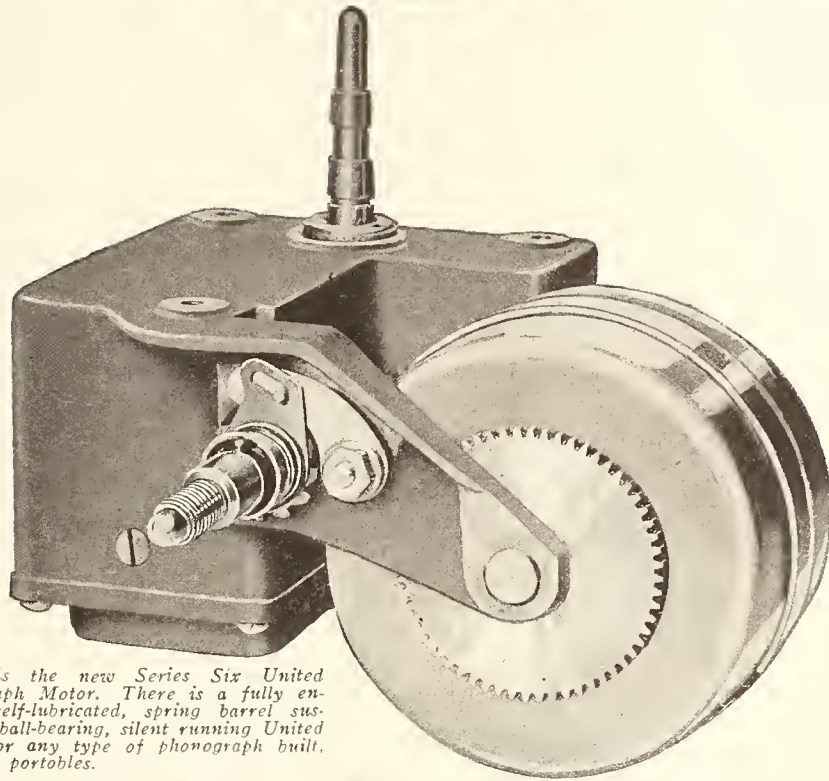
Finished in genuine gold plating at the same price, \$1.50, in beautiful holly and poinsettia boxes for Christmas Gifts. Send us your orders early for prompt shipments.

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

UNITED



This is the new Series Six United Phonograph Motor. There is a fully enclosed, self-lubricated, spring barrel suspension, ball-bearing, silent running United Motor for any type of phonograph built, including portables.

A thin dime—and two minutes' time

No one has discovered how to make springs that never break—but United *has* discovered how to make a thin dime and two minutes' time replace a broken spring in a phonograph motor. Instead of at least one hour's time spent in the mussy job of taking apart the motor, installing a new spring and reassembling, with a United motor you merely take out the old spring assembly and insert a new one—an operation which anyone can perform in two minutes or less, using a screw-driver (or a thin dime in emergency). And you don't even soil your fingers!

UNITED

PHONOGRAPH MOTORS

STANDARD ON A SWEEPING MAJORITY OF ALL MAKES OF PHONOGRAPHS

Completely Enclosed!

The only enclosed motors of international reputation are the United. Cast-iron housing governs, gears, worm and lower end of shaft. Excludes dust, dirt, shavings, slivers, sawdust, needles, etc., forever. Protects vital parts from damage during assembling, shipment, demonstration and use. Insures permanent alignment. Removes necessity of "tuning" motor when installing it.

Self-Lubricated!

Phonograph users are notoriously forgetful about oiling their motors. Or they overdo it. United Motors—another exclusive feature!—do not require oiling more often than once in four or five years. The automatic and continuous wick-oiling United system, made possible by the air-tight housing, keeps all moving parts evenly and adequately lubricated.

Other Superiorities!

Spring barrels are held in positive alignment by the *exclusive* United suspension—cannot work loose. Smooth, easy functioning of control lever always assured. All plain bearings are perfectly machined and trued in United motors. Ball bearings take care of end-thrust. Finally, each motor is mounted, tested and regulated before shipping—insuring silence.

Send for our book—"The Heart of the Phonograph"

UNITED MANUFACTURING AND DISTRIBUTING COMPANY

9705 Cottage Grove Avenue, Chicago, Illinois

The world's largest independent makers of phonograph motors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

the center of Chicago's busy Roseland district, and one of the parts in Chicago territory in which no one can deny that the keenest of competition exists. Besides handling talking machines the J. O. Twichell shop handles a well-known line of pianos and players, but the Strand talking machine is handled exclusively. Mr. Newman says that his sales of Strand talking machines for the past month exceed all other months and, from present indications, the balance of the year will bring forth a Strand business far in excess of anything he has up to this time accomplished.

Second Annual Luncheon of Sonora Dealers

S. O. Martin, vice-president and general manager of the Sonora Phonograph Co., Inc., New York, was the principal speaker at the second annual luncheon of the Sonora dealers in Chicago territory held November 7 at the Congress Hotel. The Illinois Phonograph Corp., Sonora jobber in this territory, was the host at this luncheon, and many practical subjects were discussed during the course of the meeting.

During the course of his address Mr. Martin gave an intimate idea of the present status of Sonora activities, emphasizing the fact that the company is enjoying the most prosperous era in its history and that the factory at Saginaw is working day and night to keep pace with the requirements of the jobbers and dealers. Incidentally, Mr. Martin was able to give the Chicago trade first-hand information regarding Saginaw affairs, for he had just visited the mammoth Sonora plant in that city. Among the other speakers during the afternoon were E. D. Coots, sales promotion manager, Sonora Phonograph Co.; A. G. Rodway, president of the Illinois Phonograph Corp.; Leon Golder, general manager, and Harry O'Connor, sales manager. Several of the local dealers also participated in an interesting round-table discussion and a musical program added to the success of the conference.

Piano Club Hears Talk on Radio

Members of the Chicago Piano Club heard last week a very interesting and enlightening talk on the subject of "Radio in the Music Industry" by W. S. Hedges, editor of the radio department of the Chicago Daily News. Mr. Hedges began by stating that the vast majority of programs broadcast are musical. "The radio fans want music," said he, "and for that reason music is given preference over all other items. Radio has thereby brought music into thousands of homes where there never was any music before and is, furthermore, giving the music industry the greatest advertising it has ever had, because the people want a variety of music, and all types of musical programs are broadcast. Radio music might be called impermanent music because it is not played over and over again, and those who like a certain song will have to go out and buy the record or roll for either their talking machine or player-piano.

"Now, I understand that the musical instrument manufacturers are doing a big business this year, which I attribute to radio, or rather the advertising of music by radio. It matters not whether radio is an evolution or a revolution, for, whatever it is, it is here to stay and should be supported instead of flouted. It is logical to assume that radio will not die, for what is good lives. For example, when vaudeville was introduced some were afraid that it would replace the drama, and when motion pictures were introduced others thought that they would replace the acting stage altogether or to a very large extent, whereas neither is interfering with the other.

"Now, there is no reason for the music industry to view radio with disfavor, for radio is not interfering with the music industry, but is, rather, helping it. For example, the song 'Mellow Moon' was a very obscure number before it was broadcast. The composer went to the Drake Hotel and broadcast the number himself. Within one month the sales were 100,000 copies.

"You, gentlemen, should get in on radio because it is musical. I do not mean that you should stock your shelves with parts. Let the electrical dealer take care of this trade. What you should sell is the high-grade finished set. Investigation by a radio manufacturer who sells his product exclusively to music merchants shows that, of all the music men handling radio, 90 per cent have made money, 3 per cent have lost money and the remaining 7 per cent have broken even, which, I think, is a very good showing. One Los Angeles music dealer in the past year sold \$200,000 of complete radio sets and he still is selling phonographs. I do not think the music store is complete unless it has all three—the talking machine, the piano and the radio."

Chicago Incorporation

The Ver Celli Anctil Co., 11405 Michigan avenue, has been incorporated with a capital of \$20,000, to deal in phonographs, pianos, musical records and rolls. Incorporators: Bernard Ver Celli, Isabelle Ver Celli, Jos. S. Anctil.

Correspondents: McKinley and Schmauch, 731-111 West Washington.

Opening of Brunswick Dealer

The large assembly shows the opening of Geo. L. Berkel Co., of Los Angeles, Brunswick dealer. A feature of the opening was the entertaining of Abe Lyman and His California Am-



Crowd at Geo. L. Berkel Co. Opening
bassador Hotel Orchestra, exclusive Brunswick artists. The occasion marked a very beautiful display of the Brunswick line in a very modern music shop.

Columbia Brieflets

Sol. Biasco recently opened the Archer Music Shop, 4237 Archer avenue, Chicago, Ill. Modern fixtures were installed and the new Columbia line will be handled exclusively. The neighborhood is chiefly Lithuanian, Polish and Italian, and a complete stock of Columbia records in these languages will be handled.

E. Kmentt, foreign record representative for the Columbia Co.'s Chicago branch, spent last week in St. Louis territory working with the trade on their Christmas foreign record requirements.

C. R. Salmon has been placed on the Loop and North Side territory for the Chicago branch of the Columbia Co. Mr. Salmon was in the Columbia organization for eight years at St. Louis. After spending two years with the Brunswick Co. in New York he is returning to his first love.

A recent visitor to the Chicago office of the Columbia Co. was W. W. Cooper, dealer in Genoa, Ill., who looked over the new Columbia line and placed an order to meet his Fall requirements.

The Fisk University Jubilee Singers, an exclusive Columbia organization, is touring the Chicago branch territory during the months of October and November. The Columbia catalog contains a large assortment of exclusive records by this organization, and their appearances have always materially boosted record sales for dealers.

PITTSBURGH FIRM CHARTERED

PITTSBURGH, PA., November 8.—The Pittsburgh Phonograph Distributing Co., this city, has been chartered with a capital of \$5,000 by C. C. Robertson, J. H. Boyd, L. D. Brown.

RAINBOW RECORDS

add to many dealers' profits.
Some good territory open
for distributors. Write for
our proposition.

THE RODEHEAVER COMPANY

Record Dept.

218 Wabash Ave.
Chicago

814 Walnut Street
Philadelphia

UPKEEP

Has it ever occurred to you that there is a certain upkeep charge on talking machines?

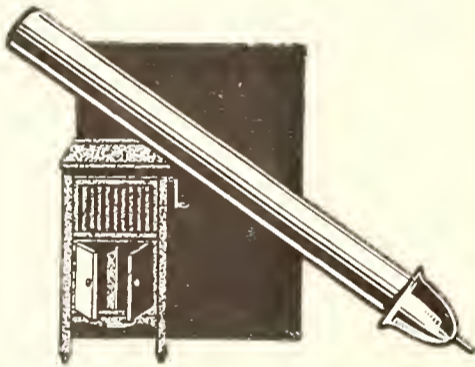
Insignificant, perhaps, but nevertheless continuous.

Using a needle each time you play a record, plus the wear and tear of that record by that type of needle, costs money eventually.

Figure the cost of one record plus the large amount of needles and you'll be surprised.

Have you ever told this to your customers, Mr. Dealer?

"Tonofone"



Tonofone Semi-Permanent Needles play on an average fifty records each without wear or tear.



Packed in Colored Display Cartons

One hundred packages to carton.

Red and White cartons contain 25c packages; Blue and White, 10c packages.

RETAIL PRICES

Package 12 needles.....25 cents
Package 4 needles.....10 cents

100% Profit to Dealers

Jobbers' proposition on request.

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

Eastern and Export Representatives:
South Atlantic Export Co.
25 Broad St., New York, N. Y.

Do You Know—Mastercraft “Juvenola”?

**BUILT FOR THE KIDDIES
AS THEIR VERY OWN**

The “Juvenola” is a genuine phonograph—not a toy.

Here’s an opportunity for receptive little minds to easily learn the worth while things in music.

In addition to the typical kiddie compositions—appealing to all boys and girls—the first appreciation of the world’s finest harmonies may be instilled in the younger generation.

Made in the console style—with a real motor—playing two ten-inch records on one winding. Reproduction—sweet, persuasive—superb.

VERY MODERATELY PRICED

All of which means that the go-getting dealer and jobber—with vision—can make big money—during the coming months.

Other “MASTERCRAFT” models in our complete line—are at your service.



Attractively finished in

**BLUE
GRAY
IVORY
MAHOGANY**

THE WOLF MANUFACTURING INDUSTRIES

BUILDERS OF “MASTERCRAFT” PHONOGRAPHS

QUINCY, 3, ILLINOIS

Interest Grows in Chicago Radio Exposition

Practically All the Large Manufacturers Will Be Represented at the Coming Show Which Will Be Held at the Coliseum From November 20 to 25—Elaborate Programs Prepared

CHICAGO, ILL., November 10.—The talking machine trade in Chicago and the surrounding territory is evincing keen interest in the Second Annual Radio Show, which will be held in the Coliseum from November 20 to 25 and at which will be exhibited the products of the leading manufacturers in the radio industry. Practically all of the exhibition space has been sold and when the doors open there will be presented the greatest array of radio products that has ever been shown. Various interesting features have been prepared by the show management and the Chicago broadcasting stations have organized to broadcast the question “What Would You Like Most to Hear Over the Radio?” There will be about 500 prizes offered for the most interesting answers and it is expected that more than 200,000 replies will be received to this query.

Many well-known personages in the radio industry will be among the speakers at the trade meetings and at the show, among these being Major Armstrong, Dr. Lee De Forest, Prof. Hazeltine, N. T. Llewelling and others. There will also be presented feature concerts broadcasted direct from the Coliseum by means of sealed wires to the local broadcasting stations.

James F. Kerr, manager of the Chicago Radio Show, is delighted with the enthusiastic reception accorded his publicity matter by the dealers throughout the Middle West. He states that the show management circularized 8,000 Middle Western dealers, telling them of the show and inviting them to attend. The responses to the invitations have been gratifying beyond all expectations and Mr. Kerr predicts that Chicago will surely be the radio center of the world during the show.

Among the prominent manufacturers in the

radio industry who have reserved space at the show are the following: De Forest Radio Tel. & Tel. Co., Colin B. Kennedy Co., Federal Tel. & Tel. Co., Cutting & Washington Radio Corp., Crosley Mfg. Co., Precision Equipment Co., American Radio & Research Corp., Nathaniel Baldwin, Inc., Bristol Co., Zenith Radio Corp., Atwater Kent Mfg. Co., United Mfg. & Distributing Co., Moon Radio Corp., Walbert Mfg. Co., A. H. Grebe & Co., F. A. Dandreaux, Inc., and others.

FITZGERALD ORGANIZATION MEETS

Personnel of Prominent Los Angeles Music House Comes Together at Dinner-Meeting—Interesting Talks Feature Event

LOS ANGELES, CAL., November 5.—Interesting addresses on business development and plans for the future featured the dinner-meeting of the Fitzgerald Music Co.’s organization at the Paulais Cafe, this city, last month. Those present numbered 110, ample evidence of the development of this progressive music concern. Addresses were made by J. F. Fitzgerald, head of the concern, and other officers and executives, including Manager Mansfield, of the phonograph division, who spoke of the rapid and steady growth of this department during the past eighteen months. Mr. Mansfield pointed out that the talking machine division has shown a gain of from 50 to 75 per cent each month over the corresponding period a year ago.

The Fitzgerald Music Co. is not only one of the largest music houses on the West Coast, but it is also one of the most successful, due to progressive merchandising methods. Musical instruments of all kinds are handled, including

a complete line of pianos and Brunswick phonographs and records. The talking machine department, by the way, is a feature of this fine establishment, the most modern fixtures and the last word in interior arrangements making it a delight to visitors.

EDISON AS GOLDEN WEDDING GIFT

Carlin Music Co. Sells Instrument as Gift and Receives Cash in Gold

INDIANAPOLIS, IND., November 7.—The Carlin Music Co., Edison dealer, at 143 East Washington street, this city, reports an unusual sale.

Mr. and Mrs. Chas. W. Houson, local residents, recently celebrated their golden wed-



Mr. and Mrs. C. W. Houson

ding anniversary and, as a token of love and admiration, which had strengthened with the passing of half a century of time, Mr. Houson presented his wife with a New Edison phonograph and an assortment of Edison records. When the Carlin Music Co. presented the bill Mr. Houson promptly paid it—in gold. Presented herewith are likenesses of the happy couple.

DISCUSS TALKING MACHINE SHOW

Talking Machine Men, Inc., Considered Proposal at Meeting Last Month—Also Discuss Participation in Music Week and Plans for the Annual Ball to Be Held November 21

The advisability of endorsing and participating in the holding of a national phonograph and talking machine exposition in New York some time during the coming year was one of the chief matters discussed at the monthly meeting of The Talking Machine Men, Inc., held at the Café Boulevard on Wednesday, October 17. There were those who felt that the success of such a show was too remote to warrant the association becoming involved in the movement, but the more optimistic ones prevailed with the result that Lambert Friedl was appointed chairman of a committee to consider the matter and report on the project later.

The participation of the members of the association in the next annual music week celebration and particularly the music memory contest in the public schools of the city also came up for considerable discussion, particularly as the members have been very slow to respond to letters from the president inquiring as to their willingness to lend their co-operation by working with the schools in their respective districts, giving them certain quantities of records included in the list, and otherwise lending their aid. It appeared that less than 5 per cent of the members had taken the trouble to write to the president regarding the matter.

Among the outside speakers at the meeting were: J. G. Horne, of the Consolidated Orchestras Booking Co., who outlined a plan whereby dealers could draw attention to their stores and likewise increase their profits by acting as booking offices for orchestras in co-operation with his company; Miss Isabel Lowden, Director of the New York Music Week Association, who asked the support of the talking machine men for the music contests now being carried on in the various school districts by that association, and L. M. Bernstein, of the Wilmark Service System, the function of which organization is to check thefts in retail stores.

Representatives of the A. J. Stasny Music Co. were present at the meeting and demonstrated several of the company's hits, including "Sun-Kist Rose," "Waltz Me to Sleep in Your Arms," and "How Can I Believe You?"

The entertainment committee of the organiza-

tion is working hard to make a success of the annual entertainment and ball of the association to be held at the Hotel Pennsylvania on the evening of November 21, and at which a majority of the leading recording orchestras and a number of prominent artists will appear. H. Emerson Yorke, of M. Witmark & Sons, was appointed a member of the committee.

"LITTLE TOTS" SPECIAL TUNES

Special Christmas Book Added to Regal Record Company's Catalog—"Little Tots' Phonograph" Makes Its Debut in the Trade

The special Christmas book of "Little Tots' Nursery Tunes," manufactured by the Regal Record Co., Inc., has timely additions to this firm's catalog. The sales department of the



Little Tots' Phonograph

company expects these Christmas books to add considerably to the importance of its product and to increase the volume of sales during the holidays.

In conjunction with the Christmas book of "Little Tots' Nursery Tunes," the company has placed on the market a juvenile phonograph for use on the table, floor or anywhere in the nursery. It carries the trade name "Little Tots' Phonograph" and is highly decorated and multi-colored with designs which appeal to the child.

In the metropolitan district of New York a long list of department stores and dealers are making a feature of "Little Tots' Nursery Tunes." Among the department stores which give these records and books special showings are: Lord & Taylor, Abraham & Straus, Bamberger's, Frederick Loeser & Co., Gimbel Bros., Bloomingdale Bros., Hearns, James McCreery & Co. and Hahne & Co.

AUDAK IN COUNTRYWIDE USE

Record Demonstration Device Now in Retail Stores Throughout the Country

Following the introduction of the Audak in recent months by the Munson-Raynor Corp., the Pacific Coast representative, this talking machine record demonstrating product is now in use in retail establishments in practically every State in the Union. The Audak, originally used by dealers in Eastern territory, and subsequently gaining popularity in the Middle West, is now being given attention by the entire trade when considering record sales.

Recently a representative of the Audak Company made a tour through the Eastern and Middle West trade centers and reported many instances where the Audak is being constantly used to increase record sales, save sales energy and conserve floor space. With distributors in the larger cities, and with one or more Audaks in use in various other centers, it is now possible for the merchant to see and hear records demonstrated by this product in stores in his own locality.

The popularity of the Audak name in places where it is not yet in use recently was forcibly demonstrated to an Audak representative who visited a store in the Middle West, and who, in a chat with *The World*, said: "I found that the dealer had purchased a demonstrating device presumably thinking it was the original. While the dealer was not satisfied with its use, he did not at once discover the fraud, laboring under the impression that the original was over-advertised. When shown the difference, and after hearing records demonstrated by the real product, he denounced the sales organization that had perpetrated the fraud, particularly inasmuch as the counterfeit was billed as an 'Audak' on the invoice."

Regarding this latter situation, Maximilian Weil, head of the Audak Company, obtained the invoice in question and other data and has placed it in the hands of his attorney. He states that action will be taken, both from a criminal and civil standpoint.

TRADE NEWS FROM CANTON

CANTON, O., November 6.—Trade Extension Week, held by Alliance merchants last week, was participated in by six Alliance music dealers, three of whom were active in the various promotions. The Vernon Piano Co., J. H. Johnson Sons and the Cassidy Drug Co., Victor dealers, presented special window displays and staged a number of exploitation stunts.

The talking machine department of the William R. Zollinger Co., here, will soon be remodeled and four new booths installed under the supervision of Manager W. E. Pyle.

The S. S. Kresge Co., here, will maintain a complete record department, specializing exclusively in Regal records in its store opened in Canton this week.

Alice Kestel, formerly with the D. W. Lerch Co., is now in charge of the record, rolls and small goods department of the Alford-Fryar Piano Co.

George C. Wille Co. will be in its new location at Fourth street and Market avenue soon after December 1.

Almost twice the present space will be available for the talking machine department at the Hefling Music Co., New Philadelphia, O., when alterations now in progress are completed.

H. C. MILLER ENTERS FIELD

WILMINGTON, DEL., November 7.—The Brunswick Shop, of this city, formerly under the direction of Peter Casper, has recently been reopened by H. C. Miller, with a complete line of Brunswick machines and records. This is Mr. Miller's first venture in the phonograph business and he has the best wishes of a host of friends here.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Measure your Distributor's service by his average—we all miss at times. On the average Blackman Service cannot be excelled.



VICTOR WHOLESALE DISTRIBUTORS



List \$225
The "Bergundy," an Emerson Console
World's Greatest Phonograph Value
A wonderful example of the Louis XV
period. Choice of warm Ale Brown
Mahogany or sumptuous deep toned
American Walnut. Width 40 inches,
height 37 1/2 inches, depth 21 inches.

Greater Profits from the New Emerson Console Line

Live merchants are finding the new Emerson line the most valuable Console line ever created.

Because we are building and delivering the most practical and attractive period designs which at list prices of from \$110 to \$225 are unequaled by competition.

Because Emerson exclusive features, such as the "Fount of Pure Tone," are sales makers.

Because our remarkable discounts allow you long profits on "quick turnovers" popular-priced Consoles.

Order promptly to insure prompt delivery

Since we offered the new Emerson Console our distribution has increased beyond expectations. This valuable merchandising opportunity has attracted carload orders from Coast to Coast. To insure full advantages of special service and discounts order now.

List of Models and Prices

- List \$110—"Wayne"
Adam design. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.
- List \$125—"Lady Churchill"
"Queen Anne" Period. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.
- List \$135—"Piedmonte"
Italian Renaissance. Brown Mahogany finish or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.
- List \$150—"Blenheim"
"Queen Anne" Special. Brown Mahogany or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.
- List \$175—"Beverly"
"William and Mary" design. Brown Mahogany or American Walnut finish, gold trim. Height 35 inches, width 36 inches, depth 21 inches.
- List \$200—"Alaric"
"Gothic" design. Brown Mahogany or Walnut finish, gold trim. Height 40 inches, width 27 inches, depth 22 inches.

WASMUTH-GOODRICH COMPANY Peru, Indiana

Manufacturers of Emerson Phonographs

Eastern States Distributor Emerson Phonograph Co. 105 West 20th Street NEW YORK, N. Y.	Central States Sales Representative L. C. Samuels 22 Quincy Street CHICAGO, ILL.
Southern State Sales Representative L. W. Freeman 306 Candler Building ATLANTA, GA.	Western States Sales Representative Thomas W. Hindley New Montgomery and Howard Sts. SAN FRANCISCO, CAL.

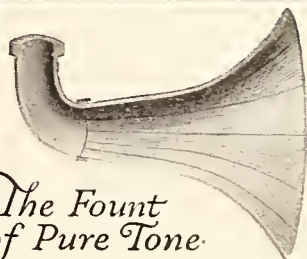
WASMUTH-GOODRICH Co., Peru, Indiana
Gentlemen: Please send me complete catalog and your special introductory offer.

Name

Address

City..... State

The cross section of the "Music-Master" horn shows how the fibres of spruce lie parallel. Only in this manner can the rich, warm resonance of the famous Stradivarius violin be obtained.



The Fount of Pure Tone

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[EDITOR'S NOTE.—This is the thirty-second 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 rearing and developing of the musical possibilities of the talking machine.]

OPERA, RECORDS AND THE PUBLIC

There is not the slightest doubt that the American public is taking a deeper interest than ever in opera. There remains, of course, the prejudice, not by any means unfounded, which holds that grand opera is a society plaything in America, whatever it may be elsewhere. Yet, despite the circumstances in which operatic representations continue to be given at the Metropolitan Opera House in New York, the fact remains that this particular form of musical art is steadily becoming popular. Here is some information on the subject which talking machine dealers will do well to realize.

The Chicago Civic Opera Co. is the name of the organization which took over opera management in Chicago when the family which for some years had been supporting it and paying the deficits decided that it was tired of holding the bag, as they say on the stock exchange. At the head of the new organization is a committee of business men, headed by the president of the principal public utility company. These business men have been trying to straighten out the tangled affairs of the company and to infuse a little business spirit and method into the various spending departments. They have been very successful and have evolved many novel schemes for carrying on. Realizing that, until the public has been entirely "sold" on the idea of opera as a civic institution, deficits must be incurred the managers have secured guarantees from business houses and individuals which assure them that all deficits will be met during the next five years. Meanwhile an intensive selling campaign is going on for the coming season. By billboards, by cards in street cars and elevated trains, by every kind of newspaper and outdoor advertising, the opera is being "sold" to the people. Coupon books are offered at reduced rates and are introduced to the public as "opera mileage books." These entitle the holder to seats for any operas he may from time to time select by presentation of the book at the box office, when the necessary equivalent amount in coupons is detached for each purchase of seats. Opera in Chicago is being "sold" to the people—and is actually in danger of becoming a popular, non-society affair!

Opera Without Stars

Let us point the moral more sharply by means of another concrete instance. The Wagnerian Opera Co. from Berlin came over to the United States last season and gave some performances in the East which were well received. This season they have been coming West. They have had two weeks in Chicago, presenting, in German only, the works of the Wagnerian repertory, with one Mozart opera and two new German works, which are now being heard for the first time in this country. Now, this company is unique in one very im-

portant particular. Not only is it a very good company, not only is it a well-trained company, not only has it a splendid orchestra (mostly American, by the way) and eminent conductors, but, *mirabile dictu*, it has no stars! That is to say, there is no question of star personality, no pushing forward of this or that prima donna or first tenor. Scarcely anyone in Chicago knows the name of a single one of the singers; and nobody cares. The names are there, but they are not starred, not advertised, and there is no press agent to tell weird tales to the newspapers about what Mme. X and Herr Y are doing, have done or will do. The singers have come almost unknown as members of a superb team, but as team members only, not as stars. They work for their operas, not the operas for them. In fact, the names of the eminent musicians who are conducting (Stransky especially) are much better known in America than those of any of the excellent singing artists. Yet the whole two weeks' season in Chicago has been a stupendous success, which has been achieved without any of the tricks or schemes which have become associated with the production of opera in America, and which excellent people suppose to be inherent in the game and cannot possibly be destroyed. Yet these German artists, working without stars, in a theatre much too small and with stage difficulties simply immense, without adequate or skillful press representation, have filled every seat at almost every performance of their two weeks' stay in Chicago. They have given the four dramas of the Ring twice, and each of the other Wagner works at least once, some twice. They have had sometimes two performances a day. They have created a public sensation. Chicago has taken them to her heart. There is more talk about them than there has been about anything musical which has been heard and seen in Chicago in ten years. Moreover, advance news from Milwaukee, Cleveland and Detroit indicates that the same triumphs will be scored in these cities.

Now, what does all this mean? It simply means that the public is waking up. If the statements made above have any significance at all, they have this: the public is waking up. It is beginning to take a genuine interest in opera; not as a society affair, not as interesting newspaper reading, but as music. That is what all this means.

Where We Come In

Now the talking machine business has had a lot to do with the more or less slow process of education which during the last twenty years has been leading the American people out of the desert of misunderstanding into the Promised Land of appreciation. The talking machine business has probably done more than any other agency ever did to make people familiar with the music of the various operas and with the names of the works themselves, of their composers and of the great singers who have interpreted them. Probably the names of the singers are best known, but that cannot be helped. The point is that the educational work is now bearing fruit and it is time to do something to take advantage of the harvest.

Now, in fact, is the time to begin pushing as hard as possible the opera reproducing properties of the talking machine. It matters not, for the purposes of these remarks, what style or make of machine a merchant may have to sell. What does matter is that we are arriving at a moment when the talking machine industry can safely go to the people and tell them that opera and records go together, that opera at home is within everyone's reach and that the way to get ready for next season is to learn

all one can at home this Winter about the operas and their interpreters by listening to the music in the intimacy of the home.

Of course, this has been done already, but the point is that merchants as a class have been chary of coming out and arguing these things with the force and persistency which can now be seen to be called for. The psychological moment has arrived and if we do not have sense enough to take advantage of its arrival we need blame only ourselves.

Some Practical Suggestions

A merchant could take advantage of the existing favorable conditions in some such way as the following:

First, he can look over his stock, make lists of records representing different operas (of whatever makes these records may be, for the make is not in question) and let the people know that he has them. For a beginning it is a very good thing to take the programs of the New York or the Chicago operas for the season, find out what is available in the way of records and advertise these.

Second, he can put on concerts. He can invite by special letter the members of the local musical society (women especially) or the choir of his church, or the pupils of some teacher in whom he is interested, to come around some evening and listen to as many selections as he can give of some special opera. There are some complete operas. "Faust" is one of them and "Pagliacci" another—each of which is very popular and can be obtained complete in records.

Thirdly, he can induce to the best of his power his salespeople to cooperate with him. In so doing he will have to overcome obstacles, but the effort must be made. Once get the salespeople interested in pushing high-class records, and the sales sheet will begin to take on a very different look. Of course, the best way to get the salespeople interested is to deal with them faithfully by giving them occasional chances to listen at leisure to the music one wants them to sell. Merchants might think more often of this extremely simple idea, which is about as effective a way of teaching record salesmanship as can be imagined.

To get salespeople to take an interest, to select the right groups in the community to sell to, and to tell the world that we have these high-class musical treasures, is to-day to do the most practical thing that can be done to feature the musical possibilities of the talking machine, to the vast advantage of the commercial and social prestige and to the considerable financial profit of every merchant who has sense enough to discern the signs of the times.

ALTERATIONS IN HAHNE STORE

The phonograph department of Hahne & Co., Newark, N. J., has been undergoing slight alterations since being consolidated with the piano department under the management of W. O. Black. A group of offices, formerly situated among the nest of demonstration booths, has been removed and the quarters of the combined music department are now by themselves. The booths have also been painted and renovated.

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

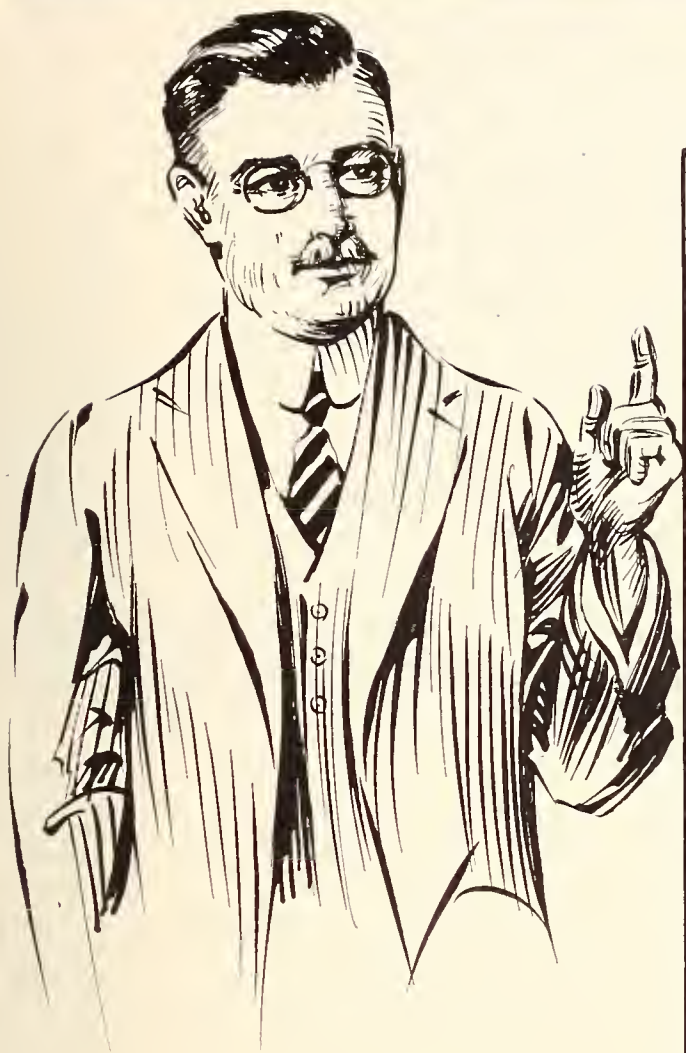
IDEAL REPAIR SERVICE
284 East Houston St. New York City

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

BANNER 50¢ RECORDS



We merely point to fact!

BANNER has brought similar success to hundreds of other merchants because it gives full 75c worth of record value for 50c. In quality of materials and recording BANNER is equal to the finest 75c product made.

In the point of quick release of hits BANNER has a record for making big release scoops that stands head and shoulders above all competition.

Always—the basic idea back of the BANNER RECORD is to give more than usual value—in every possible way!

It will be to your advantage if you write for the BANNER proposition—NOW!

Here's the experience of one BANNER dealer!

Record sales were not what they should have been, therefore Mr. Blake made one change. He added a department for BANNER 50c Records because he had heard much about this record and many customers had asked him for it.

Here is what happened!

On a \$60 initial investment for 200 BANNER Records he made a gross profit at the end of the year totaling \$1920.

After handling BANNER Records for two months Mr. Blake increased his stock from 200 records to 400 records. Thereafter he turned his stock over every two weeks—he sold 800 records a month—9600 records a year. At a profit of 20c per record—40%—he earned \$1920 in one year.

His average investment during the year was \$120—the cost of 400 records.

BANNER paid him well. It brought him more customers. It doubled his total volume of business. It enabled him to sell more high priced classical records than ever before.

**The BANNER proposition
will interest you too!**

Write NOW!


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

BUFFALO

Medium-priced Models Have the Call—Dealers and Jobbers Enjoy Business Gains—The News

BUFFALO, N. Y., November 8.—Early November gives indications of a brisk holiday trade in talking machines in the western New York district, according to leading jobbers and dealers of Buffalo. The greatest demand is for medium-priced models. The only thing to cast a shadow over the bright horizon of a tremendous Winter trade is the lack of instruments in the best-selling models, jobbers declare. October was a fairly good month, although warm weather throughout the month is believed to have cut the volume of sales that was expected earlier in the season. November, however, is starting out well, dealers report, and sales are increasing on a large scale. The increase in business averages from 15 to 50 per cent. Record sales are good in every section of the city.

F. D. Clare, manager of the Iroquois Sales Corp., western New York distributor of Strand talking machines and Okeh records, reported a 50 per cent increase in business for the month of October over the corresponding month of last year. The greatest demand in talking machines has been for the higher priced models, he said. "We are quite pleased with the showing of our books for the month of October," Mr. Clare said. "Each month for the past year has shown a gain over the corresponding month of a year ago and October business was 50 per cent greater than last October. Indications are that November will be the best month we have had and I am looking forward to a tremendous Christmas trade. The greatest worry for us at present is the inability of the factory to satisfy the demand for Strands. I believe that before the end of the year the shortage of instruments



CURTIS N. ANDREWS
VICTOR
DISTRIBUTOR
BUFFALO, N.Y.

SERVICE


Victor Supremacy

Victor weekly releases, coupled with the double facing of Victor Red Seal records, means unlimited sales possibilities for the aggressive Victor retailer. The new Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

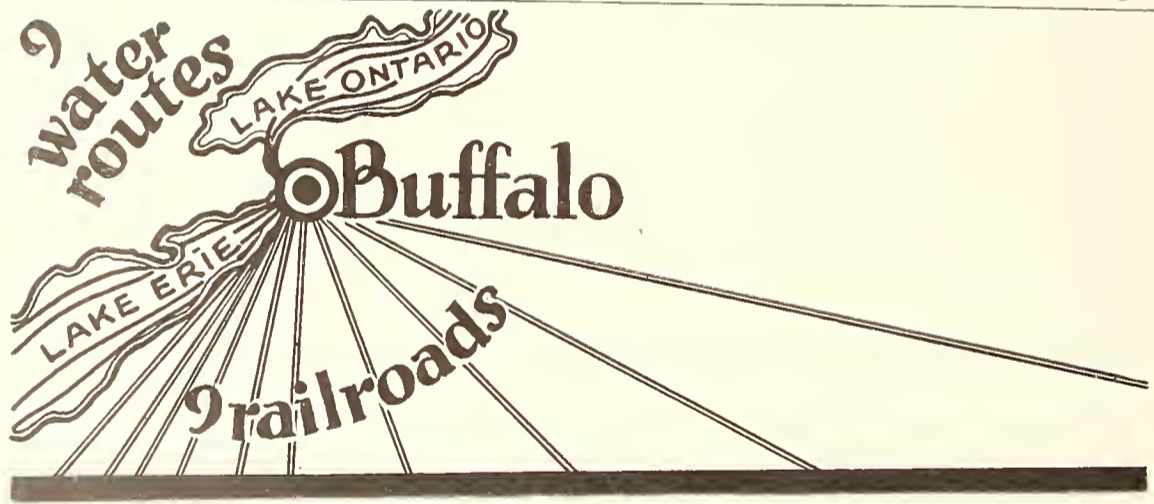
We are at your service

CURTIS N. ANDREWS
Victor Distributor
BUFFALO, N. Y.



will really become a very serious condition." Mr. Clare reports a big demand for dance records and a brisk trade in the foreign classics. C. May & Sons, furniture dealers on Niagara street, have added a line of Strand talking machines to their stock. E. C. Seigesmund, sales manager of C. N. Andrews, Victor jobber, reports business flourishing and that dealers are ordering early. "Prospects for November and December are very bright," Mr. Seigesmund said. "The great-

est concern with our house is in the supply. We do not see anything on the horizon that would cause any fear as to the outlook for the coming months of this year and early 1924." F. E. Russell, sales manager of Neal, Clark & Neal, says there is good business in high-priced machines. Victor Models 410 and 405 are leaders, he declares. Models 215 and 210 are going well also, with a great deal of favor shown for the walnut finishes. "The new Victor record release is very pleasing to the trade," Mr. Russell said, "and our record business has been increasing at such a rate that we have found it necessary to add three new salesgirls to this department."



BUFFALO *A NIGHT'S RIDE FROM EVERY IMPORTANT TRADE CENTER IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.
Victor Wholesalers
BUFFALO, N. Y.

Mr. Russell reports that the Neal, Clark & Neal exhibit at the Niagara Frontier Industrial Exposition, in the Broadway Auditorium, greatly stimulated sales and that, although the exhibition was for manufacturers and jobbers, there was a surprisingly large number of sales made to exhibitors. Quite a number of prospective buyers were lined up at the exhibition. C. O. E. Curtiss, manager of the Brunswick Shoppe, reports a great increase in sales in instruments and records. "Our early Fall business has been very good," Mr. Curtiss said. "Brunswicks are in great demand and we are enjoying an excellent trade."

"Sales have been large," says E. R. Burley, talking machine dealer in West Ferry street, "with the greatest demand for instruments selling from \$100 to \$150. Victor Model 210 is well liked, but scarcity of this model causes delay in delivery, which is one of the most serious problems before us."

"Talking machine business the past month is a great improvement over that of the previous month," remarked F. F. Barber, of the J. N. Adam Co. Music Store. "Record business is also good, with interest in the new double-face Red Seal records increasing."

The Hoffman Piano Co. is celebrating its twenty-first anniversary and is featuring the Brunswick and Columbia talking machines in large advertising. "We are looking forward to an exceptional November and December," said Sales Manager R. E. Smith.

Exhibits have been planned for the Better Homes Exhibit, held under the auspices of two Buffalo newspapers, in Broadway Auditorium, during the week of November 12, by Neal, Clark & Neal, S. J. Butler and Goold Bros., Inc. Miss Eileen Stanley, Victor artist, was honored by the Victrola Dealers' Association,



Worth Its Weight in Gold



Are You Worth \$33 Per Week?

IF you are, and this Directory gives you in 30 seconds information it would take you an hour to secure through other sources—

Then this Directory will pay for itself and give you a dividend of 50% or more, depending on how much more than \$33 per week your time is worth.

But the big point is that the Talking Machine World Trade Directory will not save you time on just one occasion--it will do so many times each month, because—

It is the complete and authoritative "Who's Who," "What's What" and "Where" of the talking machine business.

Only 50 Cents



Edward Lyman Bill, Inc.
383 Madison Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

Name _____
Address _____
City _____

VAN VEEN & COMPANY

Woodworkers Since 1907—Still Going Strong

Complete equipment for the talking machine, radio, musical merchandise and sporting goods trade.

Hearing rooms, counters and record racks ready for prompt shipment.

There is responsibility and reputation behind our product—*“adding much to the value but nothing to the cost.”*

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:

413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

when she appeared at a Buffalo theatre recently. A luncheon was given in the Statler Hotel in her honor, at which about fifty guests were present. She repeated her vaudeville act for the Association after the luncheon. The act included a novelty Victor record feature, in which she carries on a conversation with her recorded voice. Her two songs, written by her piano accompanist, Robert H. Buttenuth, "I Can't Believe It" and "I'm a Lonesome Cry-baby," were favorites with her audiences in Buffalo.

The Vincent Lopez Hotel Statler Orchestra opened its season in the Buffalo Hotel Statler on October 22. The orchestra has been playing under the direction of Vincent Lopez in the Hotel Pennsylvania, New York. The concerts given by the orchestra are broadcasted from Station WGR atop the hotel each evening.

Elpert's, phonograph dealers in Niagara Falls, have moved from their old location to the Silberberg block at Main and Niagara streets, Niagara Falls.

One of the features in the remodeled store of the Neal, Clark & Neal Co., which recently added a large piano department, is the installation of several Audak Units, where prospective record buyers can hear records demonstrated without interfering with other musical demonstrations.

E. C. Beshgetoor, music dealer in Jamestown, has moved from Roosevelt square to the Palace Theatre Building, 217 Spring street—a larger and much more convenient location.

The Albion Furniture Mfg. Co. is a new concern in Albion, N. Y., which, it is said, will manufacture talking machine cabinets. The new factory will begin with a paid-in capital of \$40,000.

About one hundred employes of the Rudolph Wurlitzer Co. were entertained by the manager of the local store, Charles Stewart, in Wurlitzer Hall, at a Halloween party. Prizes were awarded for the best costumes.

Joseph Dombroski, one of the most successful talking machine dealers on the East Side, was married recently to Josephine Krysinski. The couple are occupying a handsome home at 326 Humbolt Park.

The Camp-fone has been added to the stock of the Iroquois Sales Corp. and is reported as being a very good seller.

The Pathé Actuelle Co., Pathé dealer of Hartford, Conn., recently moved from 236 Trumbull street to larger quarters at 76 Asylum street, that city. Expansion of the business made the move imperative. The new store has been attractively remodeled.

O G D E N

Prosperity Follows Harvesting of Chief Crops—Early Holiday Sales Reward of Trade Activity

OGDEN, UTAH, November 7.—A brisk trade is reported by dealers of the Ogden district, which embraces northern Utah and parts of Idaho, Nevada and Wyoming. Prosperity has followed the harvesting of the chief crops of the various sections and it has been reflected in increased business of talking machine dealers.

Ezra Jones, of the Jones Phonograph Shop, Brunswick and Sonora dealer, said that during the last half of October his business doubled over the same period in 1922. The sale of records has been exceedingly good, especially in the popular numbers, while the sales of phonographs has been good. Mr. Jones said he is reaping excellent results from his tie-up with Brunswick and Sonora newspaper advertising and direct-by-mail circularizing.

Records made by Abe Lyman's Ambassador



"The demand of the public for the NEW EDISON was never greater.

The models never more artistic

The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

Hotel Orchestra, of Los Angeles, and Paul Ash's San Francisco Grenada Theatre Orchestra are enjoying a good sale in this district. These orchestras are popular with West Coast visitors. The outlook for November and December is bright, said Mr. Jones, who asserted that already purchases are being made for Christmas deliveries.

Glenn Bros.-Roberts Piano Co. is busily engaged in getting its new home in order for the Winter trade. The removal sale, which is still in progress, has given this company opportunity to dispose of a large stock of machines. New shipments from the jobbers have been placed on the floors to replace the stock depleted by the business enjoyed in October.

Browning Bros., Brunswick dealers, have added the Banner line of records. Through an advertising campaign they created a heavy demand for this new line. Glen Thomas, the manager, said business so far this Fall has been increasing steadily.

G. C. Spratt, district distributor for Brunswick, was a recent caller on local dealers.

The Proudfit Sporting Goods Co., Edison distributor for Utah and Idaho and parts of Wyoming and Nevada, reports a steady gain. One day's shipment totaled seventy-five phonographs, with follow-up shipments of varying amounts. Thomas S. Hutchison, of the Proudfit Co., is in Montana on a selling drive.

C. E. Armstrong, Pathé and Edison dealer, tells of increasing business, and the Williams Music Co., handling the Steger, says conditions are satisfactory.

EARLY RELEASE OF BANNER RECORDS

Enables Dealers to Prepare for Heavy Holiday Business—Publicity Helps Included

The Plaza Music Co., manufacturer of Banner records, will issue its entire December list of releases on November 15. This list includes several Christmas records and an assortment of some of the better-known sacred hymns and anthems, and an unusually lengthy list of current popular successes. The purpose of this advance release of so substantial a character is to make it possible for the retailer to care for a heavy early December and holiday business. Another feature of the advance list will be two violin records by the well-known author, Rudolph Polk. These are double-faced records, carrying "Melody in F," "Spring Song," "Humoresque" and "Ave Maria." Accompanying the releases will be much display and other advertising material for both retailer and consumer use.

EDISON TONE-TEST SERIES UNDER WAY

Thousands Hear Comparison Recitals in Pennsylvania Towns and Cities During Month—Edison Dealers Everywhere Enthusiastic

A series of Edison tone-tests, given in various cities and towns throughout the State of Pennsylvania during the past month, has demonstrated to thousands of people the reproducing qualities of this instrument. These tone-tests were arranged by Thomas A. Edison, Inc., in co-operation with the Edison dealers in towns in which they were given and in practically every instance the hall, theatre, or wherever the recitals were staged, was crowded to capacity, and the success of the various events and the enthusiasm of the dealers under whose auspices they were held were indicated by the large number of telegrams of congratulation received by Arthur L. Walsh, advertising manager of Thomas A. Edison, Inc., who has been active in preparing the campaign. The Edison artists who participated included Elizabeth Spencer, Lucille Collette and Harold Lyman.

The publicity derived from these events is, according to statements of the dealers themselves, of inestimable value and, while the results may not be noticed at once, the effects of the tone-tests are cumulative and the dealers who stage them must ultimately profit.

According to information given out by the advertising department of Thomas A. Edison, Inc., plans are under way for a total number of two hundred tone-tests during the Fall and Winter season. This, undoubtedly, is one of the most comprehensive campaigns of this character ever staged by Thomas A. Edison, Inc.

Among the telegrams of congratulation received by Mr. Walsh from dealers who co-operated in tone-tests were the following: W. J. Grygo, Shenandoah, Pa.; Louis Luxenberg, Barnesboro, Pa.; R. E. Kaplan Furniture Co., McKeesport, Pa.; H. L. Lyman, East Liverpool, O.; L. C. Milheim, Butler, Pa.; J. M. Burns & Sons, Waynesburg, Pa.; G. W. P.

Jones, Washington, Pa.; Wm. H. Bonnage, Pittsburgh, Pa.; G. A. Mytinger, Pittsburgh, Pa.; F. Bowman Sons, Allentown, Pa.; L. Hummel Sons, Pottsville, Pa.; H. Levin, McDonald, Pa.; George A. Schwartz, Lehigh, Pa., and Decoster Bros., Jeannette, Pa.

RAPID REPEATERS AS HOLIDAY GIFTS

The holiday packaging of merchandise in the talking machine trade is taking increased hold as each Christmas season arrives. The talking machine retailer is particularly fortunate in carrying in stock a number of items that serve as novel Christmas gifts. Featuring them at this time adds to profits. One of the latest houses to take advantage of the holiday appeal of its product is the Rapid Repeater Co., of Long Island City, producer of the repeating device of that name.

The Rapid Repeater is now being produced in a very attractive holly box. This spirit of co-operation manifested by the Rapid Repeater Co. is being much appreciated by the dealer, as it furnishes an additional aid to him in securing his share of the good business prevalent during the pre-holiday season. The nominal price of the article also provides a wide scope of prospects.

TALKING FILM INTRODUCED

A dispatch from Copenhagen tells of a talking film on which the Danish engineers Poulsen and Peterson have been working for several years, and which was publicly exhibited recently in that city. It is stated that the voice is pleasantly free from metallic sound. Two films, one providing the pictures and the other the words, were used, being connected electrically. The experts present at the demonstration say that although the apparatus has not been wholly perfected the problem has been solved satisfactorily. Mr. Poulsen will be remembered as the inventor of the telegraphone, a continuous record idea which was displayed publicly in New York at one time.

AKRON, O.

Dealers Stocking Up in Anticipation of Big Holiday Business—Yuletide Decorations for City

AKRON, O., November 5.—Predictions of industrial leaders are that there will be no lack of employment for workers this Winter in Akron despite the apparent slowing up on account of overproduction in the rubber industry the last few months. Music dealers are entering into the year-end trade with renewed confidence. For the first time since the close of the World War dealers are taking the precaution of stocking up for the holiday business and not only are their sales floors filled to capacity, but there are large reserve stocks. Money appears to be easier than it was a month ago, with thousands of dollars soon to be released in Christmas savings funds in banks, and talking machine dealers are in a happy frame of mind.

Talking machine dealers of Akron have been asked to co-operate with other retail merchants to decorate the four principal business streets in the down-town district with wreaths, Christmas trees and other Yuletide decorations. This will be done late in November, and, according to Jack Moore, secretary of the Retail Merchants' Association, it is expected to instill the Christmas spirit in the buying public and will tend to help stimulate sales.

George S. Dales announces that his South Akron store will be doubled in space so as to insure a better display of Victor and Brunswick talking machines. The Music Shoppe, also a Dales store, located on South Main street, which handles the Brunswick machine exclusively, will also be enlarged. The second floor and the storeroom next to it have been taken over.

Earle Poling, head of the Earle Poling Music Co., Mill and South Howard streets, reports a phenomenal record business, pointing out that this has been accomplished by pushing the hits as soon as they are released.

Smith & Mitten, newly established music house in the Masonic Temple Building, announced that they would determine within the next week or ten days the line of talking machines to be carried by the new store. At the present time the store has on its sales floor several Pooley machines.


In the absence of Miss Elsie Baer, who recently underwent an operation for appendicitis and who has headed the talking machine department of the M. O'Neil Co. department store, George E. Sirlouis has been placed in charge of this department until she is able to resume her old position. The Cheney line is featured here.

The Columbia line of talking machines, as well as records, has been taken on by A. E. Jones, who has opened a complete music store on Cuyahoga Falls avenue. Mr. Jones formerly was connected with the George S. Dales Co. and prior to that was with William R. Zollinger & Co., Canton.

NEW BUSH & LANE STORE

HOQUIAM, WASH., November 7.—The Bush & Lane Piano Co., of Seattle, Wash., will shortly open a branch store in this city. The concern will handle a full line of pianos, talking machines and other musical instruments and plans a strong selling campaign.

VICTOR WHOLESALE DISTRIBUTORS



**The
Discriminating
and Fair-Minded
Dealer
Always Appreciates
Blackman Service**

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER



SEE
WHAT
Minger Says
ON
PAGE 35

There's A Double Demand For Bubble Books

Swing It YOUR Way This Christmas!

Children clamor for more Bubble Books after they've been given the first one. And parents follow up this demand because children who own Bubble Books take less of mother's and dad's time.

What happens when two members of a family want an article? They go after it without delay!

You've started the Bubble Book habit in many homes in former Christmas seasons. Keep these books "that sing" before your customers by means of our splendid dealer helps and they'll come to your store to fill their youngsters' Christmas demands for the next Bubble Books.

Then, too, new children are arriving at the Bubble Book age all the time. New families are coming to town. New faces are appearing in your store—and the Christmas season will find them looking for gifts for the children. Start the demand for Bubble Books among them. Sell them their first Bubble Book. They will soon be around again for the next and the next and the next.

Remember, there are fourteen Bubble Books and good profit to be made on each, and it takes very little pressure to sell an article for which there is a double demand.

Gain favor for your store through a Bubble Book Hour. Ask us about this and other dealer helps.



Bubble Book Distributors

Boston, Mass.—A. C. Erisman Company, 175 Tremont St.

Chicago, Ill.—Consolidated Talking Machine Co., 227 W. Washington St. (Also Detroit and Minneapolis), Marshall Field and Company.

Cincinnati, Ohio—Rudolph Wurlitzer Co., 121 E. 4th St.

Denver, Colo.—Columbia Stores Company (also Salt Lake and Spokane).

New York, N. Y.—Cabinet and Accessories Co., 3 West 16th St. Progressive Musical Instrument Corp., 311 6th Ave.

San Francisco, Cal.—Walter S. Gray Company, 1054 Mission St.

BUBBLE BOOKS **"that Sing"**

by RALPH MAYHEW
and BURGES JOHNSON
Illustrated by Rhoda Chase

Retail at \$1.00
with three records

When you sell one you sell a habit
and when you sell a habit you're
building business.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

ESTABLISHED 1817

49 EAST 33rd STREET

NEW YORK

Kice

**SONG
of LOVE**

*That beautiful Waltz
Melody from
"BLOSSOM TIME"*

**WONDERFUL
ONE**

Paul Whiteman's
Sensational
Waltz Hit

**"JOURNEYS
END"**

McCarthy & Tierney's
BIG HIT from "UP SHE GOES"

"You can't go wrong with any Feist song"

INDIANAPOLIS

Retailers Urging Early Buying for Christmas Delivery—Holiday Campaigns Well Under Way—Trade Optimistic—Month's News

INDIANAPOLIS, IND., November 5.—Promises for a prosperous month of October were well borne out by the sales record for the month, most dealers reporting business, while not sensational, to have been very satisfactory. Most merchants held to regular methods during the month and in a few cases an effort was made to clear all used and trade-in machines from stocks—clearing the decks, as it were, for the Winter and holiday trade. The drive for holiday business has already begun, if we may recognize that there is such a thing where dealers are, as a rule, as active in August as they are in November. It would be more proper, perhaps, to say that dealers are advising their customers to secure their machines for Christmas gifts at this time, and an example of this is the advertising of the Indianapolis Talking Machine Co., in the daily newspapers, offering the regular terms on machines, the machines to be delivered at this time or to be held for holiday delivery. The purpose of such advertising obviously is to bring in at this time those prospects who might be "holding off" until late in December, thus stabilizing the de-

mand to a great extent. The Brunswick Shop also is featuring this sort of newspaper advertising quite extensively.

C. P. Herdmann, manager of the talking machine division of the Baldwin Piano Co. of Indiana, reports that this store enjoyed its share of the October trade, the Brunswick York and Raleigh models being the most popular in console types, with the usual demand for the upright models. Mr. Herdmann also reports quite a few sales of electric machines.

Sonora passed through a good month, the Chas. Mayer & Co. store having placed a good number of the higher-priced models in homes during the last four weeks, and the Widener store and the Banner Furniture Co., the other Sonora dealers in Indianapolis, also report good sales. The Mayer store was one of those which, by special sales offers, cleared their stock of used machines. The Victor and Columbia business of the Widener store, according to W. G. Wilson, was up to the usual standard.

There was no unusual activity on the part of Victor dealers during the month, excepting, perhaps, the enlargement sale of the Taylor

Carpet Co., which included the Victor department of the store. The Pettis Dry Goods Co., L. S. Ayres & Co., as above noted, Fuller & Ryde and other Victor dealers in general report a very satisfactory month.

At the time of this letter the Pearson Piano Co. store is being decorated for the celebration of its fiftieth anniversary. Included in the plans for this celebration, the talking machine department will conduct a vigorous drive on Victor machines to be sold complete with records, albums, needles, etc. F. X. Donovan, manager of the talking machine department, reports October to have been a very good month for machines, but that there was a slight decline in record sales.

Edison sales generally have been good during the month and are showing a slight increase with the coming of cooler weather. Edison dealers throughout the State, according to H. G. Anderson, of the Phonograph Corp. of Indiana, wholesale distributor in this territory, have placed large orders in anticipation of a record holiday and Winter business. Mr. Anderson and F. C. Pullen, manager of the Phonograph Corp., have been spending the greater part of their time during the month with their dealers in Indiana, Kentucky and Illinois. Local Edison sales have been satisfactory, W. G. Meskill, of the Meskill Music Co., reports. The Meskill Co. has taken over the distribution of Jewell products in the territory formerly covered by the Phonograph Corp.


The State Teachers' Convention during the latter part of the month was responsible for a slight stimulus in the sale of musical products. Sousa's Band appeared in Indianapolis one night and this had the effect of stimulating the sale of Sousa recordings. Columbia dealers are making plans to feature Ted Lewis numbers when he appears here later in the month. The appearance of Lewis and his band is generally considered to be one of the most stimulating in point of record sales of that of any Columbia artist.

In connection with the fifty-first anniversary of the founding of the store, the L. S. Ayres & Co. department store offered a number of machines which had been secured for the purpose, at special prices, last week, according to R. M. Follis, manager of the talking machine department of this store.

BRENNAN'S SHOP IN NEW HOME

BROOKLYN, N. Y., November 7.—Brennan's Phonograph Shop, formerly located at 866 Flatbush avenue, is now located in new quarters at 856 Flatbush avenue. George Brennan, proprietor of the concern, recently purchased the building at the latter address. The entire structure was remodeled to fit the needs of the business, record racks, booths, etc., being installed. The Sonora and Brunswick lines are handled, and the increased space permits of the display of the various models with an effect impossible in a smaller store.

SALES RESISTANCE is more easily overcome by confining Sales Effort to a Standard line of merchandise



The Edison Line gives any merchant

Prestige-Profit-Progress

Better get in while the getting-in is good!

Your inquiry will receive prompt attention—without obligation to yourself. Write right now!

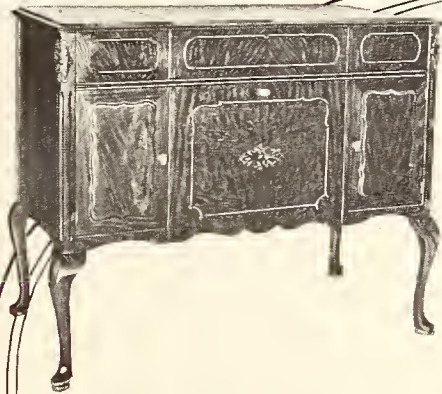
Phonograph Corporation of Indiana
325 North Delaware Indianapolis, Indiana

The CHENEY

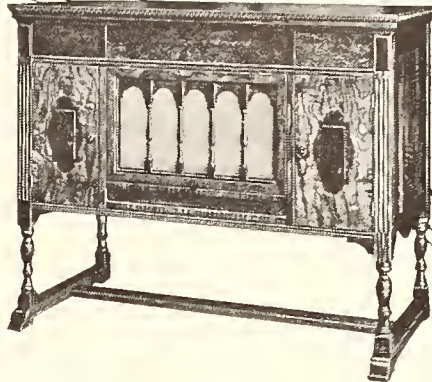
THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

The Abbotsford—Style 117. A Queen Anne period design in Biltmore Mahogany. Gold plated metal parts. Six record albums. \$300



Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Romangold. Six record albums. \$250



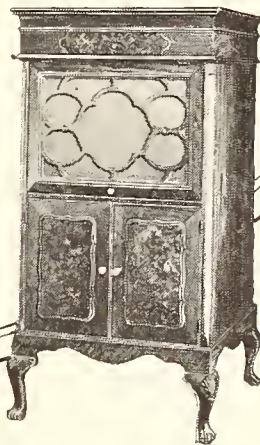
The Westminster—Style 31. An early English period model. Finished in the popular two-tone oak effect. Nickel plated metal parts. Plays all records. \$150



The Oxford—Style 41. English period design. Dark Oak with Walnut applique. Gold plated metal parts. Eight record albums. \$200



Georgian Period Model—Style 5. Biltmore Mahogany or Newby Walnut. Metal parts gold plated. Eight de luxe albums. Plays all records. . . . \$235



The Salisbury—Style 118. After the work of Sheraton and Shearer. In Mahogany and Walnut. Exposed metal parts gold plated. Albums \$200

These prices apply east of the Rockies only

The Greatest Fall Business in our History!

Extraordinary Value of Cheney Line Brings Deluge of Holiday Orders

Dealers are saying: "It's the greatest phonograph line that we can handle." They are backing their statements with orders. Never before has The Cheney been in such widespread demand. Dealers everywhere tell us they find a growing appreciation of The Cheney in the public mind—a conviction that The Cheney is genuinely superior.

From the dealer's standpoint, he finds the line admirably suited to his needs. Note particularly the models illustrated. Cheney console models reflect unmatched

elegancy in design and workmanship—yet they retail as low as \$165. Similarly, Cheney upright models take their place in the home with dignity and elegant simplicity—and such models retail as low as \$100.

Above all, every Cheney model is a *real* Cheney with the tone quality, which only the Cheney acoustic system can develop. Such distinctive superiority makes The Cheney easy to sell. It is unquestionably "the most perfect music-reproducing instrument."

To insure complete stocks for holiday trade it is essential that dealers place their orders at once

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, Ohio
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
376 Boylston St., Boston
New England

RIDDLE PHONOGRAPH CO.
1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

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

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn., New Jersey

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

MUNSON-RAYNER CORP., 86 Third St., San Francisco, Calif.

CHENEY SALES CORPORATION
Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

THE TWIN CITIES

Stimulation of Business Follows Cold Snap—A Half Million Record Stock—T. G. Kinney With Beckwith Co.—The Month's News

MINNEAPOLIS and ST. PAUL, November 5.—Twin City phonograph men are no more down-hearted than the winning gridiron teams. Business is undoubtedly good, both among wholesalers and retailers. Especially good orders are reported from the iron range country, Wisconsin and western North Dakota.

Beckwith's Enormous Record Stock

George C. Beckwith & Co., Northwest Victor jobber, will have over one-half million records in stock, one of the biggest inventories in the country, when the stock of the W. J. Dyer & Bro. firm, which Beckwith's recently purchased, is assembled in the Beckwith stock-rooms.

"Business is remarkably good from the standpoint of volume," according to Charles K. Bennett, vice-president and general manager of the Beckwith Co. "We have sent out three times as many orders since taking over Dyer's wholesale business. With the immense stock we will be able to give dealers the most satisfactory service they have ever received. We advised dealers to stock up early for holiday selling, as we sensed a shortage in certain models. Models 80 and 210 are scarce. We have been out of them for three weeks and the factory can assure us only a few before Christmas. The range is returning substantial business," according to Mr. Bennett, "so is Wisconsin, but southern Minnesota is spotty."

Kinney in Charge as Credit Man

On account of the extensive increase in the business at the George C. Beckwith Co. and the number of accounts the firm has added a credit manager, Thomas G. Kinney, to its force. One of his duties will be to go out among the dealers and assist them in establishing accounting and collection systems and such other services as they may require.

E. E. Ells With Beckwith

Another addition at Beckwith's is E. E. Ells, who, with the transfer of Dyer's wholesale business to the Minneapolis concern October 15, left Dyer's for Beckwith's. Mr. Ells, who has been for six years assistant to George A. Mairs, manager of the Victrola jobbing interests

of the Dyer & Bro. firm, will look after the dealers' service end of the business.

New Edison Accounts

"Business is pretty good in Wisconsin and western North Dakota," said J. Unger, of the Lawrence H. Lucker Co., Edison distributor. "Conditions in the dairy country are excellent. As to the retail trade in the Twin Cities a little cold snap was what was needed and the last ten days or two weeks have resulted in remarkably good business. We have opened new accounts in Wisconsin, North Dakota and some in Minnesota," Mr. Unger stated. "Dealers are placing their Christmas orders and making use of the special list of holiday records in ordering. They are applying extensively for the special hanger which the Edison Co. has prepared for holiday windows.

Visitors During the Month

Thomas F. Green, president of Pearsall Co., New York, and William T. Haddon, president of the Ohio Talking Machine Co., spent several days visiting George C. Beckwith and Mr. Bennett. They pronounced themselves much impressed with Minneapolis, its lakes, its wide streets and its possibilities. Harry Goldsmith, of the Badger Talking Machine Co., Milwaukee, also visited the Beckwith offices recently.

Condemns Record Approval System

Otto May, assistant traveling manager of the Victor Co., who is visiting the trade in the Twin Cities, says that he believes the "records-on-approval" system is being much abused here. Everywhere he goes, he says, he sees salespeople polishing up records which have been misused by customers who have had the records on trial, buying but few, possibly none, from the collection sent them.

Larger Sonora Territory

Iowa has been added to the territory of the Doerr-Andrews & Doerr Co. in distributing Sonoras. In connection with this addition to its territory John E. Date has been to Des Moines and other points, where he reports excellent business. He returned November 3. Sewall D. Andrews, head of the Sonora distributing departments, says "Business is showing improvement. Dealers are placing consid-

erable orders for their holiday requirements." Mr. and Mrs. Andrews returned October 27 from a short stay in the East.

New Cheney Consoles Favorites

Edward G. Hoch, of the Edward G. Hoch Co., Cheney distributor, who returned October 31 from South Dakota, finds that the two new consoles, 119 and 118, retailing at \$165 and \$200, are the most popular with the trade. Just at present the Cheney office here finds that the demand for consoles and uprights is running about fifty-fifty. The medium-priced uprights are popular, although those desiring a high-priced instrument prefer the consoles. Mr. Hoch says it is now a question of getting the goods and his office is experiencing a marked shortage of models to fill his orders. Among the new accounts Mr. Hoch opened is that of E. W. Owen & Co., in Mankato, and The Boston Store, in Milwaukee.

Good-size ads are being run in the Milwaukee Journal, as well as in the Minneapolis papers and St. Paul Dispatch, calling attention to the Cheney. The Emporium department store, which recently established a Cheney agency, ran a remarkably fine ad in the St. Paul papers in the interests of the instrument.

Lester Heinsheimer, of the Home Furniture Co., Sioux Falls, mentioned to Mr. Hoch that he anticipated a large holiday business in Cheneys and that, in his opinion, South Dakota was regaining its prosperity. The same feeling was voiced by Charles A. Mayer, of the Home Furniture Co., Watertown, S. D.

August Weyand, exclusive Cheney dealer, located at 23 East Eighth street, St. Paul, reports interesting results from a large display of the instruments at the Food Show in the St. Paul Auditorium late last month.

The Miles Music Co., which has recently taken over the Cheney in Duluth, has been featuring this line in special campaigns.

Interesting News Brieflets

Miss Grace Barr and Miss Conn, of the educational department of the Victor Co., were on the program at the session of the Minnesota Education Association here, commencing October 31. The appearance of the Victor artist, Mabel Garrison, at the Minneapolis Auditorium, November 2, caused a good demand for her records, according to dealers here.

The Vocalion Red records of Ben Bernie and His "College Eleven" Band have been selling excellently since the appearance of this band at the Hennepen Orpheum. Dealers tied up with the appearance of the band here in the form of a large ad.

The estate of the late W. L. Harris, head of the New England Furniture & Carpet Co., who until ten years ago was the Victor distributor here, will reach close to \$2,500,000, it was revealed last week, when Charles L. Harris, his son, was appointed administrator of the estate. In the absence of a will the estate goes in equal shares to the widow, the son and a daughter, Mrs. Ethel Harris Gauntlett, of Sussex, England.

LATEST PATHE FOREIGN RECORDS

Although it is only natural that records in the English language constitute the great proportion of record sales in this country, still foreign language sales are of a surprisingly large volume and provide many retailers with a substantial amount of income. The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., which conducts a special department for foreign records, reports that the business of this department is constantly growing. It is the custom of this company to release these records in monthly supplement form similar to the regular numbers. In the release for January are included five German and six Polish double-disc records carefully selected on their appeal to the purchasers of this class and well calculated to stimulate the business of the retailer of foreign language records who is awake to the opportunities in this field.



The New Edison is recognized as the foremost phonograph of all time. It means prestige to the merchant who sells it.

The new low priced models—upright and console—new increased discounts, quick turnover and timely release of the latest hits offers steady increasing profits.

We have a liberal proposition and open territory for live merchants of the Northwest. Write now. Cash in on the Fall and Holiday demand.

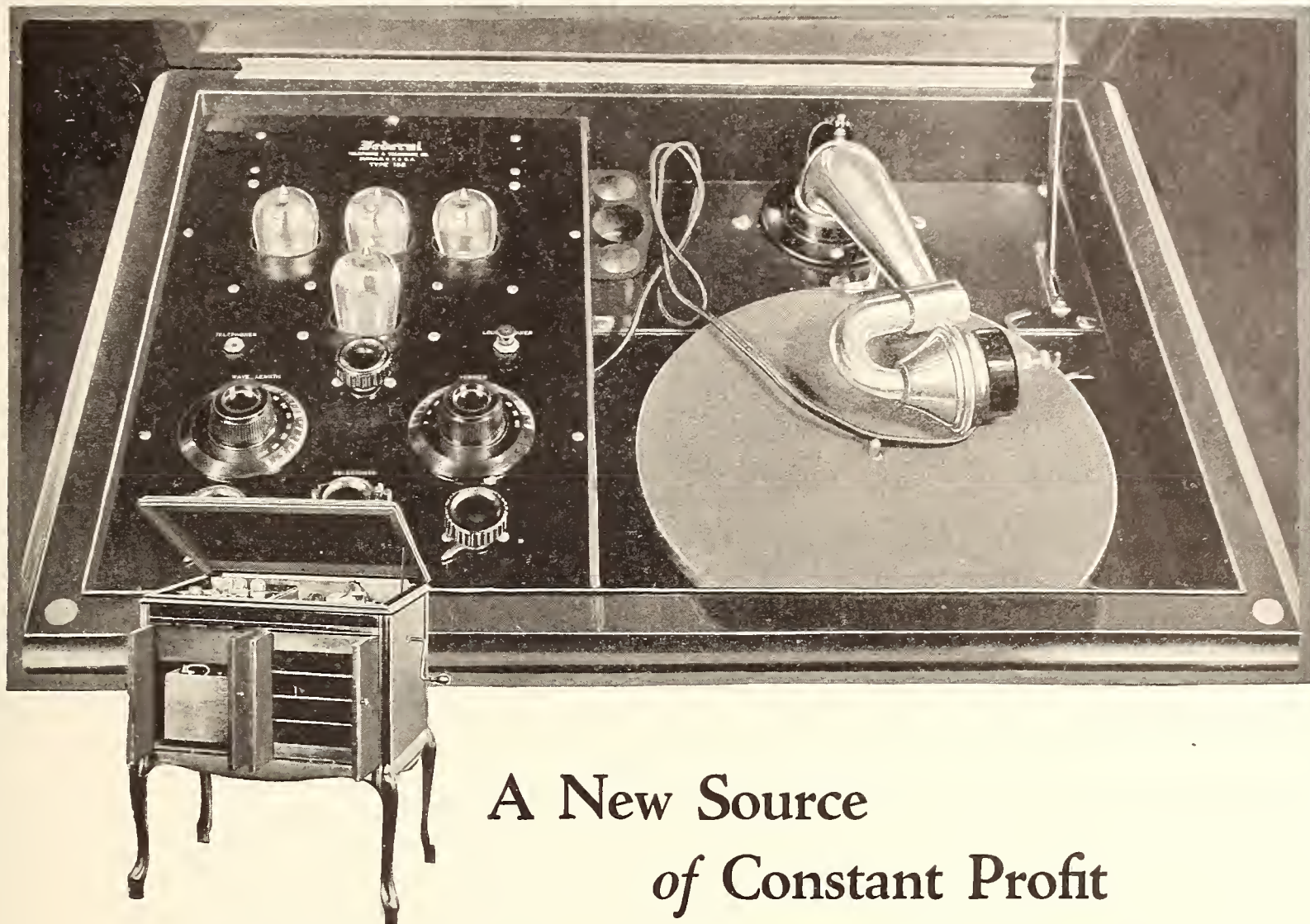
LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South Sixth St. Minneapolis, Minnesota

**Edison
Dealers
Enjoy
Every
Advantage**



A New Source of Constant Profit

RADIO like any other new device is attractive, easily sold and profitable. It is readily purchased for cash and need not be offered on the partial payment plan.

Phonograph dealers are the natural distributors of Radio because they are headquarters for "entertainment for the home" and, like

phonographs, the Radio Receiving Set is precisely for that purpose.

The Federal Set shown above is designed to fit the console type of phonograph of various makes. It is sold *exclusively* through phonograph dealers. It is fully guaranteed by Federal, the oldest and largest maker of a complete line of Radio parts and sets.

A complete line of Receiving Sets and parts of the highest quality, adapted to the phonograph dealer's requirements, fully guaranteed, are also offered by Federal. Unusual range, simplicity of operation and sturdy, dependable efficiency have built for Federal Sets and parts a nation-wide reputation.

Write today for the Federal proposition for phonograph dealers.

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England

Federal

Standard **RADIO** Products

"TIE UP WITH A WINNER!"

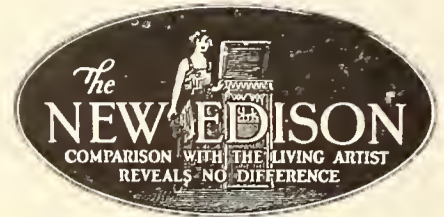
The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.

SAINT LOUIS

Holiday Atmosphere Tinges Trade as Dealers Start Christmas Club Drives—Artophone Co. in New Home—Month's News Budget

St. LOUIS, Mo., November 7.—October was a good month for talking machines and records, with sales accelerating with the opening week of November. Medium-priced consoles, at around \$150, are in greatest demand. There is also a good movement of higher-priced consoles. The Christmas note is creeping into the business. Several firms have started Christmas clubs, featuring the \$1 down and \$1 a week, to run until delivery, and after that regular terms.

Artophone Co. in Its Handsome New Home

The Artophone Corp. and the Shattinger Music Co., which were burned out three months ago, are back in their restored building at 1103 Olive street. The Artophone Co. has resumed on a larger scale than before, occupying all of the building except part of the first floor, which is used by the Shattinger Co. The Artophone concern will, as in the past, handle Artophone and Strand machines and Okeh records. Both firms during the interim following the fire were temporarily at 1213 Pine street.

F. H. Brandt, traveler for the Artophone

Corp., has returned from a trip through southern Illinois and southern Indiana and to the principal cities of Tennessee, where he closed some successful business.

Dealers Tie Up With "Easy Melody"

Record sales have been growing rapidly ever since cool weather set in. The popularity of "Easy Melody," composed by Gene Rodemich and Larry Conley, St. Louis star musicians, which has been increasing in the past few weeks, has come to a head with its appearance on Brunswick record No. 2500, played by Isham Jones at Rodemich's request, and coupled with "Somebody's Wrong," also played by Jones. Extreme co-operation on the part of St. Louis Brunswick dealers and Gene Rodemich's Orchestra has made certain a rousing reception by the public for this great record.

Frank Horning, music department manager at Stix, Baer & Fuller, has sent out 50,000 circulars on "Easy Melody" to the store's mailing list. He also has had fifty large signs prepared for distribution throughout the store, is running special advertisements in the newspaper,

has prepared a unique and extremely attractive window on Washington avenue and, as a crowning feature, engaged Gene Rodemich's Orchestra to play this and other late Brunswick hits in his music salon.

Famous & Barr and Scruggs, Vandervoort & Barney have prepared special advertisements and signs on "Easy Melody," as have the T. D. Music Box, Kieselhorst Piano Co., Hunleth Co., Baldwin Piano Co. and Kirkland Co. All Brunswick neighborhood dealers have large banners in front of their stores, all have special windows and are also advertising it in either neighborhood or daily newspapers.

The Lehman Piano Co. is back in its restored building at 1101 Olive street and is featuring the Brunswick.

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, was here the first week in November.

Returns From Vacation in the East

Edward Roth, secretary of the Koerber-Brenner Music Co., has returned from a month's Eastern trip, accompanied by Mrs. Roth. They visited Philadelphia, New York and Atlantic City and stopped off at Camden, N. J., for a call on the family of F. S. Horning, manager of the Stix, Baer & Fuller music department here.

Thomas Husselton, Victor representative, has been spending a month in St. Louis conferring with and helping dealers.

Silverstone Music Co. Activities

G. Manne, traveler for the Silverstone Music Co., Edison distributor, is trying the experiment of visiting the Missouri trade in a Ford coupe. He thinks he can save time, in spite of the fact that Missouri roads are not yet all that they should be. T. Larray, of Mexico City, Mex., dropped in at the store of the Silverstone Music Co. the other day and bought a Chippendale Edison and \$45 worth of records and handed over to L. M. Schlude the price plus the express charges for sending it to Mexico. Mr. Larray is an engineer, conducting some tests at Illinois University.

Collins and Harlan, vaudeville artists, pioneer record makers for the Edison, still teaming after twenty-four years, were at the Missouri Theatre the first week in November and as a novelty made a record on the stage. To make it more convincing local talent also was given a chance to make a record at each performance.

C. O. Thompson has been made manager of the phonograph, radio and record department of the Kieselhorst Piano Co. George F. Standke, former manager, will confine himself to the selling of phonographs and radio sets.

J. E. Mayer, formerly with the Rudolph Wurlitzer Co., has taken charge of the outside talking machine work of the Kaemmerer Music Co. at both its North and South St. Louis stores.

Brief But Interesting

H. J. Arbuckle, manager of Widener's, Inc., had a Halloween window which attracted much attention and resulted in considerable business.

THE Artophone CORP.



for beauty—for tone—for price

Because we indorse the STRAND policy: "Quality Merchandise at Low List and Long Discount."

And because over two years of remarkable STRAND success have proved that it can be done!

THE Artophone CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-4-5 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

Splash! - Three Hits - All Over Our Blotter!

RED HOT!

A HOT FOX-TROT

"HOOT MON"

A SCOTCH FOX-TROT

Oh, You Little
**"Sun-Uv-
Er-Gun"**

A snappy
Fox-trot Song

*"You can't go wrong
with any FEIST song"*

© LEO FEIST INC.

He has his annual Christmas Club going nicely.

Miss Grace Cartwright, formerly with Kieselhorst's talking machine department, is now with the sales organization of Stix, Baer & Fuller.

William Casey, formerly with Stix, Baer & Fuller, is back with that firm.

John L. Stevener, manager of the Vocalion department of the Aeolian Co., says October business in machines and records was 25 per cent better than October, 1922.

R. V. Johnson, formerly with the Vocalion department of the Aeolian Co., is now city representative of the Brunswick Co. C. R. Reynolds, traveler for the Brunswick Co., has been having a very successful trip through the Southern territory served by this branch.

F. B. Jenkins, Jr., of the J. M. Jenkins Music Co., Kansas City, Mo., distributor of Victors, stopped in St. Louis on his way back home from a visit to the Victor factories.

The Stix, Baer & Fuller Victrola department is getting ready for the Christmas rush by installing a number of Audiphones in its service counter.

Miss Mildred Butts, of the Wainwright Music Co., Marietta, O., was an interested visitor to a number of Victor stores in St. Louis.

The De-Merville Piano & Music Co., Victor dealer, of South St. Louis, is making a big addition to its store, having bought two adjoining buildings. Partitions have been removed, tripling the floor space and making one large store.

During the Missouri Teachers' Association conference, to be held in St. Louis in December, Mrs. Frances E. Clark, of the educational department of the Victor Co., will appear on the music program.

Mrs. E. E. Baker, Baker Music House, Victor dealer, of St. Louis, recently had a very charming window display, featuring the record "Cut Yourself a Piece of Cake." A knife added to the invitation.

Two thousand people heard Chaliapin in his concert at the Odeon October 23. Victor enthusiasts pronounced him all that his records had proclaimed him to be.

"The Needle" Makes Its Debut

The first house organ to appear in the St. Louis territory is being issued by the T. D. Music Box. Its name is "The Needle," so called because it follows the records closely. "Josephine," who has a "swell job" in the place, writes a letter for each issue and, while the manner of the whole is frivolous, it has seriously good suggestions, such as weeding out the mid-Victorian records from one's collection and other excellent pointers.

Eighteen Victrolas for Telephone Co.

The Stix, Baer & Fuller Co.'s Victrola department, in charge of Frank Horning, has just made a sale of eighteen Victrolas to the Bell Telephone Co. The contract department of the telephone company is refurbishing all of its restrooms through the Stix, Baer & Fuller Co. and new model Victrolas are being sent to the various restrooms.

TRI-STATERS HEAR LLOYD EGENER

Manager of Victor Traveling Department Gives Facts About Changes in Victor Goods - Eight Famous Victor Artists Introduced - Concert and Dinner Enjoyed

St. Louis, Mo., November 7.—The Tri-State Victor dealers met for a few hours' get-together before the concert by the Eight Famous Victor Artists. The Hotel Claridge was the meeting place and at four o'clock dealers assembled to hear Lloyd Egener, manager of the traveling department of the Victor factory, tell some interesting facts about the recent changes in Victor goods. The Famous Eight were introduced. Dinner was served to those assembled and was followed by a round-table discussion, led by Mr. Egener, on various matters of importance to Victor dealers. The crowd then adjourned to the Odeon for the concert, which was given to a sold-out house. Those present were Mr. and Mrs. L. Harter, of Webster Groves, Mo.; Mr. and Mrs. J. E. Rice and two guests from Mt. Olive, Ill.; Charles H. Beetle, of Shelbyville, Ill.; Russell N. Smith, of Carthage, Ill.; Miss Lillian Allen, of Rolla, Mo.; L. F. Parrish and son, of Metropolis, Ill.; Miss Estelle Heuman, of Lebanon, Ill.; Lloyd Egener, of Philadelphia, Pa.; Harry G. Koerber, H. S. Grover, C. B. Gilbert, Tom Cummins and Miss Golda Airy, of Koerber-Brenner Co., and J. N. Meyer, of the advertising department;

Geo. G. Neville, of Hellrung & Grimm, St. Louis; Mr. Peeler and Miss Birdie Young, of the Peeler-Todd Co.; Fred Dykins, of Flora, Ill.; Mr. and Mrs. E. E. Baker, of the Baker Music Co., St. Louis; Miss Laura Mertens and Miss Amelia Lipscomb, of Smith-Reis Piano Co., St. Louis; Fred Lehman, of East St. Louis; Mr. Burton, of Girard, Ill.; Walter Rhein and brother, of Belleville, Ill.; Wm. McKinley, of Mason City, Ill.; A. W. Hosier, Miss Wilson and Mrs. Gladding, of Scruggs-Vandervoort-Barney, St. Louis; Wm. Bauer, Mr. Stevens, T. W. Maetten, Miss Dorothy Howard and Miss Jane Lange, of the Aeolian Co.; Miss Annabelle Weible, of Columbia, Ill.; Jerome Munie, O'Fallon, Ill.; Wm. Todd and daughter and Mrs. Baumker, of the Todd Music Co.; Mrs. Engelman, Miss Laura Williams and E. O. Thompson, of Kieselhorst's; Mr. and Mrs. Frank Horning, Miss Helen Hatfield and Mr. Hutchison, of the Stix, Baer & Fuller D. G. Co.; Fred Gerbig, of Glaser's Music Shop; Mr. Geissler, of Famous-Barr, and Mr. Van Zant, of Chicago Talking Machine Co.

FRIEDA HEMPEL ON AMERICAN TOUR

Frieda Hempel, the distinguished soprano and Edison artist, returned last week from a vacation spent in Switzerland. This distinguished singer opened her American tour in Lynn, Mass., on Sunday night and will be heard in New York at Carnegie Hall on November 27.

THE Artophone CORP.

COMBINING the complete stocks of all Okeh and ODEON Records which are kept on hand at all times with the use of the speediest of modern methods of distribution, we are equipped to give our well-known "Same-Day Service" under all conditions. "Same-Day Service" means that your orders for

Okeh Records
The Records of Quality

are accurately and completely filled and shipped out to you the same day they are received. It is a reliable service that you will find especially valuable during the coming holiday season. Let us demonstrate it *now!*

THE Artophone CORPORATION

1103 Olive Street St. Louis, Mo.
New Kansas City Branch Office
Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies



BUY
Okeh
Needles
They
Keep
Record
Sales
Alive!

"A new Gennett!"



The **ELUSIVE CHARM**

—the magnetic personality of the artists' original rendition of music is the distinctive alluring appeal in **Gennett Records**.

Timeliness, wide range and highest quality of recording account for the popularity of Gennett Records.

"First and Best on Gennetts" is the slogan. Gennett Records Released Weekly.

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham—
Detroit—Cincinnati—Cleveland—Indianapolis—
Boston—Jacksonville—London, Canada

The NEW Columbia is superior

*Hearing
is believing*

The Tone is True. On the New Columbia a violin is a violin, a 'cello is a 'cello, a soprano is a soprano, a contralto is a contralto, a tenor is a tenor, and a baritone is a baritone—due to the New Columbia Reproducer. *Hearing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York



DETROIT

City Becoming Center of Distribution — Activities of Dealers Resulting in Stimulated Trade

DETROIT, MICH., November 6.—This city has become quite a center for distributors of talking machines, which not only indicates the importance of Detroit in the commercial world, but also indicates the prosperity for the talking machine industry. All of these distributors, seen by The World correspondent the past few weeks, reported that business was picking up splendidly, which means that the retailer is either selling more machines or is stocking up in anticipation of a good holiday business. We know it to be a fact, however, that the retailer is enjoying a very good business, so far as Detroit and Michigan are concerned. One good reason is that there has as yet been no slumping off in general industrial activities and all over the State manufacturers are busy.

Grinnell Bros.' Best Month

Grinnell Bros. are probably the best medium through which to find out the State conditions, as they operate forty retail stores, most of them scattered in all sections of Michigan. Charles H. Grinnell, manager of the Victor wholesale department of this concern, who recently returned from a visit to New York and the Victor factory, states that October was the best month his department has had this year in point of sales, both for talking machines and records. And he speaks not only for the stores operated by his company, but for hundreds of other retail establishments which buy their Victor goods from Grinnell Bros.

Retailers Tying Up With Recitals

A great many record artists have been in Detroit the past few weeks for recitals and more

are yet to come, according to schedule. This has offered an opportunity to the retail stores to exploit their records quite heavily, not only through advertising, but particularly through window displays. John McCormack, for example, was here last week. Every Victor dealer, especially downtown, took advantage of his appearance and fixed up very attractive windows pointing out the McCormack records which were available. The Columbia stores also were on the job to take full advantage of the presence in the city three weeks of "The Passing Show" with Ted Lewis' Band and, of course, they featured the Ted Lewis records. And we could go on and recite a half dozen other instances where dealers have been quick to exploit records of visiting artists—which is as it should be, because this sort of thing is certain to stimulate sales of the particular records involved and others as well.

The Charles J. Holton Co., of East Larned street, has taken over the local distribution of Lincoln records. Mr. Holton for many years was a leading cigar jobber.

Great Lind & Marks Co. Activity

Sam Lind, of Lind & Marks Co., distributor of Vocalion records and Wolverine phonographs, says October was by far the greatest month the company has ever had in the matter of sales. Many new accounts have been added in Michigan and Ohio, while Wolverine phonographs have been shipped to retailers in all parts of the United States. We might say, in this connection, that the Wolverine is their own product, being especially made for Lind & Marks. The company recently opened a Cleveland office in charge of Louis Marks, who already has sent in some very fine new business.

Finzel Orchestra Records Popular

The Finzel records in the Okeh list, made by the General Phonograph Corp., are finding much favor in this city because of the fact that the Finzel Orchestra hails from this city and is a nightly feature at one of our leading dance

places. Okeh records are well distributed in Detroit, as well as throughout the State.

Pooley Going Well With Marshall

The C. L. Marshall Co., jobber, with offices in Detroit and Cleveland, is shipping out a lot of Pooley phonographs. This line is a strong feature at the J. L. Hudson Music Store and there are many leading retailers all over Michigan and Ohio now handling this line.

Console Continues to Be in Favor

October was a very big month for the Brunswick Shop, especially on the higher priced consoles. In fact, 90 per cent of the business today at the Brunswick Shop is on the console model, the walnut finishes being particularly in demand. "We are having excellent Fall business, both in talking machines and records," declared Manager Quinn. "We anticipate the biggest Fall business in our history and we don't see how we can be disappointed. Already our sales for the first ten months are far ahead of any previous year."

Edison Shop Satisfied With Progress

R. B. Alling, of the Edison Shop, is extremely well satisfied with the way retail business is forging ahead. This firm has been a consistent user of large space right through the Summer and, while the bulk of its trade is among the elite of the city, yet there are a great many factory workers buying the Edison phonograph and Edison records. Peter S. Sweeney is in charge of the Edison phonograph sales and he declares that "if we once get people into our recital room and can give them the proper demonstration we usually are able to sell them. Proper demonstration is everything to the person who is at all critical."

BRUNSWICK PARLORS IN WARREN, O.

WARREN, O., November 7.—Opening of Markley's Brunswick Parlors on North Park avenue took place recently. The new shop will be exclusive agent for Brunswick phonographs and records.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.



Write us for our latest agency proposition

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan





Heppelwhite Model 20—finished in Red or Antique Mahogany and Walnut. Equipped with automatic stop and patented tone control.

The Widdicomb appeals in a two-fold way

A phonograph of rare grace—a phonograph of unsurpassed tonal quality—

Here, in two brief phrases, are summarized the two outstanding reasons why the Widdicomb is known as the phonograph with a two-fold appeal.

Fashioned in artistic period designs embodying the skillful touch of master craftsmen—equipped with reproducing mechanism embodying the latest developments in scientific tone reproduction—the Widdicomb naturally finds favor among lovers of the beautiful in art as well as music.

If you are interested in the sales possibilities among this class of buyers, write us for detailed information regarding the profits made by merchants in this lucrative field.



Sheraton Model 8—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

THE WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, MICH.

Fine Furniture Designers Since 1865

IN THE MUSICAL MERCHANDISE FIELD

Hohner Harmonica Campaign Covers Country

William J. Haussler, of M. Hohner, Addresses 2,000 School Children—Monster Publicity Campaign Making Itself Felt in Demands on Retailers—Dealers Tie Up With Harmonica Artists

William J. Haussler, of the well-known harmonica manufacturing house of M. Hohner, New York City, recently addressed the students of the Hawthorne School and the South Side High School on the subject of the harmonica, in connection with the general program of the harmonica contest week held recently in Newark, N. J. As he is without doubt one of the



William J. Haussler

best-informed men in this country on the subject his discourses were both interesting and constructive. At the conclusion of his talk the faculty of the school candidly stated to Mr. Haussler that the Hohner harmonica was a revelation and they expressed their enthusiasm over the interest manifested by the pupils.

Mr. Haussler brought out in his address that the possibilities to be found in the harmonica were almost unlimited. In the Hohner harmonica, he pointed out, was to be found inspiration, wholesome entertainment, a fundamental education in music, musical accuracy and portability. Its extremely low cost, he also

pointed out, brings it within the range of everybody interested in music.

In talking with The World Mr. Haussler stated: "The Hohner harmonica is promoting interest in music on a scale never before attained. I am glad to say that the harmonica, as a musical instrument, is receiving the hearty support of music dealers everywhere. The fact that an entire line may be displayed in the small amount of space occupied by a revolving rack means that the overhead of the dealer is not increased to any degree by adding this line. It has an appeal to all ages and classes. The various harmonica-playing contests that have been conducted in the big cities throughout the country have found enthusiastic entrants from both boys and girls in the lower grades of the public schools to elderly men and women. The professional man and the business man and the laborer have all shown interest in the Hohner harmonica.

"The various advertising campaigns, harmonica contests and innumerable publicity features have also greatly increased interest in the Hohner harmonica and correspondingly created a demand on the dealer. The Hohner harmonica instruction book, together with the attractive window display signs in colors, proclaims that 'It is easy to play a Hohner Harmonica.' A study of this little booklet, which is distributed by the dealer, will enable anyone to quickly learn to play the harmonica. The daily press in the various cities has realized the importance of the harmonica and many interesting articles have appeared, creating additional interest in this instrument. The New York Evening Mail saw fit recently to devote several columns to the harmonica, which were headed: 'Harmonica Comes Into Its Own as Real Musical Instrument.' Talking machine

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—**then get the best—**



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

dealers are cashing in on this publicity and we find that an increasing number of dealers are taking on the Hohner harmonica, as our records show each week. The harmonica has long been popular, but we believe that as a result of the publicity which it is receiving it will attain and hold still greater popularity among all classes for years to come."

The Hohner harmonica will be specially featured
(Continued on page 144)

NEW PRICES
NEW MERCHANDISE
NEW SELLING IDEAS

Be the Progressive dealer in your town. Write today for catalog.

WRITE, PHONE OR CALL

Musical Instruments of Every Description

Progressive
MUSICAL INSTRUMENT CORPORATION

319 SIXTH AVENUE NEW YORK

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

tured in the city of Chicago during the week beginning November 17, when will be celebrated "Chicago Harmonica Week." Various harmonica-playing contest will, of course, be staged, and it is also announced that Borrah Minevitch, well-known professional and Hohner harmonica enthusiast, will appear during that week at the McVickers Theatre. Mr. Haussler intends to be in Chicago during the entire week. Extensive plans for advertising and other methods of dealer co-operation are being made.

Mr. Haussler also told a World representative this week that he had been receiving glowing reports from Borrah Minevitch, who has been conducting a concert tour in the Middle West, playing the Hohner harmonica. He was particularly busy in St. Paul, Minn., where a contest was put on under the auspices of W. J. Dyer & Bro., musical merchandise jobbers and retailers. In addition to the usual Hohner prizes the Dyer firm donated \$15 and \$10 in merchandise orders to the winners. There was a great deal of harmonica advertising by the dealers in the newspapers and the contest, as well as Mr. Minevitch's concert appearances and the undivided co-operation of all the dealers.

The W. J. Dyer & Bro. store in St. Paul devoted an entire window to the display of Hohner harmonicas. Posters announcing the appearance of Minevitch at the Capitol Theatre and many other Hohner advertising posters were used. Hohner assortments and Hohner cut-outs and charts were displayed in large numbers throughout the window. Through the kindness of A. L. Brown, small goods manager of Dyer's, Minevitch played before the Kiwanis, Rotary and Exchange clubs while in St. Paul.

After leaving St. Paul Mr. Minevitch went to Duluth and other cities where he found the dealers eager to tie up with his appearance.

RADIO BOOKLET IN THIRD EDITION

"Grebe Radio in the Well-appointed Home," the interesting illustrated booklet prepared by R. A. Sayres, of the Lyon Advertising Agency, for A. H. Grebe & Co., manufacturers of radio sets, Richmond Hill, N. Y., has now had its third reprinting. This booklet has a specific quality appeal and presents the features of the Grebe radio in a very inviting manner. Accordingly, the demand for this literature by Grebe dealers has been exceptional.

Your Copy Is Ready!

Trade Price List No. 7 For 1924

The new edition of that useful little book for Music Merchants, published by the Fred. Gretsch Mfg. Co., has just come from the printer.

If you buy Musical Merchandise you need this book. And we want you to have it.

Nearly 3,000 different Instruments and Accessories are listed here at new, low 1924 prices. Stringed Instruments, Brass, Woodwind and Drums! The right retail and wholesale price on everything that makes up a modern Musical Merchandise stock.

And, more than that, the TRADE PRICE LIST is the visible embodiment of one of the largest Musical Merchandise Stocks in the United States. It brings that stock within easy reach of your store, to help you serve your customers more efficiently—and more profitably!

It simplifies your buying—supplements your inventory—increases your resources for service to your trade.

So write, today, for your copy. It is waiting your request.

The FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

BAILEY'S, INC., SPOKANE, EXPANDS

Purchases the Music Shop, That City, and Will Make Extensive Changes for the Better

SPOKANE, WASH., November 5.—W. E. Bailey, president of Bailey's, Inc., with a store at 819 West Sprague street, has purchased the Music Shop, at 722 Riverside avenue, from Ray A. Grombacher, the owner, who has conducted the establishment for the past four years, handling talking machines, records and sheet music.

Only recently the store of Bailey's, Inc., was remodeled and four demonstration rooms for talking machines and records installed, the company having taken on the Brunswick line. The Music Shop will also be remodeled and improved and the line of Victor and Brunswick talking machines and records, together with sheet music, will be continued.

The Sprague street store's policy will not be changed. Bailey's will there feature their exclusive lines of Buescher, Leedy, Orpheum, Vega, Paramount and Deagan band and orchestra instruments, classic music and teachers' supplies. Mr. Bailey's two sons are also officers in the company, Russell T. Bailey being vice-president-treasurer and H. G. Bailey, secretary. Possession of the new store will be taken at once and contemplated changes will be made immediately.

NEW BUESCHER BAND APPEARS

Employees' Organization Plays at Housewarming of the New Factory

ELKHART, IND., November 6.—The Buescher Band Instrument Co., manufacturer of the Buescher



New Buescher Building Being Constructed

line of saxophones and band instruments, held a housewarming last week in its big, new addition to the factory. The affair was attended by every employe and all the officials of the concern.

A feature of the evening was a band concert by the newly organized Buescher Band of forty-five pieces, under the direction of George A. Dierstein. Refreshments were served and dancing was enjoyed and a good time was had by all who attended.

BAKER INSTALLS SMALL GOODS

ALBANY, N. Y., November 7.—The Baker Music House is installing a musical merchandise department in its store on North Pearl street. A complete line of band and orchestra supplies will be stocked and the department will be placed in charge of a competent manager. This firm operates stores also in Utica and Schenectady and in each of these stores successful small goods departments have been maintained for some time.

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V
E
G
A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

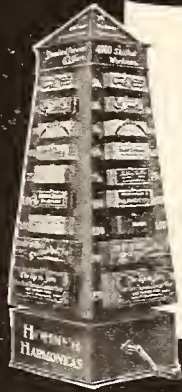
155 Columbus Ave.

Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

HOHNER Harmonicas and Accordions


THE WORLD'S BEST



Hohner publicity which now begins will include magazines of national circulation reaching over 50 million readers each month. Plan to benefit by this publicity.

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

ARTISTIC NEW GRETSCH CATALOG

Three Thousand Musical Instruments and Accessories Listed and Described—Business Active as Early Holiday Season Opens

The approach of a new year has brought about the publication and distribution of a considerable number of catalogs. Various houses have vied with each other in the production of this literature and the result has been the surpassing of all former attainments in this line. One of the latest publications of this character is the new trade price list No. 7, published by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., and covering 1924. This catalog, just off the press, lists nearly 3,000 musical instruments and accessories. As may be well imagined, these instruments cover a wide scope and include string, brass and wood-wind variety.

E. E. Strong, advertising manager of the Fred. Gretsch Mfg. Co., reports that the company has concluded the biggest October in sales volume in the history of the organization, with November opening well. Every number of the entire line is going good. As the Fall and Winter seasons progress the demand for trap drum outfits has proportionately increased, until, at the present time, the sales volume in these numbers is very large. Mr. Strong also reports the continued popularity of Robert wood-wind instruments and the establishment of a number of new agencies for this line.

TO HOLD EDUCATIONAL MEETINGS

Association of Musical Merchandise Manufacturers Launches Series of Educational Meetings During Winter Months

CHICAGO, ILL., November 7.—The recently formed Association of Musical Merchandise Manufacturers, organized to promote better business methods in this field, is making progress. A series of educational programs has been worked out for the Winter months. Each month there will be a special meeting to take up for discussion different phases of the manufacturing of the small goods. Men who are thoroughly familiar with the subject will give short talks and the members will then take part in discussion, asking such questions as are needed for further information. The programs have been arranged with the idea of imparting valuable and instructive knowledge to the members and indicate the advanced work that this organization intends to do.

A. MAHARAM WITH PROGRESSIVE CO.

Prominent Salesman to Develop Interests of This Concern in His Territory

Arthur Maharam, formerly with the New York Conn Co., has joined the selling staff of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York. He is exceptionally well known in the music trade and has just visited many dealers in New Jersey.

Mr. Maharam has successfully established many new dealers for the Holton band instruments and Bacon banjo lines and reports that the Holton saxophone is receiving special attention from dealers. Many orders have already been received for this line. Dealers everywhere have told Mr. Maharam that they expect a big musical instrument trade this Fall and Winter.

TIE-UP WITH BUESCHER ARTISTS

LOS ANGELES, CAL., November 5.—A most effective tie-up in which Buescher band instruments were featured was recently staged by the Southern California Music Co., this city, when Tom Brown, of the Six Brown Bros.; Lew Dockstader, famous minstrel, and Julian Eltinge, celebrated feminine impersonator, appeared here with the Black and White Review of 1924. Accompanied by the forty-piece Clown Saxophone Band, a regular old-time minstrel parade was staged. The line of march ended at the main store of the Southern California Music Co., on Broadway, and thousands witnessed the event. The company staged a special window display and instituted an extensive advertising campaign. In addition the artists posed in the store lobby, the combination resulting in a substantial increase in business.

EUCLID OPENS ITS FIFTH STORE

Cleveland Concern Rapidly Expanding — All Stores Doing a Large Business

CLEVELAND, O., November 8.—The Euclid Music Co. is rapidly becoming one of the greatest musical merchandise selling organizations in the Middle West. Announcement has been made of the opening of another store at 12338 Superior avenue. This is the second store this concern has opened in the past year, making the total of stores in the Euclid chain now five in number, the other stores being located at 207 East Ninth street, 10602 Euclid avenue, 10134 Superior avenue and 11794 Detroit avenue. Every one of these stores is doing a remarkably large volume of musical merchandise business, according to James R. Frew, vice-president of the company, who is in charge of the musical merchandise sales division of this progressive organization.

Mr. Frew is the author of that widely read book entitled "Selling Musical Merchandise." According to Mr. Frew, everyone of the stores shows a large increase over last year in all lines of business. In connection with this pronounced growth of the business, Mr. Frew was delighted to receive the other day a cartoon from P. H. Hayward, an elevator boy at one of the stores, which humorously pictures the progressiveness of Mr. Frew and Grant Smith, general manager of the company.

Exclusive Territory Now Open for

Bacon

Banjos Mandolins
Banjo Ukes

WRITE, PHONE OR CALL

Musical Instruments of Every Description

Progressive
MUSICAL INSTRUMENT CORPORATION

319 SIXTH AVENUE NEW YORK

Greater Profits For You With

Perfactone
REG. U.S. PAT. OFF.

Band Instruments
Banjos
Banjo Mandolins

WRITE, PHONE OR CALL

Musical Instruments of Every Description

Progressive
MUSICAL INSTRUMENT CORPORATION

319 SIXTH AVENUE NEW YORK

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

THE BEST RECORDS
ARE PLAYED WITH

BUESCHER

Band Instruments and Saxophones

The outstanding record dealers of the country find Buescher Band Instruments and Saxophones the most enticing window display they can use. Buescher window cut-outs of famous Record Bands, Orchestras and Soloists sell Buescher Instruments and sell records, too.

Almost every time you play a record for a customer you are demonstrating the fine qualities of Buescher Instruments. Leading Record Distributors, such as Weymann, Philadelphia; Euclid Music Co., Cleveland; Southern California Music Co., Los Angeles; New York Band Instrument Co., New York, and countless others East and West find it doubly profitable to carry the instruments that make the records they sell.

If you do not carry Buescher Instruments, ask us about stores like yours in towns like yours that find the Buescher Line just what they need to put profit in the ledger. Catalogs and trade figures sent on request.

Buescher Band Instrument Co., G-93 Buescher Block, Elkhart, Indiana



The Virginians Use All Buescher Instruments

SCHOOLS GOOD SMALL GOODS FIELD

Opportunities of Sales to Schools and Students Demonstrated by Live Dealer, Who Has Placed Music on a Par With Athletics

HAZLETON, PA., November 5.—An intensive campaign designed to place band and orchestra instruments in the schools of this city and vicinity during the past year, which has resulted in placing music on a par with athletics among the students, is the work which Landau's Music Store, prominent talking machine and general music dealer of this city, has accomplished in twelve months. This, aside from the important consideration of profits and the prestige and future sales which undoubtedly will result from the drive.

An idea of the success of the campaign may be realized when it is considered that during the year approximately \$12,000 worth of musical instruments was disposed of as a result of the campaign. An order for \$4,000 worth of band and orchestra instruments for one organization in one day and the sale of two \$150 and one \$350 saxophone in one day were some of the satisfactory and startling results of this intensive drive.

During the opening months of the campaign arrangements were made with the supervisor of school music so that talented pupils could secure an instrument for as low as \$5 a month if they presented his recommendation. The supervisor was anxious to develop the talent of the school and as a result of his co-operation and Landau's generous offer almost every school in the district soon had under formation a school band or orchestra, with a central group of seventy-five players to represent the district. Free instruction in the instruments was given to the pupils by the supervisor and his staff and this work is constantly being extended.

Leo Landau, the enterprising manager of this store, in commenting on his success in the drive, declared that there is no harm in putting some novel ideas up to the school boards. In his preliminary arguments to the school directors he declared that there was no reason why membership in the school band or orchestra should

not be made competitive, that is, if a musically inclined student maintains his scholastic standing he be privileged to become a member of the school musical organization, his membership to continue only so long as his scholastic standing remains at par. He pointed out that the organization of a forty-piece school band, open to students who were doing good class work, would promote good scholarship, improve school morale and would be a direct incentive to study. The argument won the day and after some discussion the school directors purchased the \$4,000 worth of instruments mentioned in the first paragraph. Before delivery a window display of these instruments was arranged, attracting widespread interest in the school plan and the musical merchandise.

The ruling that a student shall retain his place in the band only so long as he maintains his class standing has had the effect of bring-

ing considerable business to Landau's. Many of the students who are awaiting places in the band, which will be open as students drop out because of failure to keep up with their classes, are buying musical instruments and learning to play them so that they will be ready when a vacancy occurs. The three saxophones mentioned previously were purchased by students who are in the waiting class.

This is but the opening gun of what is probably the most successful sales drive of this character ever staged by a dealer. The three other Landau stores in Wilkes-Barre, Nanticoke and Pittston will stage similar drives. These also are bound to be successful, according to Manager Landau, in view of the fact that the other drive was inaugurated in the face of a five and a half months' strike in the coal fields, upon which this district depends to a large extent for prosperity.

NEW BRUNO & SON CATALOG

New York Jobber Distributing New Publication to Its Many Dealers

One of the finest catalogs that has ever made its appearance in the musical merchandise trade is the 1924 wholesale catalog being distributed to the trade by C. Bruno & Son, Inc., the old-established musical merchandise wholesale house, 353 Fourth avenue, New York City. It is the ninetieth edition of the annual Bruno catalog, the house having been established in 1834. This catalog replaces all previous ones.

The cover of the book is an important feature. Realizing that the catalog will see hard service with the music dealers, the house of Bruno has determined to have the catalog hold its shape, and the cover is of such heavy stock that it is very nearly stiff cardboard. An extra front and back insert, also of exceptionally heavy stock, reinforces the cover which is attached to the book with a special binding.

The edition runs 192 pages. The pages are fully illustrated, and complete descriptions are given of the complete line of Bruno merchandise. A new feature of the book this year is a special insert in buff and dark brown color featuring the two Hohner business builders for dealers, the Hohner harmonica instruction booklet and the Hohner window display chart. Another orange color insert is devoted to M. Hohner accordions. Other inserts include special natural color reproductions of Bruno violins, Bell Brand and Black Diamond strings, Orpheum banjos, Gibson Gold Medal strings and Grover accessories.

The book is designed for the dealers' use and retail prices are given throughout.

A. W. Landay, head of the Progressive Musical Instrument Corp., New York, is on a mid-West trip.

BUYS ITS NEW YORK BUILDING

A significant real estate transaction was consummated recently by the Rudolph Wurlitzer Co., in New York, when the fifteen-story building at 116-18 West Forty-second street, wherein its main Eastern offices are located, was purchased. The building fronts fifty feet on Forty-second street and extends through to Forty-first street with a frontage there of eighty-five feet.

The Wurlitzer Co. has agreed to purchase the property from the Woodbury G. Landon estate and has obtained a loan of \$1,300,000 on the structure, running for a term of years.

To Sell Musical Merchandise Advantageously You Require
**MUSICAL INSTRUMENT CASES
SMALL GOODS DISPLAY COUNTERS
SHEET MUSIC RACKS**

Complete store interiors carried in stock. Prices on request.

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

Exclusive
Territory Now Open
for
Holton
Band Instruments

WRITE, PHONE
OR
CALL

Musical Instruments of Every Description

Progressive
MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue, New York

Along The Rainbow Trail

A Beautiful Fox-trot Melody

You can't go wrong with any FEIST song

I see a quaint old-fashioned gar - den, — A rus-tic gate where ro - ses twine, —

© 1923
Leo. Feist, Inc.

A Unique and Comprehensive Dealer Service

Girard Phonograph Co., Edison Distributor, Announces "The Rostrum—for Edison Salesmen"—Advisory Council of Experts to Solve Merchandising Problems of Retailers and Salesmen

The Girard Phonograph Co., Edison distributor, of Philadelphia, Pa., has just announced what will probably be one of the most comprehensive service plans ever instituted by a phonograph wholesaler, "The Rostrum—for Edison Salesmen," designed to aid retailers in solving their business and merchandising problems by giving them the benefit of the advice and experience of authorities in the talking machine merchandising field.

"The Rostrum—for Edison Salesmen" is in reality an open forum and its purpose is to answer the many questions asked by retail customers and to solve dealers' merchandising problems. Dealers and salesmen are privileged to ask as many questions as they desire and these will be submitted to an advisory council, composed of authorities on various phases of business management and merchandising, who will transmit to the questioners the most modern thoughts on business management and will give the benefit of their specialized knowledge of merchandising in solving problems.

Once each month the questions answered will be published and mailed to dealers. This plan will be followed throughout the Fall and Winter, and in the Spring it is the purpose of the Girard Phonograph Co. to publish a booklet which will contain all the questions asked by dealers and their salesmen, together with the answers. A. W. Rhinow, secretary of the company, will give his attention to this service work and all questions must be sent to the company addressed to him.

Although, as has been mentioned, the plan has only just been announced to dealers and salesmen by means of circulars and other direct-mail literature, questions are already pouring in, and indications are that this service will fill a long-felt want. Every day dealers and salesmen are confronted with new and strange problems and often a wrong move may have serious consequences. With the inauguration of this service Edison dealers and salesmen have at their command experts who will be glad to give their opinions and advice. The advisory council and the wide field it covers consists of the following:

Girard Phonograph Co., Philadelphia, P. R. Hawley, general manager: Owing to its immediate contact with Edison dealers and salesmen, the distributor shall endeavor to advise and instruct in all matters pertaining to the construction of the Edison phonograph and records as well as those of a scientific nature relating to their development.

The Talking Machine World, New York City: The most influential and widely read trade journal in the phonograph industry will tell how other dealers have solved problems similar to those presented by the advisory council.

The Metropolitan Musical Bureau, New York City: The largest musical booking bureau and the one managing the careers of many of the biggest Edison artists knows all there is to know about how a dealer can "cash in" on the local appearance of Edison artists.

Commercial Investment Trust Inc., New York City: The largest banking organization of its kind will advise dealers concerning their financial problems.

Einson-Freeman Co., New York City, window displays: The creators of the Edison window displays and pioneers in the phonograph window advertising field will offer their wide experience in solving window display problems.

Shubert Philadelphia Theatres, Philadelphia, Leonard A. Blumberg, general manager: The representative of Lee and J. J. Shubert, the largest and most widely known theatrical producers in the country, has been chosen to tell

dealers how to make the most of the visiting musical shows in their cities.

Leo Feist Publishing Co., New York City: The largest musical publishing organization in the country will answer inquiries concerning the newest song hits.

William A. Hersey, New York City, sales consultant: Mr. Hersey has earned country-wide recognition in the sales promotion field and he will tell dealers how to write pulling sales letters.

Gunner & Forman, Philadelphia, printing counselors: Inquiries concerning printing, layout, circularizing and kindred subjects will be answered by an organization amply equipped for this purpose.

Charles E. Stapleton, New York City, representing Northwestern Life Insurance Co.: The star salesman will offer his combined salesmanship and former Edison retail experience to assist Edison dealers and salesmen.

Charlie Kerr's Orchestra, Philadelphia, Charlie Kerr, director: The director of this now famous orchestra, whose interpretations of numerous dance hits have been recorded on Edison records, will answer inquiries concerning the editing of records.

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

S. L. SCHOTT, 64 S. 4th St., Mt. Vernon, N. Y.

Another very good illustration of the modern method of remodeling with Z.-B. equipment, showing all merchandise advantageously, yet carrying out harmony in design.

quality *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 2960

IN PITTSBURGH

Low-priced Talking Machines Hard to Get—Aiding Dealers in Sales Promotion Drives—Trade Changes—Store Improvements—The News

PITTSBURGH, PA., November 7.—With the advent of November, and less than seven weeks before the Christmas season, there is more than ordinary activity in local talking machine circles. An outstanding feature is the dearth of talking machines that retail at \$75 and \$100. These instruments are as scarce as the proverbial "hen's teeth." This condition is well exemplified in the Victor line, as the local dealers are practically sold out of the \$100 instruments, according to men in the trade who are in a position to speak with authority.

The industrial situation in the Pittsburgh district, which covers, for shopping purposes, a radius of about forty miles from the Steel City, was never better. Busy mills, mines and factories are an unfailing indication of prosperity, and with huge payrolls being disbursed regularly every two weeks the thousands of dollars that are distributed in wages will, in part, find their way into the coffers of wide-awake talking machine dealers.

R. J. Coleman Aids Standard Co. Dealers

Robert J. Coleman, who recently joined the executive staff of the Standard Talking Machine Co., Victor talking machine distributor, has been devoting his time to a plan of retail sales promotion for Standard-Victor dealers that is meeting with much favor among those to whom it has been introduced. Mr. Coleman's entire energies are being expended as "idea man" and retail business stimulator for Standard-Victor dealers. Mr. Coleman spends as many days with a retail Victor dealer as the latter may desire, studying the business from the standpoint of useful ideas and plans of which the Standard Talking Machine Co. already has knowledge, enabling the dealer to draw generously on this store of merchandise information. It is being found that a host of devices to produce business can be adopted in one locality after another and that there is no better way of spreading them than by the practical instruction given by Mr. Coleman.

Wallace Russell, general manager of the company, in referring to the work of Mr. Coleman, stated that it is given without any cost or obligation to dealers.

In speaking of business conditions Mr. Russell emphasized the fact that it would be impossible to supply all of the Victor dealers with the \$100 Victrolas, due to the enormous demand for this style of instrument. Mr. Russell also stated that Victor records were selling well and that the outlook for a highly satisfactory holiday trade is exceedingly bright.

Joseph C. Roush, president of the Standard Co., was a recent visitor to Columbus, O.

E. B. Hart, of Sherman, Clay & Co., Portland, Ore., was a visitor to the Standard Talking Machine Co. offices, as were Leslie W. Wiswell, formerly of the Victor department of Lyon & Healy, Chicago, and W. Frank Davison, vice-president of the Victor jobbing house of the Perry B. Whitsit Co., Columbus, O.

Offutt Co. Adds Another Branch

The Offutt Co., of New Castle and Butler, Pa., has purchased the Ely Bros., Inc., store at Jeannette, Pa. The Ely store contains a very up-to-date Victor department, which the new owners will continue.

Max Roth Improving Store

Max Roth, of Leechburg, Pa., one of the progressive Victor dealers of western Pennsylvania, is making extensive alterations and improvements to his shop. Unico equipment is to be installed by the Unit Construction Co.

Max Tannenbaum in New Post

Max Tannenbaum, who is well known to the local talking machine trade as a distributor of the Gold Seal record repeater, is now affiliated with the Hub Store of George W. Robinson, of Steubenville, O., in charge of the talking machine department.

Places Edison in Schools

The Columbia Music Co., Edison dealer, sold to the Belmar School in the Homewood district of Pittsburgh a London Upright Model. Several months previously it sold a similar instrument to the Allen School, Pittsburgh. The latter instrument was put to a very severe test and won over a well-known talking machine that is represented in the Pittsburgh schools. John F. Henk, manager of the Columbia Music Co., is quite elated over the fact that he won out in these two places and that the New Edi-

son has found its way into the local schools an important entering wedge to even more business.

T. E. Shortell With Buehn Co.

Thomas E. Shortell, who is well known in local talking machine circles and who for a number of years was manager of the talking machine department of the S. Hamilton Co., is now associated with the Buehn Phonograph Co., Edison distributor, as a member of the traveling staff.

New Edison Accounts

Among the new Edison dealers who will be served by the Buehn Phonograph Co. are the Milleman Music Co., New Castle, Pa.; D. Shaffer, Hooversville, Pa.; J. V. Wilson, Fairchance, Pa.; S. T. McKinley, Pennsboro, W. Va., and the Rothert Co., of Tyrone, Pa. One of the features of the taking on of the Rothert Co., as an Edison retailer, was the fact that the initial shipment of Edison phonographs, a representative line being sent, was disposed of in a few days and a duplicate order was sent immediately. The Rothert Co. operates other stores in central Pennsylvania, and the signal success with the Edison line was bulletined to the other stores, where other makes of phonographs are carried.

New Sonora Dealers Appointed

H. Milton Miller, manager of the Sonora Distributing Co. of Pittsburgh, stated that the Sonora line was meeting with exceptional success and that Sonora dealers reported that advance orders for holiday deliveries were coming in very rapidly.

One of the new Sonora and Aeolian record dealers who will be served by the Pittsburgh distributing agency is the Parsons-Souders Co., located in Clarksburg, W. Va. The formal opening of the Sonora and Aeolian record department was held on November 3 and was attended by a number of persons in and about Clarksburg. Fred Johnson, the department manager, and a staff of salesfolk welcomed all callers. The Sonora Distributing Co. of Pittsburgh was represented by Earl Miller.

Other Sonora dealers of recent origin are Davis Bros., West End, Pittsburgh; William Boyle, Bakerstown, Pa.; W. P. Risinger, Homer City, Pa.; Foulk-Davis Co., Greenville, Pa.; Victor Nelly, Carnegie, Pa.; J. Lipman, Hazelwood, Pittsburgh; Steele Furniture Co., Homestead, Pa., and John C. Gray, Southside, Pittsburgh; R. H. Thomas, this city.

Expects Big Edison Holiday Sales

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, has been able to keep at his desk the past few weeks, even though he underwent a series of operations due to an infected bone in his face. The last operation proved successful and Mr. Buehn is now on the high road to ultimate recovery from a very painful affliction. In speaking of business conditions Mr. Buehn stated that the outlook is very bright for holiday sales of Edison phonographs and records.

General Radio Corp. Busy

Brisk business was reported by Frank Dorian, of the General Radio Corp., whose offices and exhibition rooms are at 1005 Liberty avenue. He stated that sales of the Strand phonograph and the Okeh records were increasing right along. As to the holiday outlook, Mr. Dorian was quite optimistic. He stated that the radio line was one that should appeal to every talking machine dealer as, in time, it would undoubtedly take its place in the music trade as an essential part of the business.

"Victrola Week" a Success

The C. C. Mellor Co. recently staged a "Victrola Week" in its retail department where a full line of the Victor talking machines was on display. H. H. Fleer, manager of the department, stated that sales of high-grade Victor machines were very gratifying.

C. B. Hammond a Visitor

C. B. Hammond, of the Cleveland offices of the Cheney Talking Machine Co., was a visitor to the Pittsburgh Cheney dealers the past week.

(Continued on page 150)



Distinctive cabinet designs—superior tonal quality—attractively priced models—three of the many reasons for the popularity of the New Edison.

Forty years of labor by the world's foremost inventor have given us the perfected musical instrument bearing his name.

BUEHN PHONOGRAPH CO.
EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

ORDER

from this

TREMENDOUS STOCK

Records! Reams and rooms of records! Stack upon stack of the latest song and dance hits! Two enormous stocks to choose from—one in Philadelphia, the other in Pittsburgh. We are now supplying hundreds of OKEH and ODEON Record dealers with holiday stocks.

Okeh Records

"The Records of Quality"

and

Odeon Records

"The Records of International Renown"

Orders shipped from either Philadelphia or Pittsburgh on the *same day they are received!* Dealers who have never tried GENERAL RADIO CORPORATION service will be pleased beyond measure. Holiday orders taken care of with promptness and efficiency. Write, telephone or wire your wants. Depend on us to come through in a hurry!

GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, President

S. W. cor. 10th and Cherry Sts., PHILADELPHIA

1005 Liberty Ave., PITTSBURGH

*Distributors for OKEH Records, ODEON Records, STRAND Phonographs,
GOLD SEAL Record-Repeaters and Radio Corporation of America*

Makers of the Famous MUSIC MASTER Radio Reproducer

TRADE HAPPENINGS IN PITTSBURGH

(Continued from page 148)

Mr. Hammond stated that Cheney sales in the Pittsburgh district are very satisfactory.

Miss Margaret Stuart Resigned

Miss Margaret Stuart, who for a number of years was connected with the Victor department of the S. Hamilton Co., and latterly with the talking machine department of the Rosenbaum Co., resigned on October 31 and is now connected with the Philadelphia Co., a leading public utility organization.

Dealers Add Aeolian Records

New Aeolian record dealers are F. H. Miller, Sharpville, Pa.; L. E. Manuel, Charleston, W. Va.; Todd & Stevens, Monongahela, Pa.; Frew Furniture Co., New Castle, Pa.; R. H. Thomas, the well-known druggist of Mt. Washington, Pittsburgh, who is making alterations to his place of business and will install a talking machine department with a full line of Sonora phonographs and Aeolian records.

Good Columbia Demand

"An optimistic outlook" was the expression of S. H. Nichols, manager of the local offices of the Columbia Phonograph Co., in referring to the trend of business. Mr. Nichols stated that the sales of Columbia instruments and records were larger than ever and indicated that sales for November and December would, by far, exceed the sales of the same months a year ago.

Dawson Bros.' Sales Gain

Paul S. Mechling, sales manager of the Dawson Bros. Piano Store, Starr phonograph and Gennett record dealers, stated that October sales had shown a marked increase over September, and he intimated that the sales department is confident of record-breaking sales for the holiday season. C. L. Dawson, president of the company, is planning to leave for Florida, about November 15, on his annual outing in the South.

Jacob Schoenberger's Fiftieth Anniversary

Jacob Schoenberger, president of the Lechner & Schoenberger Co., Edison, Victor and Columbia dealer, on October 26 celebrated the fiftieth anniversary of his wedding. Mr. and Mrs. Schoenberger were hosts to their children and grandchildren and other relatives to the number of thirty at a family reunion and dinner. Mr. Schoenberger was the first president of the former Talking Machine Dealers Association of Pittsburgh. His two sons, L. J. Schoenberger and Homer Schoenberger, are associated in business with him.

Player-Tone Co. in New Home

The Player-Tone Talking Machine Co., through the president, I. Goldsmith, reports a very brisk volume of trade, especially in the

console models of the Player-Tone line. Sales for October, it was stated, were very flattering and the outlook for the next few weeks is considered excellent. The Player-Tone Co. is now located in new quarters, 623 Grant street.

Leslie I. King a Visitor

Leslie I. King, district sales manager of the Brunswick-Balke-Collender Co., with headquarters in Cleveland, O., spent several days in Pittsburgh the past week. He reports a very excellent Brunswick business and stated that sales in the Pittsburgh territory were increasing steadily.

News Gleanings

F. H. Burbick, who was formerly connected with the wholesale Victor department of the C. C. Mellor Co., is now manager of the Pittsburgh branch of the Brunswick Co.

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., stated that "business was booming" and that the only complaint he had is "the inability to furnish my dealers with all the Victor merchandise they need."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Co., states that all indications pointed to his clients having an exceptionally brisk holiday season.

Horace Hays, of the E. G. Hays Co., Brunswick dealer, held a meeting of his sales force at Monessen recently, which was attended by twenty-four salesmen. A dinner preceded the meeting and Mr. Hays delivered one of his celebrated "inspirational" talks.

R. B. WHEELAN CLOSES MANY DEALS

President of Health Builders, Inc., Returning From Resultful Trip to Pacific Coast

Robert B. Wheelan, president of Health Builders, Inc., New York, is on his way home, after an extended business trip which carried him as far as the Pacific Coast. On his way out Mr. Wheelan made stops at Cincinnati, Detroit, St. Louis, Kansas City, Salt Lake City and many other trade centers. On his return trip he is stopping at the principal cities in the Southern section of the country. Mr. Wheelan undertook the trip in the interest of all three of the products of the company, the Camp-fone portable talking machine, Health Builder sets of Walter Camp's "Daily Dozen" and the Health Builder Weight Reducing sets. Mr. Wheelan visited many of his friends in the trade en route. Although the trip is not as yet completed many new jobbers have been appointed to distribute the various lines of the company.

Bakertone

for Phonographs

No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps record sales. Sells at \$3.50.

Ask for discounts.



Bakertone Corporation
408 Pearl Street
BUFFALO, N. Y.

J. A. CRABTREE OFF TO EUROPE

President of the International Mica Co. to Make Extensive Business Tour of the Continent

WEST PHILADELPHIA, PA., November 7.—James A. Crabtree, president of the International Mica Co., of this city, sailed recently on the Olympic for Europe, which he plans to cover in the interests of mica and mica diaphragms for talking machine and radio loud speaker manufacturers. Mr. Crabtree will examine the products now manufactured abroad to learn of any improvements which foreign manufacturers might be making on their apparatus and on which "Imico" consumers will be properly advised. He will also arrange for further importations of mica from India for 1924 to take care of the requirements of the company for "Imico" India ruby mica diaphragms.

The International Mica Co. has been unable thus far to receive any satisfactory communication from its Yokohama office, in charge of Francis Grattan, since the earthquake. The company has communicated with the American Consular offices for information.

SENDS OUT MONTHLY CALENDARS

Heralded by a series of ingenious form letters the Columbia Mantel Co., Brooklyn, N. Y., sent out the first of a series of twelve monthly calendars to those of the trade on its large mailing list. These calendars are of the Indian heroine series and are lithographed in colors. From an advertising standpoint they feature the "Recorder" line of talking machines made by the Columbia Mantel Co.

FEATURING THE MODERNOLETTE FOR THE HOLIDAYS HAS INCREASED SALES FOR OTHER DEALERS

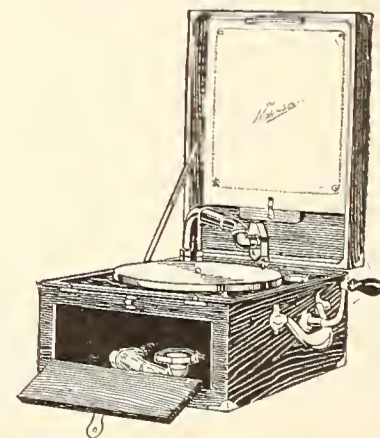
The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY

Factory and Office

JOHNSTOWN, PA.



OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

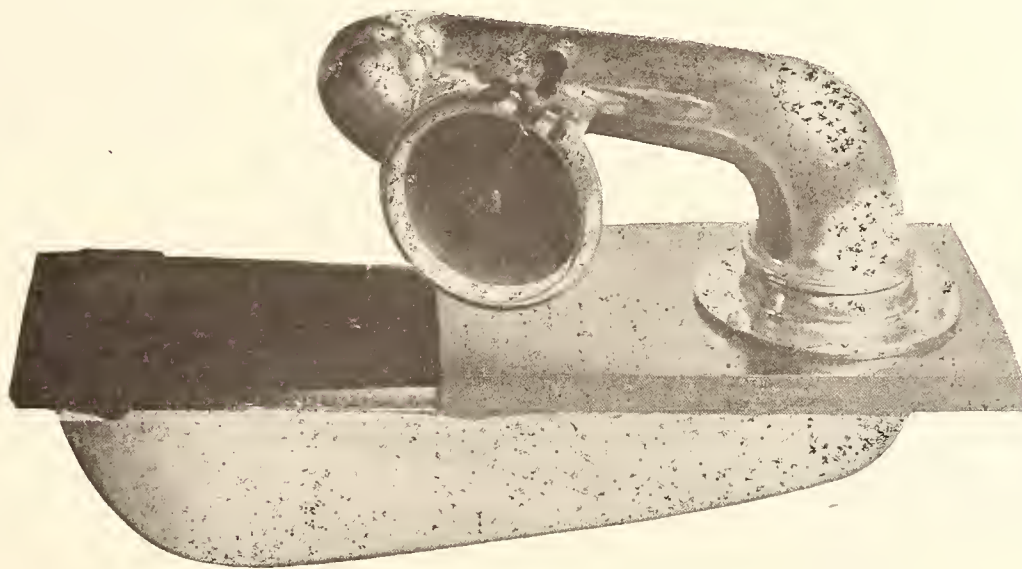
JOBBERS



- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
- BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- INDEPENDENT JOBBING CO.
112 East Center St. North, Goldsboro, N. C.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG CO.....Milwaukee, Wis.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
- ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
- JUNIUS HART PIANO HOUSE123 Carondelet St., New Orleans, La.
- TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
- CARL FLORINE 131 East 4th Ave., Denver, Colo.
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle
- Export:—CHIPMAN, LTD.
New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York

Announcing

"One handle handles it" The Outing Junior



The little bath tub through which the sound waves pass, emerging
CLEAN! CLEAR! and as sweet as they were meant to be.

WRITE YOUR JOBBER FOR SAMPLE

This is an "Outing" product

There are several states still open to jobbers. We invite correspondence

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Dealers Make Extensive Christmas Sales Plans—W. D. Andrews Host to Optimists—Canvassing Results in Business—The News

SYRACUSE, N. Y., November 9.—The talking machine trade throughout this territory is in an optimistic mood, due to the fact that business has improved steadily during the past month and all indications point to a record-breaking trade. The dealers themselves have been making comprehensive plans to get their share of the Christmas gift dollars and there is no doubt that this aggressive activity will have a beneficial influence on the public when it does its Christmas shopping. In fact, signs are in the air that many people have made up their minds to shop early and avoid the rush. Concrete evidence of this is given by the inquiries already received by some of the dealers.

Andrews Entertains Optimists

W. D. Andrews, head of the W. D. Andrews Co., Victor wholesaler in this city, was the host recently to several score members of the Optimists' Club of Syracuse at a dance and buffet supper served at the commodious Andrews Co. headquarters on Washington street. Mr. Andrews is an enthusiastic member of the Opti-

mists' Club, an organization of business men which holds a weekly get-together luncheon at one of the local hotels.

Sells 200 Edisons a Year

Frank E. Bolway & Son, Inc., of this city, Edison jobber, received recently an interesting letter from the Greene Specialty Co., of Malone, N. Y., Edison dealer, in which the company stated: "We have four men canvassing at the present time and plan to sell at least 200 Edisons during the year. We have already sold so far this year 135, and prospects for Edison business are looking better each day, as we are getting this territory thoroughly Edisonized."

Unprecedented Sonora Demand

The Gibson-Snow Co., Inc., Sonora distributor of this territory, with headquarters in this city, has been hard put to it to supply the demands of its dealers. In fact, so tremendous has the volume of business become that the company is finding it almost impossible to supply dealers with some of the more popular models. The volume of orders and the quantity

of Sonoras called for are undoubted evidence that Sonora dealers throughout this section of the State expect things to happen during the remainder of the year and they do not intend to be caught without the means of satisfying the desires of their customers. The dealers themselves are further accelerating the steadily growing volume of business by utilizing every means of impressing on the public the merit of this line.

Clark Co.'s Edison Display at State Fair

The Clark Music Co. of this city recently sponsored a very attractive display at the State Fair held in Syracuse. During the week of the



Interested Crowd at Clark Co.'s Booth

fair this enterprising dealer arranged for the services of George Wilton Ballard, who has made several fine recordings for the New Edison catalog. Mr. Ballard sang in direct comparison with the Edison Re-Creations of his voice, and his recitals kept the display crowded at all times. As a result of its exhibit at the State Fair, the Clark Music Co. obtained a large number of prospects, especially for the laboratory model of the New Edison, and Mr. Richardson, who is the manager of the Clark Co.'s phonograph department, believes that some excellent sales will be closed from this list.

Making Improvements in Store

Several improvements are being made in the talking machine department of the Clark Music Co. here, including the remodeling and redecorating of the basement and the installation of four new demonstration booths to take care of the increasing trade. C. E. Richardson, manager of the department, reports a particularly satisfactory volume of trade just now, following a slight let-up early in October.

Letter Increases Record Sales

Schuderer & Castle, 109 North Washington street, Rome, N. Y., have been very successful in increasing the sale of Edison records by means of cleverly written letters calling attention to certain selected recordings. One of these business-pulling letters is as follows:

Dear Friends: We take pleasure in herewith submitting the new form Edison record supplement for your approval. We think you are going to like it better.

It is our desire to give you the best record service possible, and after carefully going over this supplement we would like to call your attention to some of the outstanding numbers, or the ones we consider the cream of the supplement.

GIBSON-SNOW Co. Inc.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

SYRACUSE, N.Y.

THE PERFORMANCE OF SERVICE

is the test of any organization

The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

Sonora phonograph and Vocalion record distributors for New York State.

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

If you like classical numbers do not fail to get 82298, "Villanelle," by Anna Case. This is Case at her best—a wonderful number.

Then for those who like a beautiful instrumental number, there is 80764, "Answer" and "A Dream," by Locey's Instrumental Quartet. A record of which you will never tire—a real gem for your collection.

Another one of those catchy piano numbers is 51209, "Knice and Knifty," by Ernest L. Stevens.

Number 51230, "Roll Along Missouri," is a waltz number you will want to hear over and over again. While 51225, "Pretty Peggy," just won't let your feet behave. Other numbers on this supplement that are worthy of special mention are 51231, 51226 and 51212.

We will be glad to play any of these numbers for you at the store or, if you live out of town, our mail-order department is at your service. Just mail us a card with the numbers you want and Uncle Sam will quickly bring them to your door.

W.F.HITCHCOCK PLANS SOUTHERN TRIP

Owner of Phonomotor Co. Will Take Well-deserved Rest—Company's Sales Totals Far Ahead of 1922 and Growing Rapidly

ROCHESTER, N. Y., November 7.—W. F. Hitchcock, proprietor of the Phonomotor Co., of this city, manufacturer of the Phonomotor electric drive, Phonostop and the Need-a-Clip needle cutter, is planning to leave for a Southern trip on November 21, which will be in the nature of a well-deserved vacation. In a chat with The World recently Mr. Hitchcock stated that his company's business had increased substantially during the past few months and that on October 1 more goods had been sold during the nine months of 1923 than during the entire year of 1922.

Incidentally, Mr. Hitchcock referred to the splendid results that he had received from his advertising in The World, stating that he had built up a large foreign trade, including clients in Australia, Japan, China, Denmark and England, with all of this business directly traceable to his World advertising. He has also received orders from the talking machine trade throughout America referring to the advertising that he is using regularly in The World.

HANDSOME STORE IN POUGHKEEPSIE

B. M. Rose Now Occupying Ground Floor of Building Which He Purchased Recently

POUGHKEEPSIE, N. Y., November 7.—B. M. Rose, who for some time past has been conducting a piano and music store in this city, is now settled in new quarters at 39 Cannon street, in a building which he purchased recently. The main floor is divided into a number of separate show-rooms, each fitted up in a most homelike manner, and with only one instrument shown in a room. The Hardman line of pianos and players is handled, as is the Sonora phonograph.

GRIFFIN PIANO CO. PROGRESS

ROCHESTER, N. Y., November 5.—The Griffin Piano Co., which has fine quarters at 57 North Clinton avenue, this city, and which was formerly known as the Griffin-Bailey Piano Co., is building up a very fine business in Story & Clark and Chickering Bros. pianos, Estey organs, Sonora phonographs and other instruments. John F. Griffin, who has been in the piano business for the past twenty-seven years, is president and treasurer, and George B. Riker, for many years with the Story & Clark Co., is vice-president and secretary. The store is located on a most desirable corner in the heart of the business section of the city.

PERKINS MUSIC CO. CHARTERED

A charter of incorporation has just been granted to the Perkins Music Co., of Malden, Mass., which will be capitalized at \$50,000. Musical instruments will be handled.

Joseph M. Quirk, of Batavia, N. Y., who has operated a talking machine store at 4 Court street for a number of years, has moved his business to 5 Jackson street.

The NEW EDISON
in
New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
Jobbers
Est. 1889

FARM BUYING POWER INCREASES

Department of Agriculture States Purchasing Power of Farm Products at Highest Point in Three Years—Good News for Retailers

WASHINGTON, D. C., November 8.—According to the November Review of the Department of Agriculture just issued the purchasing power of farm products has reached the highest point it has achieved during any time for the past three years. The index number of the purchasing power of this group is put at seventy-five, as against seventy-three in August and sixty-four in September, 1922.

Farm prices have shown steady advancement, a condition which should be reflected in the buying of rural communities. The Department of Agriculture's statement will do much to relieve the situation of apprehension created through the low prices for wheat, which, after all, affected but a comparatively small propor-

tion of the nation's farmers and which was largely confined to a comparatively small section of the country.

BAGSHAW OFFICIALS VISIT GOTHAM

C. H. and W. J. Bagshaw, of the W. H. Bagshaw Co., Lowell, Mass., were among the recent visitors in New York City. The Messrs. Bagshaw divided their time between the headquarters of the Brilliantone Steel Needle Co. and Reflexo Products, Inc., both of which are selling agents of the various talking machine needles made by this company. Plans for 1924 were discussed. The plant of the company is reported very busy and the present year will surpass all others in needle production.

Talking machines to match the furniture in the homes of his customers are made by E. L. Corle, who has opened a shop in Hutchinson, Kans., where he makes instruments to order.

REGINA Phonograph Reproducer and Radio Loud Speaker

TWO IN ONE

In about 30 days we will have ready for delivery a new Regina Phonograph Reproducer and Radio Loud Speaker for all makes of phonographs. It is a combination of the two in one without change. Just "plug in" to listen to the radio.

Will retail for \$15.00.

Dealers wanted—write for full particulars.

The Regina Phonograph Co.

Manufacturers

Rahway

New Jersey

Regina Phonos—Regina Hexaphones and Music Boxes



THE SIGN OF
MUSICAL
PRESTIGE


Brunswick
PHONOGRAPHS AND RECORDS

Brunswick enterprise in seeking the best musically, no matter where it is to be had, is only another evidence of the typical aggressive Brunswick policies which have won for it the pre-eminence in the phonograph field.

Today, the Brunswick sign over a music dealer's store is a mark of prestige, a proof of high musical standing in his community.


Just as the great modern artists of the New Hall of Fame turned to Brunswick to perpetuate their art, because they recognized Brunswick's supreme achievements in making records, so has the public turned to Brunswick for the best in phonograph interpretations.

World musical authorities say Brunswick records are far in advance of the times.



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

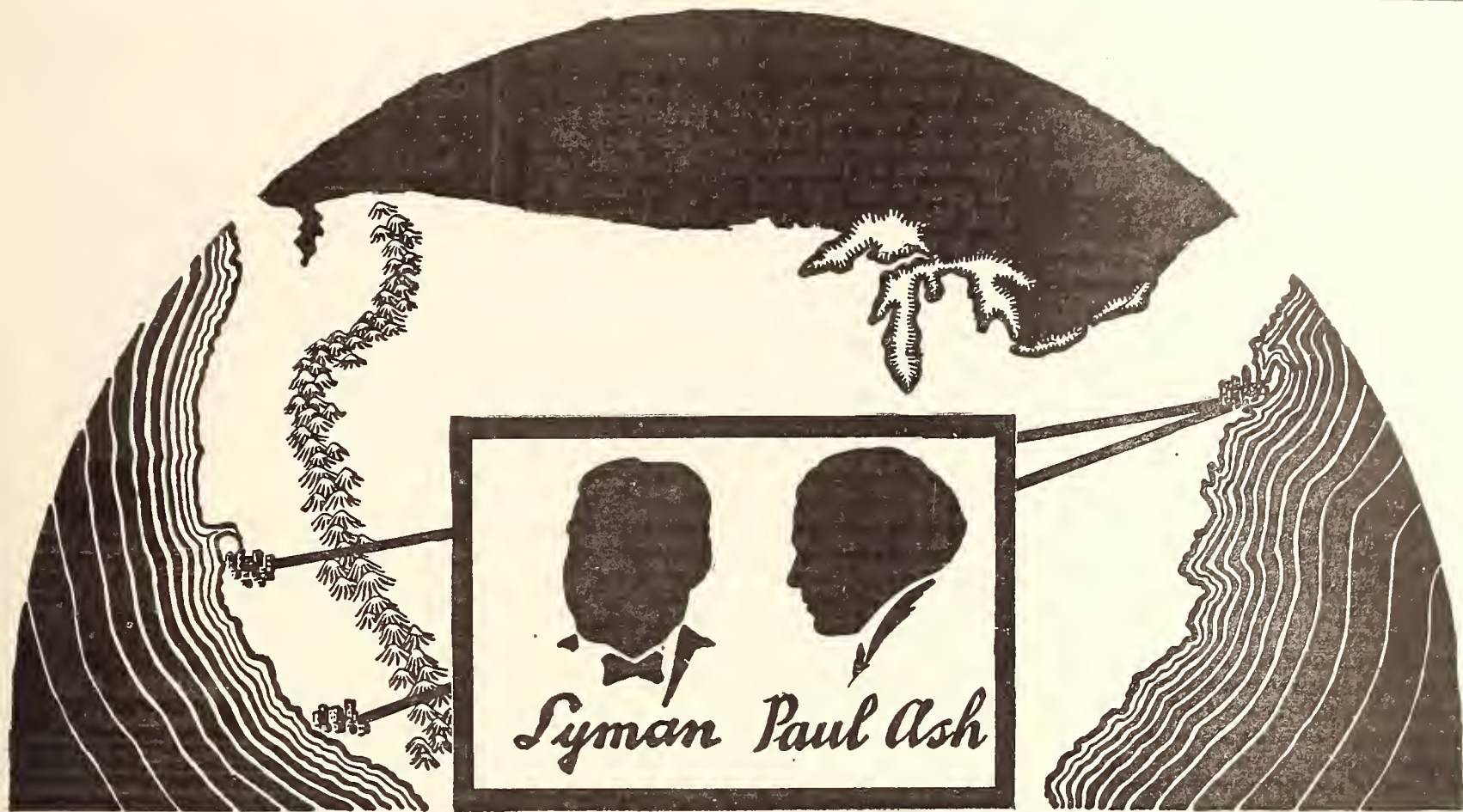
Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington Street, West
Toronto, Ont.



THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO

Brunswick
PHONOGRAPHS AND RECORDS





ACROSS THE CONTINENT

to make Brunswick Records on the Coast because Two Western Orchestras are commanding national attention

A notable musical event of national consequence

IT is the new thing in popular music that fosters public demand and builds the dealer's profits—a new song—a new star—a new way of “putting it over.” That is the big news in this announcement—for something distinctively new has come out of the West.

Tourists returning from the coast have been bringing the news of two unusual orchestras out in California. The swelling tide of their enthusiasm prompted immediate Brunswick action—and on a scale unprecedented in the phonograph field. We have carried a special recording laboratory and technical staff direct to the center of this new musical movement—and we have carried back to the East a group of truly phenomenal recordings.

Both orchestras are exclusively Brunswick. One of them is Lyman's Ambassador Hotel Orchestra. The other—the Paul Ash Orchestra—will be announced in detail later.

The first records of this famous series are on the market now—and within a month thousands of American homes will respond to Lyman's California Ambassador Hotel Orchestra, just as the Pacific Coast does now. This announcement is one of the biggest phonograph events of the season. All Brunswick dealers are preparing for a heavy demand to take advantage of this unusual opportunity. We have promised our dealers that these first Lyman Records are unsurpassed. They are new. They are sensational. They are beautiful. Lyman and his orchestra are inimitable—so are his records.

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO

Brunswick
PHONOGRAPHS AND RECORDS



TOLEDO

Shortage of Popular Models Felt Here—Expect Big Holiday Business—Month's Trade Activities

TOLEDO, O., November 7.—During the past month talking machine demand has been exceptionally good. The one serious drawback, however, is a shortage of models, and there is little hope that the situation will be improved before the holidays.

Concert artists are playing a big part in stimulating record sales. Already several internationally known artists have appeared before Toledo audiences, and there are still many who will come within the next few months. Most merchants are co-operating in making local concerts a success by assisting in the box office sales and in advertising the event in stores, windows and newspapers.

At the Toledo Talking Machine Co., Victor distributor, the demand for machines exceeds the supply. There are a few available models, but the majority of consoles are out of stock, and after orders on file were filled November 1 the large warerooms were nearly empty. Today few orders can be filled complete. About the only consolation for dealers who have waited too long to buy is for them to purchase machines which are available, and these include several of the high-priced variety.

The Lion Store Music Rooms have coupled efforts with the sixty-sixth anniversary sale, which is being conducted throughout the large enterprise. The store has more than 1,500 live prospects listed. Outside salesmen soliciting for Victrolas, Cheney's and Brunswicks, report much holiday interest.

O. Packard, formerly with Grinnell Bros., has joined the salesforce here. Other additions will be made which are in line with expansion plans under way.

At the La Salle & Koch Co. November trade opened well, and volume for the year is ahead of former years, Forrest O. Edwards reports. Miss Emma Smith is a new member of the record force.

At the J. W. Greene Co. machine and record volume is climbing as the holidays approach, with the total for the past month nearly twice as great as last year.

An innovation started here consists of backing up the salespeople. That is, in order to keep the sales force upon the floor and behind the service counters and out in the booths or free-

from trivial matters, Miss Bonna Hadley has been engaged to assist in overcoming trifles and to take up the slack in the sales rope.

A window featuring the "Covered Wagon" song hit, "Oh Sussanna," has sold a large number of the records. A covered wagon, modeled after those in the film, has turned the trick. So great is the Red Seal record increase, it is said, that selections which formerly averaged five to ten a year now sell to the tune of fifteen a month. A feature which is assisting sales is the setting of a monthly sales quota for salespeople. Above the sum set a commission is paid on all sales, which is limited only by their efforts. Miss Helen Baumgardner is a new member of the department, likewise, Edine Heck.

At Grinnell Bros. records of noted artists on tour who will visit Toledo in the near future are exploited in the store organ "Melody." Then the three attractive Victor display rooms with floor lamps, wicker furniture, rugs and genuine home atmosphere, add to sales possibilities. Miss Deister and Miss Thelma Woodward recently became associated with the Victrola department.

The Goosman Piano Co. is meeting with success in its campaign for school contracts. The principal drawback to closing school machine sales is that generally it is necessary to work out a plan whereby sufficient funds may be raised to take care of the payments. In this the house has been successful, Fred. N. Goosman states. Bush & Lane, Starr, Vocalion and Columbia models are dealt in here.

The United Music Store, foreign record specialist, is finding this a profitable field. The foreigner is a liberal buyer, once convinced the dealer understands his likes, speaks his language and will assist in making proper selections, Harry Wasserman reports. He also states that since the announcement of his new foreign record and talking machine shop opening appeared in *The World*, he has received letters from all sections of the country asking for information about the venture. Two outside men, John Pzrminski and Wm. Jones, have lately joined forces with the house.

At the Whitney-Blaine-Wildermuth Co. the gift certificate for Christmas is being urged as a worth-while present. The double facing of Red Seal records has marked the greatest single advance for increasing sales yet promulgated, according to Miss Maud Winchell, in charge of the talking machine department. C. E. Everingham, formerly associated with the Starr Piano Co. and the Cable Company, is now a member of this organization.

The Frazelle Piano Co. is fast completing its

Recordion Phonographs
TRADE MARK

Reg. U. S. Pat. Off.

5 Upright
3 Console
1924 Models
of Standard
Value Always
Offering the
greatest opportunity to dealers

Also Radio Cabinets



WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.

175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

expansion program. A downstairs store and basement has been added to the upstairs store. Vocalion and Sonora booths will be installed in the new shop. A formal public opening of the enlarged store will be held in the near future, following the completion of extensive remodeling and improvements.

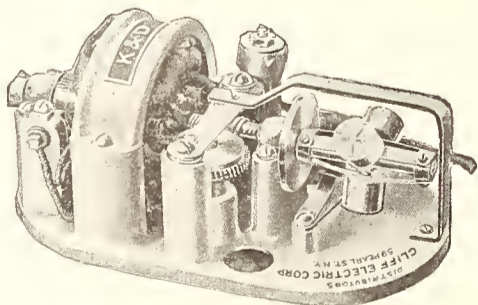
COMMENDS AUDAK EQUIPMENT

Kansas City Dealer Installs Record Demonstrating Device and Increases Facilities

Paul's Record Store, Inc., 1103 Walnut street, Kansas City, Mo., dealing in Victrolas and Victor records, recently completely remodeled its salesrooms. Included in the new equipment of the store is a series of "Audaks," the well-known record-demonstrating product. M. M. Paul, manager of the store, in a letter to the Audak Co., recently, said:

"We are now using nine of these equipments and expect to add additional ones in the future. Our customers seem to prefer the service afforded by 'Audaks.' When it is considered that our warerooms are small, twelve by twenty feet, the 'Audaks' add greatly to our capacity."

The K & D Electric Phonograph Motor



Prices,
Sample Motor or
Booklet on Request

FEATURES

- I. A real automatic stop, containing in one unit a switch and protective lock.
- II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.
- III. Price—No electric phonograph motor has been sold at as low a price. Our production and experience enable us to compete with the spring motor. A real guarantee is back of the K. & D.

You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION

59 Pearl Street, New York

GLEANINGS *from the* WORLD *of* MUSIC

Theatrical Prosperity and the Music Dealer

Opening of Theatrical Season Shows Encouraging Activity Especially With Musical Productions—
From Dealer's Standpoint Present Conditions Are Highly Encouraging

Of particular interest to the talking machine dealers and, of course, music publishers, is the fact that the theatrical business has returned to an activity that had not been reached for the past two seasons. Of added importance is the number of musical shows now touring the country and the exceptional lengthy periods for which they make their appearances. Cities that formerly supported a road show one or two days have, in many instances, lengthened the stay of the more successful productions to a week and the larger trade centers, where a week was considered sufficient time to play the city, now find it possible to play at least two weeks. In some instances productions have been booked for return engagements.

The fact that the theatrical business is most prosperous and that a number of road shows, particularly of the musical comedy type, are playing to packed houses while on tour means so many added sales for the retailer. This, together with the fact that the Fall business on strictly popular numbers has been in heavy volume, should mean much in the way of profits for the sheet music and record merchants before the close of the present season.

Production numbers are having unusually large sales and as a number of producers of successful shows are sending out a number of companies carrying the same title these offerings, undoubtedly, will have covered the entire country before next Summer. Thus the sales

of these particular offerings will assume national proportions.

One indication of the success of strictly musical offerings is that of the production of "Blossom Time," based on the life of Franz Schubert. Following its success in New York the producers sent out two road shows last season and again with the opening of Fall touring "Blossom Time" shows were placed on the road. The outstanding number of this show is "Song of Love," the sales of which have been most steady. In this particular instance not only do the sheet music and records sell during the time the show appears in various cities, but invariably there is an active demand for the number for many weeks after it closes.

It might also be pointed out that the musical productions that are having the most success on the road are those that are based upon some legitimate plot and the music of which is an appropriate part of the story. This cannot always be said of the strictly musical revues, although some of them have been contributors of exceptional sellers. The real musical show with a story, however, seems to be less of a gamble for the publisher, if not for the producer.

From the dealer's standpoint the success of musical road shows can be looked upon with favor, inasmuch as they invariably mean additional sales that could hardly otherwise be obtained. With the strictly popular counters

quite active, added sales from another source not only mean greater profits, but often bring people into the store who might otherwise stay away for many weeks.

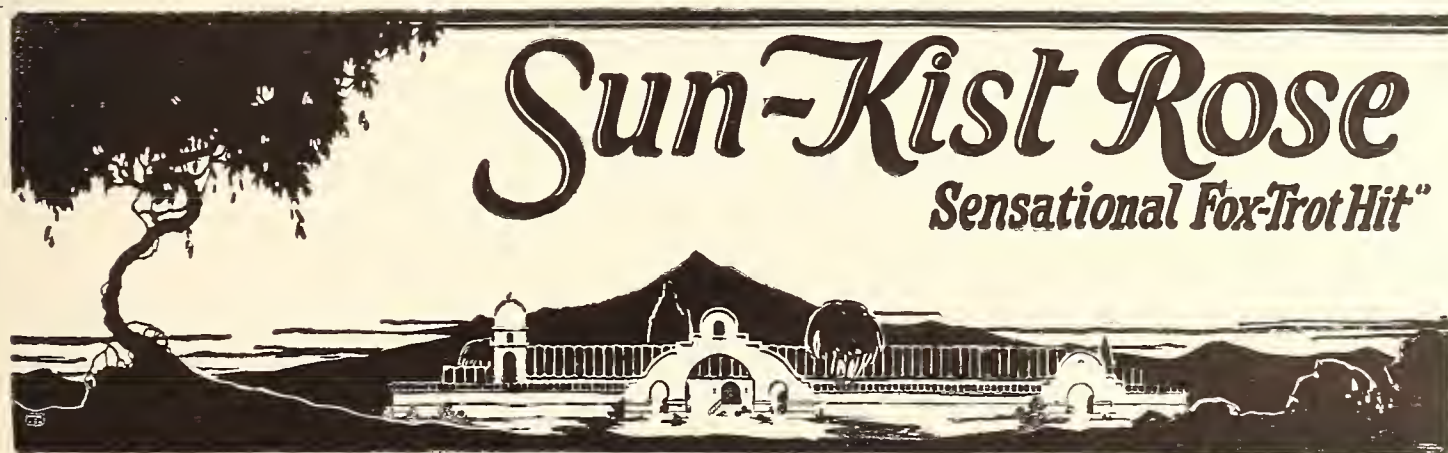
After all, bringing people into the store is the most important part of retailing. During the past Summer this was most impressively demonstrated when the sales of "Yes! We Have No Bananas" jumped to 1,000,000 copies within a very short period of time. There were other good sellers upon the counters but, undoubtedly, "Bananas" induced some hundreds of thousands of people to enter the music store some weeks before they had intended. These purchasers, undoubtedly, once in the store, made a number of additional purchases than had been their original intention.

With the musical comedy road shows playing to packed houses resulting in a demand for the songs from the productions, and the popular business showing an upward trend, the Winter season gives promise of returning to a similar successful period that made the music stores so active during the season of 1919-20. Of course, much depends upon how dealers take advantage of their opportunities.

HEARST EXPLOITS "BEAUTIFUL ROSE"

Hearst Music Publishers, Ltd., is exploiting its waltz number, "Beautiful Rose," in conjunction with the motion picture exhibition of D. W. Griffith's "The White Rose." The various booking exchanges in charge of the release of this Griffith film are giving unusual co-operation to the publisher of the above "rose" song, and exhibitors and orchestras of motion picture houses are also lending aid by programming it.

Stasny's International Hits



Featured by
Paul Specht
and his
Hotel
Alamac
Orchestra

The Biggest
Selling Waltz
of the
Season
Featured
by
Vincent Lopez
and his Hotel
Pennsylvania
Orchestra



ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET, NEW YORK CITY

Released by Leading
Record and Roll Companies

HIT HARRY VON TILZER'S HIT
DEAR-OLD-LADY

A BEAUTIFUL FOX TROT

Sung By Hundreds of Vaudeville Acts.

Played By Thousands of Orchestras.

NEW STASNY CO. REPRESENTATIVES

Frank Gibney Handling Stasny Catalog on Pacific Coast With Billy Newsome Rendering the Same Service in Chicago

Frank Gibney, recently connected with J. H. Remick & Co., Seattle, has arranged to again represent the catalog of the A. J. Stasny Music Co. on the Pacific Coast, making his headquarters in San Francisco. He has a fine tenor voice and will exploit the Stasny feature numbers, "Sun-Kist Rose" and "Waltz Me to Sleep in Your Arms" in the theatres and over the radio. Harry Tobias, New York salesman for Stasny, who is now on the Coast, is sending in good orders for various numbers in the Stasny catalog.

Billy Newsome, formerly connected with Waterson, Berlin & Snyder, and Irving Berlin, Inc., is now representing the A. J. Stasny Co. catalog in Chicago and surrounding territory and is arranging some effective exploitation stunts for the various numbers.

McHUGH NEW SHEET MUSIC MAGNATE

James Francis McHugh Taken Into Jack Mills, Inc., and Voted Substantial Block of Stock—Well Known and Popular in Sheet Music Trade

James Francis McHugh—so listed in the City of Boston's record of births, but better known in the "Furious Forties" as Jimmy McHugh—has not as yet purchased a silk hat, but it is rumored that he has already taken to the smoking of big, black cigars. Three or four times daily, of late, Jimmy walks casually into the cashier's office at Jack Mills, Inc., and takes a long look at the safe.

And all because, at a recent meeting of the board of directors of the Mills concern, it was decided to vote Jim into the firm and present him with a generous block of stock. Jim—big, dapper and gray beyond his years—has just passed his thirtieth birthday, but his face has begun to show signs of the "grind." In his bright lexicon there is no phrase quite so important as "the ballad looks terrific."

Starting ten years ago in the publishing business, "Mister" McHugh successively represented several publishers in Boston, and came to New York in 1919. Shortly after the inception of the Jack Mills project, Jim came along to lend a hand, and, to quote "Dulcy," "The rest is history."

An engaging personality, coupled with that all-important faculty of making and keeping friends, has made Jimmy McHugh distinctly popular in the industry. None questions his position as one of the most capable professional men in the business and his reward has come as a fitting climax to years of effort.

"Send 'em all around to interview me," said Jim, immediately after being informed of the decision of the board of directors. "I'll take Arthur Brisbane, Frank Crane and the whole crowd on to a decision. Put it in big, black type and just say, 'Jack Mills and Jimmy McHugh Are Partners!'"

THE DEMAND IN LOS ANGELES

"No, No, Nora" and "That Old Gang of Mine" Among City's Leading Sellers

LOS ANGELES, CAL., November 5.—The Fall business in the sheet music departments is usually started at the time of the opening of the schools and as this took place early last month business has been exceptionally good, according to reports from the various managers.

The two leading popular songs seemed to be "No, No, Nora" and "That Old Gang of Mine," copies of these two songs have been selling in enormous quantities all along the line.

J. J. Apffel, manager of the sheet music department of the Southern California Music Co., states that business in its new store, 806-808 South Broadway, has been remarkable, necessitating additions to the sales force.

ADDED TO THE BERLIN CATALOG

"Sittin' in a Corner" and "Roamin' to Wyomin'" Latest Songs to Be Exploited by That House

Among the new songs added to the catalog of Irving Berlin, Inc., is "Sittin' in a Corner," lyric by Gus Kahn and music by George W. Meyer. The professional department of the house is already making this song a feature in vaudeville, and the band and orchestra department will also give the number wide exploitation. Two other recent releases from the Berlin catalog are "Roamin' to Wyomin'," words by Sidney Clare and music by Walter Donaldson, the latter having a long list of successes to his credit, and Joe Young and Sam M. Lewis, authors of "Mammy," "Ten-Ten-Tennessee" and other songs, with music by Lou Handman, have contributed "Lovey Came Back." These numbers, together with "Indiana Moon," one of the outstanding waltz successes of the season, will be the active numbers of the Berlin catalog during the coming weeks.

POPULAR BALLAD SUCCESSES

THE WORLD IS WAITING FOR THE SUNRISE
 BY LOCKHART & SEITZ

IF WINTER COMES
 BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
 BY BERNARD HAMBLEN

ROSES OF PICARDY
 BY WEATHERLY & WOOD

SONG OF SONGS
 BY VAUCAIRE-LUCAS-MOYA

THE BELLS OF ST. MARY'S
 BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
 BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
 BY BERNARD HAMBLEN

CHAPPELL-HARMS, INC.
 185 MADISON AVE, NEW YORK.

Extra Profits for Record and Roll Dealers

"Just A Girl That Men Forget"

THE POWERFUL SERMON-BALLAD SENSATION

This epoch-making "lesson-song" has been released "two-ways" on practically every phonograph record and piano roll, and has been acclaimed by press and pulpit, as well as leading headliners and orchestra leaders "The Most Amazing Song of the Century."

You Are Selling the Records and Rolls—Why Not the Sheet Music? Write For Our Proposition.

JACK MILLS, Inc.

MUSIC PUBLISHERS
 JACK MILLS BUILDING

148-150 WEST 46th STREET
 NEW YORK, N. Y.

EILEEN

IRISH FOXTROT BALLAD

"You can't go wrong with any FEIST song"

© 1923 Leo. Feist, Inc. EÍ - leen, EÍ - leen Ma - cush - - - - la míne,

MADE IN THE USA

PRINCE DANCES TO "SUN-KIST ROSE"

Prince of Wales Among Those Who Have Danced to Music of Stasny Number as Played by Jack Hylton's Grafton Galleries Orchestra

One of the leading fox-trot hits in England for some time past has been "Sun-Kist Rose," the A. J. Stasny Co. publication, which, in addition to being featured by a number of orchestras in and about London, has been recorded for His Master's Voice records by Jack Hylton's noted Grafton Galleries Orchestra. The organization plays dance music for royalty, which patronizes the Galleries regularly to dine and dance. The Prince of Wales and other members of the royal family have danced to the music of "Sun-Kist Rose" while at Grafton's and it was there that Whiteman and His Orchestra appeared for a time while in London, playing alternately with the Hylton organization.

Another Stasny number that has won a place for itself in England as well as in the United States is "Waltz Me to Sleep in Your Arms," which is being featured by a large number of orchestras and was also recorded on records and music rolls.

SALES OF "YOU" ON INCREASE

Substantial Demand for New Irving Berlin, Inc., Number Reported Particularly From the East—Being Featured Prominently in Vaudeville

One of the recent publications of Irving Berlin, Inc., to win quick success is "You," a number with an excellent melody written by Al Wholman, who is presenting the song in the course of his vaudeville tour over the Keith Circuit. Mr. Wholman appeared at Keith's in Detroit and is on his way to New York, where he will appear at several of the Keith houses,

although stopping at Buffalo and Rochester en route home.

It is significant that wherever Mr. Wholman has featured the song his appearance in vaudeville has been followed by quantity orders for "You" from local dealers for immediate delivery, and the demand for the number generally is increasing steadily. A number of music stores, particularly in the East, have arranged effective window displays of "You," and many of the leading orchestras are featuring it.

HEARST NUMBERS IN VAUDEVILLE

Large Number of Acts Successfully Using Numbers From This Publisher's Catalog

The Hearst Music Publishers, Ltd., numbers, "Wonderful Child," "Beautiful Rose," "In the Land of Sweet Sixteen," "Some Day You'll Cry Over Somebody Else" and "Always Looking for a Little Sunshine," are finding favor with singers, the following artists using one or more of them: Norman Stanley; Bobbie Lowe, of "Youth & Melody"; Larry Francis, of Milford & Francis; Gene Leighton's Rainbow Six; Happy Benway & Sonny Dinkins; Farrell & Hatch; Dolly St. John; Jack Reidy, of Reidy & Curry; George Britt; Gazette & Thorn-dyke; Jack Lipton; Joe McAnallan, of Coburn's Minstrels; Olga La Marr; Mabel Lorraine; Frederick Sisters, with Mack's Four Steppers; Betty Baun & Jack Byrnes; Charlie Holdsworth; Fletcher, Ivy & O'Connor; Barnes and Robison; Mabel Besthops and Margie Catlin.

Si Conn, orchestral leader, of Proctor's One Hundred and Twenty-fifth Street Theatre, New York City, used "Some Day You'll Cry Over Somebody Else" as the musical theme for Rex Beach's famous film play, "The Spoilers," and reports that the song went with the theme of the play as though it had been written especially for the picture.

"MIDNIGHT ROSE WEEK" PLANNED

Beginning November 26 M. Witmark & Sons Begin Big Sales Drive on This Number

The week of November 26 will be set aside as "Midnight Rose Week" by the trade through the announcement and arrangements made by M. Witmark & Sons, the publishers. The plans call for one of the most intensive sales drives ever inaugurated on a popular song and dance success.

The entire sales, professional, band and orchestra departments, as well as the various branch offices and representatives of the Witmark organization, are to take part in the coming campaign. Theatres everywhere will program the number. Dance orchestras everywhere, motion picture houses and cabarets and other places where music holds swing will feature "Midnight Rose."

Plans for many window displays and the featuring of "Midnight Rose" on music counters have been arranged with retailers. The Witmark organization has issued some very effective advertising material for this purpose. It includes special title pages, streamers, hangers, cut-outs and other sales creators.

MARKS CO. GETS "FEELIN' BLUES"

To Publish New Number Featured in Vaudeville by Team of Farrell and Hatch

Among the vaudeville teams who are singing their own songs over the various circuits with great success are Farrell and Hatch, who have won great popularity with vaudeville fans with their act which is filled with melody from start to finish. The latest number featured by the team is "The Feelin' Blues," which has been accepted for publication by the Edward B. Marks Co., and will be published shortly.

You Didn't Care When You Broke My Heart
(So Why Should I Care Now)

"You can't go wrong with any FEIST song"

© 1923 Leo. Feist, Inc. You did-nt care when you broke my heart, So why

MADE IN THE USA

Extensive Feist Publicity Drive Under Way

Rotogravure Advertising in New York Paper Ties Up With Records by Featuring McCormack, Record Artist, and Feist Hit—Campaign National in Scope—Window Display Contest

Leo Feist, Inc., the well-known popular music publishing firm, inserted a full-page advertisement in the rotogravure section of the New York Tribune on Sunday, November 11. Of particular importance to the talking machine trade is the fact that a good portion of the space used was given over to a large photograph

the latter a song and dance success of no mean proportions from the musical show, "Little Jessie James." An interesting feature of all of these announcements was the fact that mention was made that the numbers advertised could be procured for the piano, phonograph and player-piano. Undoubtedly such advertising,

as "No, No, Nora," "Swingin' Down the Lane," "Cut Yourself a Piece of Cake," "Love Tales," "Blue Hoosier Blues" and "Saw Mill River Road." Mention was also made of the "Good Old Timers," the publication carrying seventy-five popular selections of ancient and modern vintage.

In connection with this latter campaign \$500 in prizes is to be distributed by Leo Feist, Inc., for the best window displays of either the "Feist Dance Folio No. 6" or the "Good Old Timers" publication, or both, or display of material of these two folios, the latter being



Type of Feist Full-page Advertising Tying Up Artists and Records With of John McCormack. There also appeared a reproduction of Victor record No. 961, a recent McCormack release of the Feist song and waltz success, "Wonderful One"; a series of other current Feist numbers were also mentioned.

This is the third of a series of full-page announcements which the Feist organization has used in the Sunday rotogravure section of the New York Tribune during this Fall. The previous announcements have carried publicity on "Saw Mill River Road" and "I Love You,"

supplemented by the other Feist activities, has created many additional sales of the sheet music and the mechanical renditions of the numbers featured.

Advertising plans somewhat more national in scope were also a part of the Feist November publicity. The outstanding feature of these latest plans was the insertion of a full-page announcement in this week's Saturday Evening Post (November 17) advertising the "Feist Dance Folio No. 6," and comprising such songs

furnished gratis by the Feist company. This contest will close December 15.

All in all, this is quite a large campaign, particularly where individual numbers are given the publicity. It is of added importance inasmuch as, undoubtedly, a fair proportion of the advertising redounds to the benefit of the talking machine trade.

The prominence which is given the talking machine record in a great deal of music publishers' advertising at the present time shows

KEEP YOUR CASH REGISTER

RINGING

HEARST MUSIC

HEARST PUBLICATIONS

STANDARD
POPULAR
INSTRUMENTAL

Write for Catalogue

Featuring HEARST Music is like making love to a Widow—You can't overdo it!

ORDER NOW from your Jobber or any of the following Offices

HEARST MUSIC PUBLISHERS OF CANADA LTD.

1658 Broadway, NEW YORK Phoenix Bldg., WINNIPEG 199 Yonge St., TORONTO

and make your own conditions instead of being at the mercy of them.

— 100% PROFIT —

THE BIGGEST CASH REGISTER CATALOGUE YOU CAN HANDLE

Rings the bell like a bill collector

BIG PROFITS — QUICK SALES — BIGGER BUSINESS

There is no loss on any HEARST Song. All unsold copies fully returnable

Prices F. O. B. Nearest Office:

100 of one Song.....14 1/2c

100 Assorted...14 3/4c

Less than 100...15c





FIVE RECORD RECORD-BREAKERS

LOVEY CAME BACK

A Real Hit By JOE YOUNG, SAM LEWIS and LOU HANDMAN

YOU

The New Melody Song Hit

ROAMIN' to WYOMIN'

Successor to "Carolina in the Morning" by the same writers

KOKOMO

A Novelty Comedy Song different from the rest

WHY SHOULD I GIVE MY LOVE TO YOU

Another "You Know You Belong to Somebody Else" By the same writers

Above Songs Featured by Orchestra and Vaudeville Acts from Coast to Coast

IRVING BERLIN, Inc., 1607 Broadway, New York

without question the ever-growing importance of this side of the distribution of popular song numbers. To-day all music publishers' publicity is but additional to the publicity of the

NEW BERLIN DANCE FOLIO

Publisher to Bring Out Special Edition of Universal Dance Folio With Many Late Hits

Irving Berlin, Inc., announces the early release of a special edition of the Universal Dance Folio for Piano. It contains many of the latest additions to the Berlin catalog and is considered one of the best compilations ever arranged by that house. The numbers include fox-trots, waltzes, one-steps and numbers with jazz effects. Included in this folio are "That Old Gang of Mine," "Indiana Moon," "When You Walked Out Someone Else Walked Right In," "Down Among the Sleepy Hills of Tennessee" and "Love" (My Heart Is Calling You.) In all there are twenty-six numbers published in the usual Berlin sized folio with a particularly attractive title page.

LOUIS BREAU ENDS MID-WEST TRIP

Louis Breau, of the publishing firm of Breau & Tobias, returned to New York late last week following a nine weeks' trade tour through the Middle West. Six weeks of this period he spent in Chicago, where he closed arrangements for a series of theatrical tie-ups on several songs from his catalog, including "At the End of the Swanee," "Voice With a Smile" and "Hot Roasted Peanuts."

DRIVE ON KAY STERN SONGS

Kay Stern, Inc., 1540 Broadway, New York, has inaugurated a campaign on the novelty song "He May Be Your Good Man Friday" (But He's Mine on Saturday Night). A campaign among orchestras has also been arranged on a song entitled "My Dawg."

That "Smilin' Through" continues to smile merrily on its way is evidenced by the fact that when Reinald Werrenrath sang it for encore at his concert in Peoria, Ill., the Transcript of the next morning spoke highly of it.

BUYS BALLAD SUCCESS, "SWEET PAL"

Shapiro, Bernstein & Co., Inc., have purchased from Reinhardt's Music Shop, Memphis, Tenn., the ballad success, "Sweet Pal." The number has shown much activity in recent weeks and the Shapiro, Bernstein & Co. professional department contemplates wide activity on the number in co-operation with a national sales campaign.

Jerry Hoffman, formerly on the Dramatic Mirror, has joined the organization of the E. B. Marks Music Co. as exploitation manager.



Folio Featured in Feist Campaign

talking machine trade itself, for unquestionably a great number of people are influenced to buy these songs in mechanical recorded form as well as in the form of sheet music.

"Just One More Kiss," a Viennese number recently added to the catalog of the Sam Fox Publishing Co., has been released in both instrumental and vocal form. A wide campaign of publicity has been arranged to popularize this European success, and both the sales and professional departments of the company expect it to be one of the season's outstanding features.

Hear Margaret Young, Sophie Tucker and Mamie Smith Sing

"HE MAY BE YOUR GOOD MAN FRIDAY"

(But He's Mine on Saturday Night)

OTHER CURRENT SUCCESSES

"MY DAWG"

"If You Think You're Going to Stay Out All Night on Me; That's Your Hips"

KAY STERN, Inc. 1540 Broadway New York



The recognized WALTZ HIT of the OLD and NEW WORLD!

SONG VERSION BY BALLARD MACDONALD

JUST FOR TO-NIGHT
(NUR EINE NACHT)

PUBLISHERS OF THE WORLDS ORCH.
MILLION DOLLAR SONG HIT BAND
"PARADE OF WOODEN SOLDIERS" \$1.00

SPECIAL ORCH. JUST FOR TO-NIGHT 25¢, BAND 50¢
MUSIC RECORDS, ROLLS ON SALE EVERYWHERE

E. B. Marks Music Co.
225 WEST 46th ST. NEW YORK

2 ENORMOUS FOX TROT HITS PLAYED-SUNG-DANCED EVERYWHERE

BEBE

PREPARE FOR JUBILEE WEEK

Midnight Rose

NOVEMBER 26th to DECEMBER 3rd

M. WITMARK & SONS - NEW YORK



AN EFFECTIVE RECORD TIE-UP

Remick Song & Gift Shop, Portland, Ore., Features Gennett Record of "Somebody's Wrong"

PORTLAND, ORE., November 6.—"Somebody's Wrong" was recently featured in a clever window display by the Remick Song & Gift Shop, which, in the display, "tied up" the number with



Clever Window Display by Remick Shop the Gennett record by the same name. Both sheet music and record sales were materially stimulated through the display. I. F. Sklare, manager of the local shop, who is responsible for working out the clever idea, also received the co-operation of all prominent local orchestras and theatre organists while the window was "dressed up," which also helped "put over" "Somebody's

Wrong" in the right way. The display featured by the Remick Shop was particularly pleasing to the wholesale department of the Starr Piano Co., of this city, which is the Pacific Northwest distributor of the Gennett records. Charles Soule, wholesale manager, reports excellent sales of "Somebody's Wrong" and, with the co-operation such as Remick has given, he expects even larger returns from this excellent number throughout the present season.

NEW BLUES PUBLISHERS

Rainbow Music Corp. to Specialize in Production of Blues Numbers

The Rainbow Music Corp., 1547 Broadway, New York City, announces the opening of a new publishing company specializing in "blues" songs. Its staff is composed of well-known writers, including the very popular songwriting team, Bob Ricketts and Porter Grainger.

Bob Ricketts is a graduate of Oberlin University with a degree of master musician. He has arranged and composed some most successful "blues" songs. Porter Grainger began his career in Chicago about eight years ago after much training under the late Burrell Van Buren and is the writer of a number of successes. The above team is responsible for such songs as "Triffin' Blues," "Laughin'," "Cryin' Blues" and "If You Want to Keep Your Daddy Home."

The Rainbow Music Corp. has started a campaign on a new catalog comprised of such songs as "Wish I Had You" (And I'm Gonna Get You Blues), "Just Thinkin'," "Love Ain't Blind No More," "Mistreatin' Daddy," "Tired O' Waitin' Blues" and "Do Doodle Oom."

DITSON DEPARTMENT SETTLED

Wholesale Victor Department of Chas. H. Ditson & Co. Now on Third Floor of Building

The wholesale Victor department of Charles H. Ditson & Co., under the management of Paul Carlson, is now comfortably settled on the third floor of the commodious Ditson Building, at 10 East Thirty-fourth street, having been moved down to that floor from the eighth. The department, although occupying the same floor space as formerly, has been rearranged in a manner to give more space to the stockrooms and also provide more commodious showrooms and offices. The move, coming just at the time when business was most active, kept Manager Carlson, his assistant, J. C. May, and the other members of the force working nights and Sundays, but the result is well worth while and there was not the slightest delay in shipments to dealers during the process. This, needless to say, was an achievement of which all concerned should be proud.

F. A. Anderson is a recent addition to the sales staff of the wholesale Victor department of Chas. H. Ditson & Co., covering the metropolitan district.

THE POPULAR SONG IN CARTOON

Cartoon on Oklahoma Situation Revives Memories of the Songs of the Great War

The manner in which the title of a popular song sticks in the mind of the public during the years is well illustrated in the accompany-

Our New State Song



Gale, in the Los Angeles Times.

ing cartoon from the Los Angeles Times, which uses the wartime comic song "K-K-K-Katy," published by Leo Feist, Inc., as a means of suitable reference to the situation that has developed in Oklahoma, where the "two-gun man" of the old West has come again into the lime-light for a spell.

ACT TO SETTLE OLD PATHE AFFAIRS

The first move in the final settlement of the affairs of the old Pathé Frères Phonograph Co. was made in November when a meeting of the creditors was held in the United States District Court of the Eastern District of New York, in Brooklyn. The creditors approved the proposed claim allowances as well as the accounts of the receiver and steps were taken providing for his early discharge.

MARKS CO. PUBLISHES "LIZZIE"

The Edward B. Marks Music Co. has arranged to publish "Lizzie," a new song recently added to its catalog, at once. The number is by Johnny Tucker, who is known as the "Jolly Singing Fireman," a member of the department's quartet, and Leslie Moore.

Carlson Bros., prominent dealers of Moline, Ill., recently held the formal opening of a fine new store at 1405 Fifth avenue. The first floor is devoted to a Victrola department.

VICTOR DISTRIBUTORS

PERRY B. WHITSIT CO.

Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO



LOS ANGELES

*Radio Trade Association Becomes Division of Music Trades Body
—Death of Joe Carter—Prominent Visitors—The Month's News*

LOS ANGELES, CAL., November 7.—Whether the radio department in the music store will become a twin sister of the talking machine department, or whether it will become as distant and separate as the piano and other divisions, remains to be seen, but at present there is a distinct tendency to link the radio and phonograph departments together and arrange for salesmen to sell both, using the same methods more or less as those which they have become accustomed to with the latter. At any rate the action taken by the Radio Trades Association of Southern California in deciding by unanimous vote to become a part and division of the Music Trades Association of Southern California marks a precedent which will, doubtless, be followed in many other parts of the country. It is perhaps all the more interesting in this particular case in Southern California, when it is taken into consideration that the present Music Trades Association of Southern California was formed some years ago from an original association—the Talking Machine Association of Los Angeles.

The basis upon which this amalgamation took place was the claim of its backers that radio is 90 per cent music and that there was every indication that music stores were demonstrating their ability to sell radio sets with greater facility and more proper procedure than the electric store, although it is believed that the latter will in time separate its radio department entirely from the ordinary electric supplies and conduct it on lines similar to those used by music store departments. The specialty radio store also will, like the specialty phonograph store, adopt plans for instalment sales, sound-proof booth demonstrations, trade-ins, and establish the rules and regulations of the music store. The new division of the Association will have its chairman and committee in the same way as the musical merchandise, sheet music and other divisions of the Association already have their chairmen and committees. They will also have two members on the advisory board of the Association.

New Brunswick Model Popular

The new Brunswick Raleigh model is proving to be a very popular instrument and Brunswick dealers who placed orders for large consignments a few weeks ago are now receiving big shipments, which should see them well supplied for the holiday trade. Howard L. Brown, branch manager of the Brunswick wholesale department, is very enthusiastic over this model.

Griffith Ellis Locates in Los Angeles

Griffith Ellis, former secretary and director of the Chicago Talking Machine Co., recently

arrived in Los Angeles with his family and has decided to take up his permanent residence here. He has now taken a position with Sherman, Clay & Co., Victor distributors, and is attached to the branch in Los Angeles.

Death of Joe Carter

Joseph Carter, well-known talking machine salesman, died after a short illness last month. "Joe" Carter, as he was known to his many friends, was a member of the phonograph sales force of the Southern California Music Co. for a number of years and was well known in talking machine circles here and a favorite with all. He was originally in the business many years ago in Pittsburgh.

Winnipeg Phonograph Man Here

Andrew G. Farquharson, formerly manager of the phonograph department of the J. J. H. McLean Co., Winnipeg, Man., has arrived in Southern California, accompanied by his family. He was manager of the Brunswick, Sonora and Victor departments of a large Winnipeg music house for a number of years and has now decided to locate permanently in this city.

Seattle Manager in Los Angeles

Elmer Hunt, manager of the wholesale Victor department of Sherman, Clay & Co., Seattle, spent a few days in Los Angeles last month. He had just come from a trip to the Victor Co.'s headquarters in Camden, N. J., where he reports work is progressing rapidly, with a double shift working continuously.

Long Beach Store Places Big Order

The Long Beach branch of the Fitzgerald Music Co. recently placed orders for three carloads of the new Raleigh Brunswick phonograph, Manager Hutchinson being confident that this model would create a very large demand. The three carloads arrived on the same day and attracted a good deal of attention en route between the freight yards and warerooms.

Orpheum Stars at Platts

Billy Golden, who has been known for so many years to hundreds of vaudeville fans and whose talking machine records are familiar to thousands, paid daily visits to the Victor record department of the Platt Music Co. while he was filling an engagement at the Orpheum last month. Max Dolin, leader of Max Dolin's Orchestra, was also at the Orpheum last month and his records were featured by the Platt Music Co., resulting in sales of the Victor records which this famous foreign orchestra has made. Miss Johnson, manager of the record department of the Platt Music Co., states that on account of the Orpheum being next to the Platt Music Co. they receive a great number of visits from stars and artists, which are of the

greatest benefit to the members of the record department and often interesting to customers.

New Song Makes Hit

"Perhaps" is a song composed by Harold Shaw, leader of Soloman's Dance Orchestra. It has already been recorded on a Vocalion record and every indication points to its becoming very popular. Mr. Soloman, proprietor of the famous Los Angeles dance hall which bears his name, is featuring it in one of his usual novel ways. A silver loving cup with "Perhaps" and the Vocalion record number inscribed will be presented by some famous motion picture actress to the best dancing couple and 10,000 badges with similar inscriptions.

Brilliantone President Here

Byron R. Foster, president of the Brilliantone Steel Needle Co., was a recent visitor to this city, having motored down here with Walter S. Gray, president of the Walter S. Gray Co.

De Luxe Billboard Attracts

A very handsome de luxe billboard erected by Foster & Kleiser occupies a huge front on the ocean front, Long Beach, at American avenue. It advertises Barker Bros. and the Cheney phonograph and is the only billboard on the ocean front, past which hundreds of thousands of people go annually.

A. C. Harper, president of the Cheney Talking Machine Co., has been spending some time in Southern California, making his headquarters at the Munson-Rayner Corp.

COLUMBIA RECORD RETURN PRIVILEGE

Columbia Co. Announces Interesting Record Return Plan—Received With Enthusiasm

Geo. W. Hopkins, general sales manager of the Columbia Phonograph Co., advised the Columbia trade recently that effective from October 1 a maximum return privilege of 10 per cent of record purchases will be allowed Columbia dealers for the three months ending December 31, 1923. This announcement has been received with keen satisfaction by Columbia dealers throughout the country, as it solves a problem that has been discussed by dealers generally for the past few years.

The Columbia record return plan provides that the return of records from the dealer should be made to the branches responsible for the territory in which the dealer is located and only perfect records will be accepted. The value of the credit will be made on the cash value at the time of return reckoned at list price less dealer discount, but not to exceed 10 per cent of the records purchased in the preceding three months. The credit will be a money credit and will be available for the use of the dealer on his account the following month. The first return from the dealers will be made on receipt of advice from the Columbia Phonograph Co. after January 1, 1924, as to purchases of the previous three months. The 10 per cent return privilege on records will be available at the end of each three months' period.



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.



A TUNE YOU CAN'T FORGET

Linger Awhile

by the writer of LOVE TALES



You can't go wrong with any FEIST song

The stars shine above you, — Yet linger a while

© 1923 Leo Feist, Inc.

WASHINGTON

*Special Advertising and Christmas Clubs Start Holiday Drives
—Trade Displays at Better Homes Exhibit—News of the Month*

WASHINGTON, D. C., November 7.—Talking machine dealers of this city were very active during the past month in putting on special advertising, inaugurating Christmas buying clubs, etc., in an effort to get the holiday sales started.

A Better Homes Exhibit was held here recently under the auspices of the Washington Herald and Times for the purpose of demonstrating all kinds of home equipment. Music and musical instruments were prominently featured both in the model rooms of the exhibit and in daily lectures. Four model living rooms were each furnished with console type talking machines. Among the exhibitors were the Hecht Co.'s Music Store, Victor, Columbia and Granby dealer; O. J. DeMoll & Co., Victor and Vocalion lines; Homer L. Kitt Co. and Arthur Jordan Piano Co., Victor dealers.

Another big affair of the month was the "Jubilee Sales Week Celebration," put over by the Northeast Business Men's Association, to stimulate sales in this center and to encourage Northeast residents to make their purchases from community merchants. The celebration was given a good send-off by a big automobile parade. The car of the F. O. Sexton Co., 647 H street, Northeast, a Victor dealer, was especially attractively decorated, being painted white and having orange-and-black streamers draped over the hood and sides. On top of the car were a large horn and a big Victor dog in front of it listening to "His Master's Voice." The "voice" in this instance was supplied by a talking machine connected from the inside of the car to the horn on the roof, and popular numbers were played continuously during the parade. On the bumper at the front of the machine was built a little platform with two more Victor dogs on it, paper "reins" leading from these dogs to the dashboard. A pennant

on the radiator cap and big signs on the sides of the car advertised the dealer and the Victor products.

Louis & Co., dealers in Victor and Brunswick machines, at Seventh and G streets, Northwest, have finished the remodeling of the upper stories of the building in which they are located. The arrangement of the ground floor has not been changed materially, the record department, listening booths, roll department and an enlarged sheet music department being located here as before. The second floor, which has been handsomely decorated, is devoted to the small instrument department, listening booths and exhibits of Victor and Brunswick console models. The third floor is given over to exhibits of models of period and console

L. J. GERSON ACTIVE IN RADIO FIELD

Well-known Talking Machine Man to Carry Federal Tel. & Tel. Sets—Will Install Them in Standard Makes of Phonographs

Louis Jay Gerson, distributor of radio and phonograph products, including the Music Master loud speaker, records and accessories, has arranged to carry the products of the Federal Tel. & Tel. Co., one of the leading manufacturers of radio receiving sets. Mr. Gerson is planning to market this company's radio sets in conjunction with all types of talking machines, and the installation work is being done under his personal direction. Incidentally this field is not a new one for Mr. Gerson, as he is a graduate electrical engineer and a former manufacturer of telephones.

One of the principal sets of the Federal Tel. & Tel. line to be marketed by Mr. Gerson will be a six-tube set, self-contained and using only

talking machines. On this floor, too, are located two extremely large, comfortably furnished booths, which take up practically half of the entire floor space. The object in making them so large was to give a prospective customer some idea of how a talking machine would look in the average-sized room. Gus Louis is proprietor of this store.

Edward Wallerstein, traveling man for the Brunswick Co., recently visited the Chas. Schwartz & Son store to discuss Winter sales campaigns with Miss Florence Terwilliger, manager of the phonograph department.

A big get-together dinner at the Raleigh Hotel on November 15, to be followed by a dance, will be held by the three Victor jobbers of this city for all the Victor retail dealers. The jobbers, Cohen & Hughes, Rogers & Fisher and E. F. Droop & Sons Co., have made arrangements to give the dealers a "bang-up" good time and the affair is expected to be one of the biggest of its kind ever held here. F. K. Dolbeer, from the Victor factory, will be one of the speakers and will discuss factory outlook, output, distribution methods, etc.

a loop instead of an antenna. This set will be placed in a console phonograph and will include the Federal Tel. & Tel. apparatus, the Music Master horn unit and the Geraco loop. This outfit is very simple, working on a single knob control, with only one switch to turn on or shut off the apparatus. Mr. Gerson has already received orders for installing these six-tube sets in practically all of the standard makes of talking machines.

VISITS VOCALION DISTRIBUTORS

O. W. Ray Finds Satisfying Conditions in Chicago, Detroit and Cleveland—Outlines Plans of Company to Windy City Dealers

O. W. Ray, general manager of the Vocalion Red Record department of The Aeolian Co., returned recently from a trip through the Middle West in the course of which he visited the Vocalion Red Record distributors in Chicago, Detroit and Cleveland. In Chicago a convention of the sales organization of the Vocalion Co. of Chicago was called while Mr. Ray was in town and he took occasion to outline before the meeting the details of the future sales and publicity campaign to be devoted to the exploitation of Vocalion records.

In each of the several cities visited Mr. Ray found a steady increase in the demand for records, with a large number of new dealers being added to the lists constantly. The double facing of the standard and classical records in the Vocalion catalog and the liberal exchange put into effect to free the dealers' shelves of surplus stocks of single-faced records had an excellent effect upon trade generally, and it is believed will prove a distinct stimulant to the business.



Size 13x13x7½"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50.
Phonograph and Accessories, Repair Parts for All Makes.
Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co.

253 Third Ave.
New York City

Long Console Cabinet No. 90

*Designed to accommodate the VICTROLA IX
The most attractive console cabinet on the market*

List Price \$40



Long Console Cabinet No. 90
Four Doors and One Horizontal Drawer



Long Console Cabinet
No. 90, Open

The LONG CONSOLE CABINET No. 90, designed to accommodate the VICTROLA IX, is, without question, the finest cabinet ever introduced to the trade. It is finished in mahogany and its attractive lines compare favorably with the most artistic period console talking machines marketed by the leading manufacturers.

Deliveries are now being made.

Order *now* to avoid delays.

Can also be fitted to accommodate Victrola VIII.

We would suggest that you place orders now for Long Console Cabinets Nos. 601, 603, 608 and 610, designed to accommodate Victrolas VI and IV, and for Upright Cabinet No. 606 for the Victrola IV.



The Geo. A. Long Cabinet Company

HANOVER, PA.

KANSAS CITY

Industrial and Agricultural Prosperity Insures Good Business for Retailers—Holiday Activities Under Way—News of the Trade

KANSAS CITY, Mo., November 5.—While dealers and wholesalers of this city are reporting that business is decidedly "spotted," the general condition is admitted to be considerably improved. The monthly statement of the Federal Reserve Bank of this, the Tenth District, dated November 1, states that not only are the banks of the district liquidating their obligations, but that there is a heavy movement of farm products, live stock, petroleum, mineral products and manufactured articles, with a heavy money return. In addition to this, the prices of most of these are higher than a year ago. Labor is generally employed at high wages. The heavy rains, however, have cut down the volume of trade in some sections and interfered with outdoor activities of all kinds.

The general feeling is that the trade connected with the holidays will be good. Dealers are preparing for a large business, not only by stocking up with new and attractive goods, but also by planning large advertising and selling campaigns.

Sales of Edisons Are Large

Manager Blackman, of the Edison Shop, connected with the Blackman Music Co.'s store, says that his sales of Edisons have been better during October than in any previous year. He says that a peculiar thing about the sales has been that they have been largely among the employes of business houses and wholesale concerns. This, he thinks, indicates that the high wages of the former are out of proportion to the profits of the merchants and manufacturers here.

Concentrating on Christmas Activities

The Jones Store Co. is conducting its annual Christmas Club for the sale of talking machines, the advertising on the same appearing the middle of October. Persons may join the club by depositing a dollar and paying in a dollar a week. This plan has been used with success by the Jones Store Co. for several years.

A plan somewhat similar is in use this year by the Leader Department Store of St. Joseph, and other dealers in the territory. The Leader is using the Brunswick Bank plan. A small metal bank, made to resemble an upright ma-

chine, is issued to the prospective customer for \$1.00. Funds are collected in this bank until the time for the Christmas purchase is to be made, and then the bank is returned with the savings, and the original dollar, as well as the rest, is applied on the purchase of the machine.

The Schneider Athletic Goods Co. is another live St. Joseph concern which will push the sale of phonographs hard this season. This firm has just arranged to spend a thousand dollars in nine motion picture theatres of the city in advertising the Brunswick.

Edison Distributor in Optimistic Mood

The Phonograph Co., Edison distributor of this city, is optimistic, as are other distributors, regarding business possibilities during the remainder of the year and the early months of the new year. Preparations of dealers for heavy holiday buying are indicated by the fact that they are ordering heavily. Record business also is

J.W. JENKINS'
SONS MUSIC CO.
KANSAS CITY, MISSOURI

Victor Wholesalers
for
The Heart of America

To Victor Dealers of the Southwest we offer a complete jobbing service, including large stocks, dealers' finance plan and advertising.



"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.
MARC INDUSTRIAL REGISTRADA

The Leader has just ordered a full carload of Brunswick machines for the holiday trade, and it will be shipped direct from the factory. Among the publicity stunts planned for the Christmas campaign is the placing of an immense electric sign on the building, advertising the Brunswick.

good, and it can truly be said that the trade conditions, at least as far as the Edison is concerned, are very satisfactory.

The Kimball Co. has added much to the attractiveness of its show window by the artistic use of Autumn leaves.

Columbia Activities

The Columbia Co. reports that dealers are expressing great satisfaction with the new models and that the sales reported by the dealers are very encouraging. Dealers are making favorable comments as to "the design of the cabinet, the special filing devices that are exclusively Columbia, also the high-class finish on the new instruments." The new reproducer is also highly commended because of its natural tone.

O. D. Standke, of the Grafonola Shop, reports increased record sales, especially the new Ted Lewis numbers, which have shown an unusually heavy sale for the past few weeks.

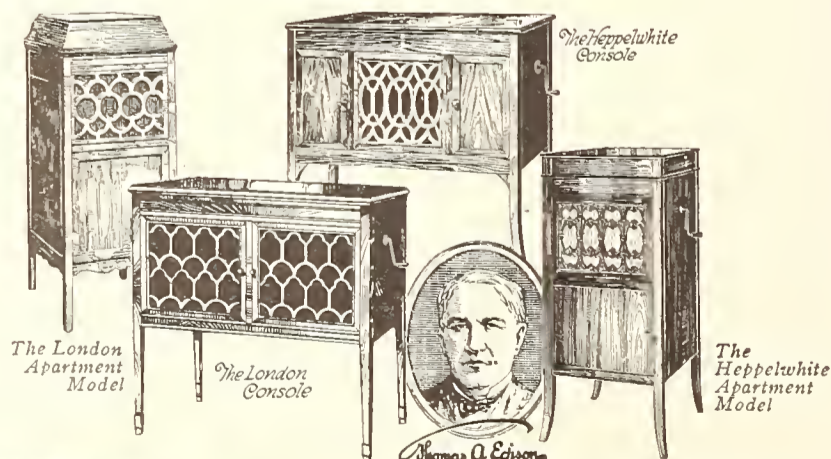
Keene R. Dudley has just installed a complete line of Columbia machines and records in his store at Thirty-fifth and Woodland. This is in one of the residential districts of the city and will bring the Columbia products to the homes of that territory.

J. C. Finke, of the Joplin Furniture Co., Joplin, Mo., was a recent visitor to the Columbia Kansas City branch. He reports that business has held up remarkably well during the past few months and he anticipates a large business during the rest of the year, especially as the new style machines are being furnished the dealers.

Miss Florence Hazlett, special representative of the Kansas City branch of the Columbia Co., who was in charge of the exhibit of Waldo & Branham at the county fair at Ellis, Kan., advises that the exhibit was a decided success and believes that such exhibits are among the

How EDISON Meets the Popular Price Demand

Four Winners Ranging in Price from \$100 to \$175 list



A few good dealer territories open in Missouri, Kansas and Oklahoma

Write

The Phonograph Co.
1215 McGee St.
KANSAS CITY, MO.



The NEW Columbia is superior

*Hearing
is believing*

The Motor is Silent. Listen to the New Columbia Motor—all you will hear is your own breathing and heart-beat. Such silence as this is due to nothing more than the fact that the New Columbia Motor is a mechanical triumph—made expressly for a superior phonograph—the New Columbia. *Hearing is believing.*

COLUMBIA PHONOGRAPH COMPANY
New York



most effective ways of bringing to the residents of the rural districts the virtues of instruments and records.

Victor Dealers Hear Aileen Stanley

J. W. Jenkins Sons Music Co., Victor wholesaler, states that October has been a good month, but it is looking for a steady betterment in business later. At the monthly meeting of the Victor dealers at the Baltimore Hotel in October they were entertained by the Victor artist, Aileen Stanley, who was filling an engagement at the Newman. She sang several songs for the assembly and delivered a talk on how a record is made, giving some very interesting personal experiences.

NEW COLUMBIA TRADE-MARK

Attractive Design Features Word "Columbia" and the "Notes"—New Trade-mark Effective

The Columbia Phonograph Co. has been congratulated upon the simplicity and attractiveness of its new trade-mark, a reproduction of which is shown herewith. The famous notes are still



New Columbia Trade-mark

in evidence, but it will be noticed that there is no reference to any name of the product except the word "Columbia." The new trade-mark will be a prominent feature in the mammoth advertising campaign introduced by the Columbia Phonograph Co. a few weeks ago and it is suggested to Columbia dealers that they scrap all of the old trade-marks, using the new trade-mark in their publicity matter.

TO RESUME "DOEHLER TOPICS"

The Doehler Die-Casting Co., Brooklyn, N. Y., maker of die-castings for the talking machine and other industries, will shortly resume publication of its interesting house organ, "Doehler Topics." Prior to the time that the war dominated all the activities of the Doehler Die-Casting Co., "Doehler Topics" was published regularly each month and was a source of much interesting news regarding the activities of this company. At that time W. R. Ahrberg was editor of the publication. Although Mr. Ahrberg's duties at the present time are so numerous that he will not be able to take over the details of the editorship, it is expected that he will be connected with the publication in its new issuance in a consulting capacity. The new editor will be Charles I. Hodgson, of the Doehler organization, and it is anticipated that the first number will appear in December.

L. L. SPENCER HOST AT LUNCH

Entertains Talking Machine Men at Beginning of Red Cross Drive

Lloyd L. Spencer, of the Silas E. Pearsall Co., New York, was the host at an informal luncheon held Thursday, October 25, at the Café Boulevard. This luncheon took place primarily to call the attention of the metropolitan trade to the forthcoming Red Cross drive, which will start on November 11 and continue throughout the month. The Red Cross organization was represented by one of its field secretaries, who gave those present an intimate idea of the splendid work the Red Cross is doing and asked for the co-operation of the talking machine trade. Mr. Spencer is chairman of the Red Cross committee in the talking machine industry, and everyone present at the luncheon will assist him in securing the quota allotted this industry. Among those present on Thursday were Otto Heineman, president of the General Phonograph Corp.; Frank J. Coupe, Sonora Phono-

graph Co.; E. A. Widman, president Pathé Phonograph & Radio Corp.; R. H. Keith, Long Island Phonograph Co., Brooklyn, N. Y.; T. J. Niles, Columbia Graphophone Co.; Chas. B. Mason, New York Talking Machine Co.; G. T. Williams, American Talking Machine Co., Brooklyn, N. Y.; Paul Carlson, Chas. H. Ditson & Co.; Don Leopold, Brunswick-Balke-Collender Co.; Jerome T. Harris, C. Bruno & Son, Inc.; Maurice Landay, Greater City Phonograph Co.; Oscar W. Ray, Aeolian Co.; B. D. Colen, Musical Products Distributing Co. and Irwin Kurtz, president Talking Machine Men, Inc. At the close of the discussion regarding the plans for the Red Cross campaign, Mr. Kurtz briefly discussed the subject of trade advertising for the coming Fall along the lines prepared this Spring, during the course of the National Music Week, and also inquired as to the attitude of the trade towards a phonograph show to be held some time next year. Both of these subjects were discussed at length, but no definite decision was reached as to the plans to be pursued in connection with these two ideas.

LATEST QUOTATIONS ON COLUMBIA RECORDS

All American selections both Vocal and Instrumental. Packed 25 of a number in Cases of 400 records. Comprising surplus stock listed in the June 1923 Columbia Numerical Catalogue.

15c Net Each

IN 3 CASE LOTS (Total 1200 Records)

TERMS: Net Spot CASH. F.O.B. Bridgeport, Conn.

Do not confound these records with obsolete, stock-worn or returned goods. All records above quoted are new and "first quality" double-faced regular 75c Blue Label Columbia Records.

Special quotations for Ten Thousand lots or over
All quotations subject to change and prior sale

We Have Both Foreign Language and Opera Records, 10-in. and 12-in. Sizes

GRAFONOLAS

And Phonographs of Other Makes

Small stocks of Grafonolas, all NEW and in ORIGINAL CASES still available at BARGAIN PRICES. F. O. B. several points in the United States. Write for quotations on them.

CATALOG OF THE NEW KIMBERLEY CONSOLES AND UPRIGHTS
Sent on Request With Trade Prices

LOUIS JAY GERSON

High Grade Radio and Phonograph Specialties

63 READE STREET

Telephone 4875 Worth

NEW YORK CITY

Cable Code "Gersondale" New York

ATLANTA

Dealers Advertising Christmas Clubs — Business Remains Good — Trade Activities of the Month

ATLANTA, GA., November 7.—Christmas clubs are the order of the day. In all cities the newspapers carry the dealers' invitation to pay a dollar down and a dollar a week until Christmas, thus making sure of delivery of the desired instrument on Christmas morning. Of course, terms are arranged to take care of the balance, after delivery of the machine, within a proper number of months.

The Cable Piano Co. has already begun to stay open evenings until 8:30 p. m. This live house believes in giving its customers time to do their Christmas shopping early.


A recent visitor was Robert B. Wheelan, president of Health Builders, Inc. Mr. Wheelan is on the last lap of a trip around the entire country in the interests of the famous "Daily Dozen" and Reducing records, and establishing new jobbers on the Camp-fone. The latter, although called a portable, is selling largely at this season of the year as a table model, with the added advantage of being easily carried about when required.

Loveman, Joseph & Loeb, Birmingham's big department store, are moving their talking machine department to the balcony in the main store. New booths and equipment—Unico—are being rushed them from the factory at Philadelphia, as it is planned to take advantage of the large holiday demand for phonographs, so Unico's ability to make prompt shipment and to erect the equipment almost overnight has been taken advantage of.

P. C. Brockman, of the Polk Corp., Okel and Outing distributor, left recently for a trip to Florida, where the trade is just at the threshold of its busiest season. The Okel records and Outing portable are going strong throughout the entire territory.

W. L. Parks is again with the Columbia Co. and is heartily welcomed by the trade here. He has already taken up his new duties with the Atlanta branch.

"The best business I have seen for the past two years," is the way M. E. Lyle sums up the present situation. Mr. Lyle has just returned from a trip through northern Alabama. The



"We Serve the South"

THE test of real, dependable service lies in its ability to function as efficiently in the "pinches" as it does in filling the casual requirements of the dealer.

Polk Service has been tested many times under trying conditions. It still retains the unlimited confidence of those Okel dealers who are partaking of its merits and advantages. It readily discloses the reasons why it is at present playing so large a part in aiding hundreds of Okel dealers throughout the South to reap the benefits that come from handling the fast-selling, popular

Okel Records

The Records of Quality
Inquiries from Dealers Solicited

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:
294 Decatur Street ATLANTA, GA.

Buy
Okel
Needles

They
Keep
Record Sales
Alive!

only thing which is causing the dealers some concern is the problem of securing machines to sell at from \$100 to \$150. Strands are now coming through from the second large plant, which has just begun production, and so far Strand dealers have been able to get what they need.

Phonographs, Inc., Edison distributor for this territory, with headquarters at 41 Cone street, in common with jobbers of other lines of machines and records, is kept on the jump supplying the needs of its dealers. The Edison is apparently a good seller and the outlook for a big holiday demand for these phonographs and records is excellent.

The "Lasses" White Minstrel Show, exclusive Columbia artists, was in Waycross, Ga., during October. "Lasses" himself appeared at the Walker-Hood Furniture Co. and sang a number of popular hits, greatly stimulating record sales.

The Williams-Guttenberger Music Co., Ma-

con, Ga., is advertising Bessie Smith, Columbia artist, very intensively and a substantial quantity of her records are being sold.

The Mason Furniture Co., Huntsville, Ala., is enjoying a good Fall Columbia phonograph and record business. The new Columbias are featured in current advertising. The problem for the future is to obtain a sufficient number to take care of the holiday trade.

R. W. Richardson, Columbia salesman, reports big record sales in Nashville, Tenn., as a result of the appearance there of Gypsy Smith, William McEwan and Clara Smith, exclusive Columbia artists.

The W. L. Hall Furniture Co., Knoxville, Tenn., is very enthusiastic over the New Columbias and is doing very extensive advertising, featuring the new models.

The Tullahoma Drug Co., Tullahoma, Tenn., reports big Columbia New Process record sales this month, as does also the Melody Music Shop, Memphis, Tenn.

The G. A. Grant Furniture Co., Montgomery, Ala., has moved into its new quarters. It has a splendid phonograph department in which the Columbia phonographs and New Process records are featured.

John A. Cunningham, Columbia dealer, of Jacksonville, Fla., is planning a big sales drive.

K. & D. MOTOR MAKING PROGRESS

Electric Motor Ready for Distribution in a Few Days—S. A. Jacobs Visits Factory

"Production on the K. & D. electric phonograph motor has been progressing satisfactorily, and, although as yet the factory has been unable to make any deliveries to us or other distributors, it is only a question of days when the motor will be available to the industry," said S. A. Jacobs, of the Cliff Electric Corp., New York, who returned recently from the Kendrick & Davis factory at Lebanon, N. H. He states that the reason deliveries have not been made before now is that both the factory and the distributors wish to have the motor brought to such a point of perfection that it will be absolutely fool-proof and give efficient service.

Mr. Jacobs believes that it is far better to keep the trade waiting for a perfect product than to have troubles arising from too much haste and production. Within a few days, however, the factory will be in a position to make substantial deliveries and orders taken by the distributors will be filled promptly.



The Name "EDISON"

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in our zone open for the proper Edison dealer representation

PHONOGRAPHS, INC.

EDISON DISTRIBUTORS

41 Cone Street - - - Atlanta, Ga.

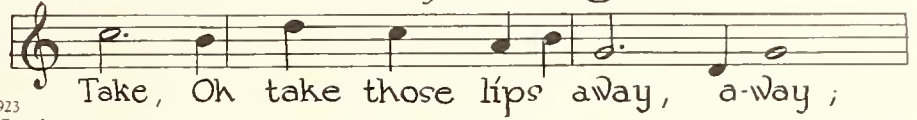
Take



The Big Melody Hit from the
New ZIEGFELD FOLLIES

Those Lips Away
by McCarthy and Tierney

"You can't go wrong
with any FEIST song"



Take, Oh take those lips away, a-way ;

© 1923
Leo. Feist, Inc.

SONORA CO. STRONGER THAN EVER

Dealers and Jobbers Throughout the Country
Send Telegrams of Confidence and Co-operation
Following Quashing of Receivership

During the last week of October the talking machine trade learned with surprise that a receiver in equity had been appointed for the Sonora Phonograph Co. in the United States District Court in Brooklyn. A few days afterward, however, Judge Garvin, who had appointed the receiver, rescinded his order and the incident was closed. The court happenings were brought about by the activities of two minority stockholders, but the matter worked out to the distinct advantage of the Sonora Co., as evidence was submitted which indicated conclusively that the company is at present enjoying the most prosperous era in its history.

There was absolutely no foundation for the appointment of a receiver and Judge Garvin's dismissal of the court action was made by the consent of all concerned. Subsequent to the decision by Judge Garvin the following interesting statement was issued by S. O. Martin, vice-president and general manager of the Sonora Phonograph Co.: "It is gratifying that Judge Garvin acted so promptly in vacating this receivership. The prosperity of the company was never questioned even by the applicants, who applied to the court without any notice to the company or to any of its creditors. In fact, the company is now experiencing the greatest prosperity in its history. Unfilled orders are over twice what they were a year ago, notwithstanding increased production, and the profit is extremely good. It is also gratifying that the plaintiffs who obtained the receivership realized so promptly that their action was creating a false impression, not only about the standing of the Sonora Phonograph Co., but about the phonograph industry in general." In addition, it is interesting to note that the Sonora Phonograph Co. shows a present cash surplus of \$750,000.

Mr. Martin and his associates were greatly encouraged during the course of the legal happenings to receive telegrams and messages of confidence and co-operation from Sonora jobbers and dealers throughout the country. The dealers were unanimous in expressing their appreciation of the sound and efficient basis upon which the Sonora Co. had been working the past few years and congratulated Mr. Martin and his organization upon the splendid showing Sonora had made during the first ten months of the present year.

SADLER ERECTING NEW BUILDING

AURORA, ILL., November 5.—A new two-story brick structure to cost in the neighborhood of \$20,000 is to be erected by the Sadler Music Co., Inc., on the site of its present store, 54 South Broadway. Work on the new building has already been started.

J. N. BLACKMAN AS A HUNTER

Victor Wholesaler Enjoys Vacation in Maine Woods—Partridge and Rabbit Hunting Huge Success—Deer Included in Game Bag

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, and the members of his family are enjoying venison steak at their home in Brightwaters, L. I., as the aftermath of a very successful hunting trip in the Maine woods. Although Mr. Blackman was not the hunter



Blackman Party in Nimrodian Rôle

who captured the deer, he is sharing in the proceeds of the hunt as a reward for the hard work which he contributed to the festivities of camping life.

The members of the Blackman hunting party comprised Mr. and Mrs. Blackman and their son, Albert, together with two personal friends, Mr. and Mrs. H. W. St. John, of Bayshore, L. I. The party encamped at Northeast Carry at the head of Moose Head Lake, Me., where they occupied Camp Applejack, and where they were

very successful in getting good-sized bags of partridge and rabbits, while Mr. St. John had the honor of landing a handsome deer. In the interim Mr. Blackman participated in the killing of numerous porcupines, which were more of a nuisance than an enjoyment.

REGINA EXPORT TRADE GROWING

Line Exhibited at International Furniture and Decorative Art Exposition in Spain

The Regina Phonograph Co., of Rahway, N. J., manufacturer of the well-known line of Regina phonographs, recently received a copy of the "El Dia Grafico" in which appears a reproduction of the Regina exhibit at the International Furniture and Decorative Art Exposition held in Barcelona. This is one of the greatest expositions of the year held on the European continent and, from an artistic standpoint, the product shown must be of the highest standard and pass numerous inspections.

The sales department of the Regina Co. is very much gratified at the honor conferred upon its product and expects it to be the forerunner of much additional export business. The Regina Co. has had an exceptionally heavy South American business in recent years, and its European business has shown a considerable increase during the present season.

TAKES THE GULBRANSEN LINE

BURLINGTON, IA., November 5.—The Gulbransen registering piano line was recently added to the music department of the Gulick-McFarland Co. The deal was closed by L. Q. Selzer, manager of this department, and extensive announcements of the new agency appeared in the local press.

If you are building Phonographs or Radio Cabinets equip with the

SCOMA COMPOSITION HORN

The cost is no more than for wood or metal and the sound is far superior.



Write for Sample and Particulars.

ECKOPHONE COMPANY, 75 Rockwell Place, Brooklyn, N. Y.

BALTIMORE

Jobbers Behind in Orders as Demand of Public for Machines Improves—Columbia Dealers Hear Future Plans—News of the Month

BALTIMORE, MD., November 9.—Talking machine business last month in this city, generally speaking, was what may be termed "spotty." This situation also applied to some extent to the wholesale trade, but this is due principally to the fact that the majority of jobbers are behind in their orders and are unable to supply the trade with the most popular types of machines in demand. This is particularly true of the Nos. 80, 100 and 210 styles of the Victor machines, on which all the local jobbers reported being over-sold for some time.

Columbia Dealers Hear Future Plans

One of the most enthusiastic meetings of talking machine dealers ever held in Baltimore took place on the first of the month at the Hotel Emerson under the auspices of the Columbia Wholesalers, Inc., when nearly a hundred Columbia dealers from Baltimore, Washington and other nearby points assembled to hear talks on salesmanship and future plans of the Columbia Co., in addition to enjoying a real Maryland chicken dinner.

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was the principal speaker of the evening and he outlined the plans for the future. He told of how the company had been reorganized and equipped so that it was now in a better position than ever before to give the dealers an article that was without exception in a class by itself as far as talking machines were concerned. He explained the new model and motor and the New Process records.

During the course of his remarks Mr. Hopkins announced that under the new policy of the company dealers would no longer have to run

the risk of being overstocked on records for which the demand had stopped as they could return 10 per cent of the amount of records purchased during a three months' period and would not be required to take other records in exchange.

Another announcement that brought the dealers to their feet with long and loud cheers was that the company would release on the nineteenth of this month one of the greatest New Process records ever put out at the record-breaking price of 25 cents each, which will be in the nature of a demonstration record, showing the merits of this product. The record, which will be a ten-inch double-faced record, will have some of the best fox-trots arranged in a medley by Ted Lewis' Orchestra and Schubert's Serenade sung by Charles Hackett, accompanied by the Columbia Symphony Orchestra.

The dealers present were so pleased with this announcement that dozens of orders, ranging from 500 to 1,500 records, were given as soon as Mr. Hopkins had finished his address. Leonard Trout, of Trout's Music Shop, on Eastern avenue, placed the 1,500 record order.

Other speakers were: L. L. Andrews, president, who spoke on salesmanship; W. H. Swartz, secretary and treasurer, who told of the extensive advertising campaign now being conducted in this section of the country, and John W. Swope, one of the directors of the company, who told something about the financial standing of the concern.

As an outcome of this meeting a movement was started for the organization of a local Columbia dealers' association and the first meeting will be held the latter part of this month,

when a permanent organization will be effected.

Victor Jobbers Busy

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor jobbers, said that for the first time this year his business last month failed to show a substantial increase over the corresponding month of last year, but at the same time the retail business ran far ahead of October, 1922, and business so far this month, both wholesale and retail, has been exceptionally good. He reports excellent results with the No. 215 Victor machine, which is now selling as well as the other popular types.

Great Activity With Cohen & Hughes

Cohen & Hughes, Inc., is another Victor jobber who reports business as being very good. Advance orders for the holiday trade are larger than for several years past, both here and at the Washington branch, and delivery of orders already booked is now the principal work of the firm. William Biel, vice-president of the company, who has just moved here from New York, has taken up the active management of the business, thereby relieving I. Son Cohen, head of the firm, of some of his duties.

Local Brunswick Activities

Manager C. F. Shaw, of the local Brunswick branch, reports a gradual catching up with orders and believes that with a little luck in shipments he will be able to fill orders in time for the holiday trade. For the first time he is now up on deliveries on the York, but is still behind on the new \$100 upright. The record business is going ahead by leaps and bounds and a new record was established when the agency released seventeen new records in fifteen days with excellent results on all of them. Mr. Shaw reports good results from the national advertising campaign in practically all parts of this territory. New accounts opened during the month include: Lea-Lewis Co., Danville, Va.; E. W. Hubbard, Farmville, Va., and the Gastonia Furniture Co., Gastonia, N. C. Brunswick dealers throughout the territory, according to Mr. Shaw, report the outlook as very



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

STANDING THE TEST!

Anticipating our dealers' needs
the season finds us fully prepared.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

encouraging and several of them have requested the local agency to supply them with additional help in the way of salesmen, as proof of good business.

Josef Hofmann, Brunswick artist, appeared at the Lyric Theatre for a recital on the sixteenth of last month and dealers throughout the city took occasion to feature his selections in window displays with very good results. The Ukrainian National Chorus, another Brunswick feature, will appear in Baltimore on the twenty-seventh.

Brunswick dealers visiting the local agency during the month included: Fred Laux, of the Toulaine Music House, Newport News, Va.; W. H. Bennett, of the Brunswick Shop, Washington, D. C.; Harry Beneman, of B. Beneman & Sons, Cumberland, Md.; M. M. Burns, of Cornier, Burns Co., Harrisburg, Va., and T. W. Zercher and W. Grimm, of the Regal Co., York, Pa.

Shortage of Popular Columbia Models

W. H. Swartz, secretary and treasurer of the Columbia Wholesalers, Inc., reports business for

the past month as very good, due principally to the new Columbia models which, as he puts it, "are going like wildfire with the trade," coupled with the extensive advertising campaign which the company is putting on in this territory. This has brought about a shortage on the popular types of machines, such as the Nos. 200, 150 and 125 consoles and the Nos. 150 and 125 uprights. He also reports a big increase in the sales of portable machines during the past six weeks, which would seem to disprove the idea that this type of machine is a Summer seller.

The Bessie Smith records continue to be one of the biggest sellers in this territory, and her two latest, "Jailhouse Blues" and "Graveyard Blues," are especially popular with the colored trade. Mr. Swartz also reports large increases in the sale of sacred music and the better class of music, which, he said, indicates some reaction from the tremendous sales of popular music for the past three years.

New accounts opened by the Columbia wholesalers the past month include: Lain Jackson, Summerville, Va.; E. D. Sutton Piano Co., Clin-

ton, N. C.; Scotland Neck Furniture Co., Scotland Neck, N. C.; L. C. Cobb, Elm City, N. C.; Service Stores, Inc., Sparrows Point, Baltimore, and Martin Music Co., Richmond, Va.

Home Demonstrations Prove Worth

Edward Keefer, manager of the talking machine department of the Kranz-Smith Piano Co., Cheney dealer, reports good results from a new sales campaign which he inaugurated last month, which includes a demonstration at the home of the prospective purchaser. This concern finds that once an instrument has been placed in a home few will permit removal.

Artists' Appearances Aid Sales

Cohen & Hughes, Inc., report big increases in the sales of Chaliapin records following his appearance at the Lyric last month, when all local dealers arranged feature window displays of his selections. Dealers are also reaping the benefits of the appearance of the Philadelphia Orchestra here last Wednesday, when selections of this Victor organization were again featured.

Hochschild, Kohn & Co. recently celebrated their twenty-sixth anniversary.

NEW JUNIOR OPERETTA JOBBERS

Shapleigh Hardware Co. and Vocalion Co. of Chicago Appointed Jobbers by Vulcan Record Corp.—Factory Is Working to Capacity

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., New York, manufacturer of Junior Operetta records, announced recently that the company had appointed the Shapleigh Hardware Co., St. Louis, Mo., and the Vocalion Co. of Chicago, 5209 South Wabash avenue, Chicago, as distributors for its products. Both of these companies are well known in the talking machine trade and their sales organizations comprise experienced men who are thoroughly familiar with the merchandising problems of the dealers and their requirements.

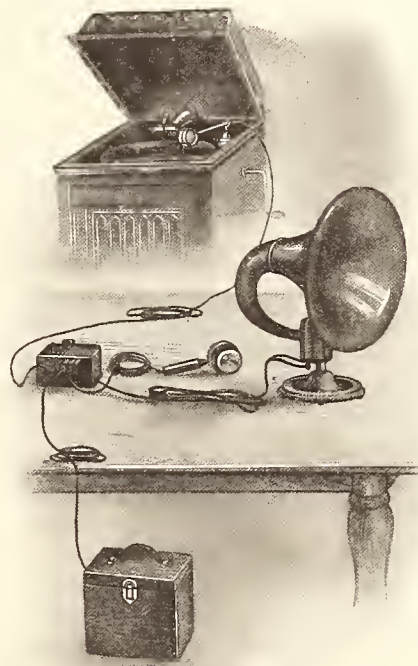
In a recent chat with *The World* Mr. Hedinger stated that the jobbers which the company had appointed during the past six weeks had placed sufficient orders to keep the factory working to capacity. The demand for the "Little Red Riding Hood" series has been very gratifying and it is probable that after the first of the year-plans will be consummated for increasing factory facilities. In metropolitan territory several of the leading department stores have been featuring Junior Operetta records through the medium of artistic wareroom and beautiful displays and these displays have not only attracted general interest, but have produced tangible sales. Gimbel Bros.' New York store has prepared an artistic exhibit featuring "Little Red Riding Hood" records, and the Vulcan Record Corp. co-operated with this store in furnishing material for this display. Mr. Hedinger has prepared a large quantity of sales and publicity matter that he is placing at the disposal of Junior Operetta dealers.

SPECIAL EDISON CHRISTMAS FOLDER

Issued for Direct Mail Distribution by Dealers—Handsomely Illustrated in Colors—Theme "Christmas Is Music Time"

Special Christmas folders for distribution by dealers through the mails have been prepared by Thomas A. Edison, Inc. These folders are handsomely illustrated in colors, making an unusually striking appeal to the eye. The theme of the text is "Christmas Time Is Music Time," and the folder is designed both in text and layout to impress the suggestion on the minds of the recipients.

These folders should play an important part in the direct-by-mail activities of the Edison retail trade. Publicity of this high character is always beneficial and the slight cost involved in mailing is more than compensated for by the effect produced upon the prospect or customer. Then, too, added force will be given to the dealer's holiday publicity campaign if he makes effective use of the mails in his sales work.



The Successful House Party

requires a phonograph of unusual qualities—clear, snappy tone quality with extra high volume.

THE BRISTOL

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

Phonograph Record Reproducer

is the ideal instrument for small dances. Club gatherings, schools, restaurants, lodges, church-societies, etc.

The same Loud Speaker can also be used for radio receiving. This double utility insures against disappointment.

The Audiophone reproduces and amplifies the records with the same undistorted tone, big, mellow and clear, full like the original voice or instrument. It eliminates surface noises.

May we write you in detail or arrange for a demonstration?

THE BRISTOL COMPANY
WATERBURY, CONN.

SAN FRANCISCO

Third Annual Music Week Stimulates Every Branch of the Music Trade—Dealers Plan for Banner Holiday Trade—News of Month

SAN FRANCISCO, CAL., November 5.—Talking machine dealers in the San Francisco Bay Section are in line for a banner holiday business, according to reports from various representative houses in this part of the country. In fact, sales for the past month have been very satisfactory in volume and the outlook is for steady improvement for the remainder of the year.

Music Week Stimulated Trade

Music Week has, no doubt, exerted quite a stimulating effect on the sale of talking machines and records, as well as other types of musical instruments and musical merchandise. This city celebrated her Third Annual Music Week, October 29 to November 3, and the event turned out to be one of the most elaborate and successful affairs of the kind ever attempted in the West, at least. The program was noticeably wider in scope than last year's Music Week, or the year before, and the attendance was more than double. The music dealers gave their hearty support. George R. Hughes, secretary of the Wiley B. Allen Co., served as chairman of the Ways and Means Committee, other members of which included Shirley Walker, of Sherman, Clay & Co., who is also president of the San Francisco Advertising Club, and James J. Black, treasurer of the Wiley B. Allen Co., who devotes special attention to the talking machine end of the business. Besides the daily afternoon and evening programs in the Civic Auditorium, which embraced the best talent to be had in all kinds of music, various special events were staged at the theatres, hotels, cafés and music stores.

Prominent among the latter was the personal appearance of the Duncan Sisters at the Quarg Music Shop, 198 O'Farrell street. In striking costumes they sang some of their popular selections and autographed their records. After an unsurpassed run of their "Topsy and Eva" at one of the local theatres, needless to say, the store was thronged with people to see and hear them at close range, and the autographed records were sold as fast as they could be tied up and handed out. Naturally the event had been well advertised.

The sale of Paul Ash Orchestra records was

likewise stimulated very noticeably by an entertainment in the Wiley B. Allen Co.'s store, arranged by the record department.

Wiley B. Allen Stores Improved

During the past month the Wiley B. Allen Co. has celebrated its fiftieth anniversary in business, and, one might add, is still growing. At present extensive improvements are in progress at the San Jose branch, which will give the talking machine department greatly increased space and importance in the new arrangement. This will be the fifth of the company's eight stores to undergo complete renovations during 1923; or to be more exact, the Fresno, Sacramento and San Diego stores have been completely remodeled and new quarters have been occupied in Oakland.

A recent visitor to the local trade was Arthur Geisler, of the New York Talking Machine Co., accompanied by Mrs. Geisler. While here Mr. Geisler made his headquarters with Sherman, Clay & Co., Western Victor jobbers.

Prof. Cheney a Visitor

Prof. Forest Cheney, originator of the Cheney phonograph, was in San Francisco early in the month, accompanied by W. H. Munson, of the Munson-Rayner Corp., Western distributors of this line. Prof. Cheney spoke before the local Ad Club, Downtown Association, the Buyers' Club of the Emporium and other organizations. The Emporium address was arranged for by Charles Mauzy, manager of the phonograph department of that large department store.

News Gleanings

B. R. Scott, manager of the talking machine department of the Nathan-Dohrmann Co., is receiving the congratulations of his friends on his recent marriage. Returning from his honeymoon in Southern California, Mr. Scott is ready for a very active holiday sale of machines and records. His department handles the Victor, Cheney and Emerson lines and, owing to the rapid growth in business, is now beginning to feel the need of more space.

W. E. Henry, better known as "Pop" Henry, Pacific Coast manager for the General Phonograph Corp., of New York, is limping around as the result of an automobile accident on his

way back from a trip to Los Angeles. Mrs. Henry sustained more serious injuries.

Following the disastrous fire in Berkeley, across the Bay, when over thirty blocks of residences were destroyed, Henry Hauschildt, of the Hauschildt Music Co., immediately announced to the "fire victims" cancellation of all indebtedness to his company on destroyed pianos and talking machines, which action was greatly appreciated by the losers of homes.

Clark Wise & Co. have been celebrating their thirty-fifth anniversary in business.

Live Columbia Dealer

A very optimistic spirit permeates the atmosphere in and around San Francisco, in relation to the new Columbia phonograph line. In the city of South San Francisco, a hustling little suburb, Columbia has just about the liveliest dealer in this territory. J. J. Jennings is an exclusive Columbia dealer. With an eye towards the future he has just completed the erection of a new building on the main street. A beautiful mezzanine floor is being devoted exclusively to the sale of the Columbia line of phonographs. Mr. Jennings has also installed an amplifier, so that no person can fail to hear the latest Columbia records.

Ordering Edison Holiday Stock

Edison Phonographs, Ltd., distributor of the Edison line in the Coast territory, with offices in this city, Los Angeles and Portland, Ore., is having a busy time of it these days in keeping up with the demands of the many dealers which it serves. The number and size of the orders being received indicate that the Edison retail trade is expecting a very busy holiday season, for which preparations are being made.

PLANS FINE NEW DEPARTMENT

Geo. C. Wille Co. to Feature Talking Machines in a Big Way in New Location to Be Occupied Early Next Year

CANTON, O., November 8.—The George C. Wille Co., in its new local Nobil building, Fourth and Market avenue, after January 1 will have a talking machine section second to none in the State, according to announcement recently by George C. Wille, head of the music house.

"I plan to spend more than \$5,000 on appointments and interior decorations and fixtures," said Mr. Wille this week. "I want to make it the finest music store in Canton, to cater to the musical needs in every line," he said.

Installation of eleven full-sized booths, all prettily appointed, will be made on the main floor of the store, and in the rear of the store will be at least nine other booths, making a total of twenty.

In the new store Mr. Wille plans to specialize in the same line of talking machines as he has always featured, the Victor and Edison.

ANNOUNCES THE OUTING JUNIOR

Outing T. M. Co. Places New Instrument on Market—New Jobbers in Southern Territory Appointed—Factory Working Full Speed

The Outing Junior is the name of a new portable that has just been placed on the market by the Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable, which has secured country-wide distribution during the past year. The new model will retail at \$25 and will be ready for delivery within the next week or ten days.

A. J. Coté, president and general manager of the Outing Talking Machine Co., is enthusiastic regarding the sales possibilities for the Outing Junior, which he states has several unique features, including a new method of tonal reproduction. The Outing factory is working at full speed, and orders have been received from Outing distributors which indicate that this portable is being accepted as an all-year-round seller. Several new jobbers have been appointed recently, including the Independent Jobbing Co., Goldsboro, N. C., and the Junius Hart Piano House, New Orleans, La.

*The territory
we serve*



Comprises the Entire Pacific Coast

If you are a live dealer in this territory—or want to become a live one and would know, in detail, the full possibilities that this great market holds for Edison goods, write one of our three offices.

We carry at all times an exceptionally large stock.

This means prompt service.

Edison Phonographs, Ltd.

Portland

San Francisco

Los Angeles

COLUMBIA RAPIDLY REORGANIZING

Great National Advertising Campaign Well Under Way—Demand for New Models Taxing Factory—Dealers Supporting Company

Plans for the reorganization of the Columbia Graphophone Mfg. Co. are going ahead rapidly and H. L. Willson, who is president of the company and is also one of the receivers, is giving his entire time to the development of the details of the reorganization plan which was submitted to the creditors and stockholders. In an interview with *The World* Mr. Willson stated that the response to the reorganization plan had been gratifying beyond all expectations and that within a very short time full details would be announced regarding the plans for the future. In the meantime, Mr. Willson has been congratulated upon the sales and publicity activities of the company, as the demand for the new Columbia phonographs is taxing the factory to capacity and the great national advertising campaign inaugurated a few weeks ago is producing splendid results. This advertising campaign comprises national magazine publicity, together with full pages in forty-three Sunday newspapers and regular advertising in 750 daily papers.

In an announcement appearing recently in the financial columns of the daily newspapers the holders of participation certificates issued by the New York Trust Co. on April 26, 1922, the holders of certificates of deposit of the Guaranty Trust Co., of New York, issued on February 2, 1922, and the holders of undeposited five-year gold notes were advised that the plan and agreement of reorganization for the Columbia Graphophone Co. had been deposited with the New York Trust Co. for their inspection. The holders of these certificates and notes have evinced keen interest in the details of this plan and agreement of reorganization, and judging from all indications there will be no dissenting voice to the reorganization agreement as officially prepared.

General optimism is the prevailing sentiment with Columbia dealers, who are giving every support to the company, and the recent announcements of the return record privilege, new labels, demonstration record and new trademark have served to strengthen this optimism to a considerable degree.

A petition of bankruptcy has been filed this week against Abner Geffen, proprietor of a music shop at 25 Cook street, Brooklyn, N. Y. His liabilities are listed at \$3,708, with no assets.

TABLE PHONOGRAPHS NOT TOYS!



Model 19 1/2

16" wide, 17" long, 7 1/2" high. Made of veneered wood finished in mahogany color with a polish like a piano. The motor is a strong, single spring with a ten inch turntable. It is durable, even running and will prove satisfactory. Universal tone arm and reproducer. All parts nickeled.

These machines have a full clear tone and are worthy of being real phonographs.

Wholesale price \$12 each

Terms: 2%—10 days; Net 30 F.O.B.N.Y.
Samples sent C. O. D. to those unrated.

Musical Merchandise Co.

MANUFACTURERS

562-564 Grand Street, Brooklyn, N. Y.

Telephone Stagg 0918

A. W. FRITZSCHE'S NEW ACTIVITIES

Assistant Treasurer of General Phonograph Corp. Developing Needle Business—Results to Date Have Been Very Satisfactory

Allen W. Fritzsche, assistant treasurer of the General Phonograph Corp., New York, and identified with the organization for the past several years, is now concentrating his activities on the development of the company's needle business. Mr. Fritzsche is spending the greater part of his time visiting the trade in the leading distributing centers, and the results of his efforts are reflected in the fact that needle sales during the past few months have shown a substantial increase over preceding months and a good-sized gain over last year.

The General Phonograph Corp. manufactures a complete line of needles, and during recent months detailed plans have been completed for co-operating with the trade and stimulating the demand for Okeh needles. These needles are attractively packed and presented to the dealer in such a form that they can be merchandised to splendid advantage. Mr. Fritzsche has prepared an intensive sales campaign for the coming year that will undoubtedly stimulate the sale of Okeh needles throughout the country.

ADVANCE ORDERS HELP JOBBER

Greater City Phono. Co. Giving Dealers Efficient Service—Railroad Facilities Better Than Heretofore—Dealers Ordering Early

"We have been closing an excellent business the past six weeks," said Maurice Landay, president of the Greater City Phonograph Co., Inc., of New York, Sonora distributor for New York City, Staten Island and the lower Hudson Valley, in a recent chat with *The World*. "Several new accounts have been opened and an increase in activity is noted among our dealers. The results of our recent convention have proved very satisfactory, inasmuch as many of the dealers placed orders at dates considerably in advance of previous years."

As a souvenir of the convention luncheon held in the Pennsylvania Hotel Mr. Landay has sent to all dealers who were present a large photograph of the gathering, which was taken just preceding the luncheon. Mr. Landay commented briefly on the improved railroad situation over the corresponding period of last year. He states that deliveries are being made promptly and that Sonora dealers are, in turn, receiving maximum service.

VICTOR FLOAT WINS PRIZE

Middle Western Dealer Has Built Large Business by Aggressive Methods

CIRCLEVILLE, O., November 7.—Carl F. Seitz, 138 West Main street, this city, believes in taking advantage of every opportunity of bringing his products to the attention of the public. Recently he had a particularly attractive float in the parade in connection with the Annual Pumpkin Show. This float attracted widespread attention and was awarded second prize. Mr. Seitz is one of the veterans of the music business in this section. He has sold musical merchandise of all kinds since 1891, and he has built up a large business in Victor, Brunswick and Sonora phonographs, pianos and small goods.

BOOKS REFLEXO BUSINESS IN WEST

Louis J. Unger, president of Reflexo Products, Inc., New York City, recently returned from an extensive trip throughout the Middle West in the interest of Reflexo blue steel needles and Gilt Edge needles. Mr. Unger found conditions particularly good on his trip and booked considerable new business. The new free display stand has gone over big and many dealers report its value in the increasing of needle sales.

What Is Ideal Merchandise?

People will buy in quantities that article of merchandise which is obviously better value than competing lines. Sales resistance becomes immediately broken, while selling time and costs are lessened, thereby giving the dealer larger profits.

Dealers handling



Semi-Permanent Needles

place them in this category. For their capacity to play 50 and more records, together with the insurance against record scoring that goes with these needles, makes them an obviously better buy. Write for a sample.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

Sonora Stays Wherever Placed

"We took on the Sonora line for two reasons: First, because we have had a number of requests for the Sonora. And second, on investigation we found that the Sonora is a machine of merit. Since taking on this additional line we find it to be very satisfactory, both as a merchandising and selling proposition. We may add that the demand is increasing, and that wherever placed the Sonora stays." That's what the manager of the phonograph department of one of the largest Eastern Department Stores writes about Sonora (name furnished on request).

You, too, can build for the future with Sonora. Write us for our proposition.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



HAPPENINGS IN THE DOMINION OF CANADA

DEALERS IN MONTREAL TERRITORY ARE VERY ACTIVE

Berliner Gramophone Co., Ltd., Constructing Plant for Manufacture of "His Master's Voice" Cabinets—Retailers Add New Lines—Expansions and Other News of the Trade

MONTREAL, CAN., November 8.—"His Master's Voice" Victrola cabinets, which have hitherto been imported into this country from the United States, will soon be made in Canada by the Berliner Gramophone Co., Ltd., of this city, which for some years has manufactured the Victor machines and records. They are now fitting out a modern reinforced concrete building which will be used exclusively for the manufacture of these cabinets. This building is five stories high, about 500 feet long, and contains approximately 100,000 square feet of floor space. It was erected, together with a 1,200 h.p. power plant, in 1921. The value of the building and the complete modern equipment being installed is a little over \$1,000,000. The work, the company expects, will be completed about December 1. The plant when operated to capacity will require the employment of about 350 additional workers, but it is not counted on reaching full capacity before 1925. During the coming year, however, the company expects to take on about 200 additional employes.

C. W. Lindsay, Ltd., will hereafter handle the Vocalion records and will, as in the past, feature Sonora and Columbia phonographs. The firm is carrying on an extensive advertising campaign in the interest of Sonora, which is bound to have telling results.

"Lord Renfrew's favorite, 'His Master's Voice' Victor Victrola, again supplied by Layton Bros., Ltd. A royal tribute to the Victrola, the choice of Lord Renfrew on his recent visit to Canada." This is the way Layton Bros., Ltd., announced in the daily press that they had again supplied this make to the heir to the throne. An illustration was also shown of the machine, Style No. 400. It is also worthy of note that Lord Renfrew purchased a similar model to be shipped to England for his own personal use.

Palm-O-Phone, Reg., has opened up talking machine parlors at 2833 St. Catherine street, East, where it is carrying a number of different makes of "talkers" and featuring the sale of Starr-Gennett records. Five demonstration booths are daily in operation.

J. W. Shaw & Co. are now featuring Vocalion records and quite recently made a very nice window display of these goods.

Charles Culross is receiving exchanged pianos in quite goodly numbers in part payment for Sonora and Aeolian-Vocalion phonographs.

Lord Renfrew (H. R. H., the Prince of Wales) during his recent visit to Montreal personally complimented Joseph C. Smith's Orchestra (exclusive Brunswick artists), which plays daily at the Mount Royal Hotel, on its wonderful playing.

Wm. Lee, Ltd., has been running considerable newspaper copy exploiting the Brunswick and emphasizing the fact that Lord Renfrew danced to and enjoyed the following Brunswick records: No. 2447, "Stella" (fox-trot); No. 2402, "Wonderful You" (fox-trot); No. 2352, "When Hearts Are Young" (fox-trot); No. 2393, "Un Tango Dans la Nuit" (tango), and No. 2440, "Sweetheart of Sigma Chi" (waltz).

Isa Kremer, Brunswick artist, paid a return visit to Montreal the past month and met with an enthusiastic reception.

Beniamino Gigli, tenor of the Metropolitan Opera Co. and exclusive Victor artist, sang to a capacity audience in Windsor Hall the latter part of October.

Layton Bros., Ltd., during the late visit to Montreal of the Right Hon. David Lloyd George, supplied him in his suite at the Mount

Royal Hotel with a Model No. 300 Victor-Victrola.

J. Wilfrid Bourgoïn, "His Master's Voice" dealer, 1 St. Catherine street, East, is planning to soon open a branch store. One cannot but help notice the neat arrangement for quick serv-

ice to customers in locating records which are labeled under different headings, for example: "Dance Concert"—Light Vocal, Instrumental, Concert and Operatic, French, etc. Sales of consoles and uprights are about fifty-fifty as leaders in the sales race, while a large repair business is handled.

A. Pratte, Jr., expects in the near future to have a complete line of phonographs, and is at present handling Starr-Gennett records, supplies, etc.

IMPORTANT CHANGES IN THE TORONTO TRADE FIELD

R. J. Dearth Takes Over Old G. L. Laing Co. and Will Distribute Honest Quaker Main Springs—G. W. Hopkins to Speak Before Canadian Advertisers—New Stores Opened—Month's News

TORONTO, ONT., November 8.—An agreement has been reached whereby R. J. Dearth takes possession of the business formerly carried on under the name of G. L. Laing Co., this city. Mr. Dearth assumes all liabilities of the former company. He will act as direct factory distributor for Honest Quaker main springs, Empire tone arms and reproducers, Silent motors, Phonostops and other phonograph accessories.

E. A. McMurtry, Canadian manager of the Columbia Co., recently visited Winnipeg, Man., where he found dealers taking a very keen interest in the new line of Columbia phonographs and the Columbia New Process records.

Geo. W. Hopkins, general sales manager of the Columbia Phonograph Co., New York, is to be one of the leading speakers at the annual convention of Associated Canadian Advertisers to be held at the King Edward Hotel during the early part of November.

S. Aronson, president of the Presto Phono Parts Co., Inc., Brooklyn, N. Y., was a recent trade visitor to Toronto. M. G. Beatty, this city, is sole Canadian distributor for these products.

J. B. Heighton, Uxbridge, Ont., has been granted a Canadian patent covering four claims on "A composition of matter for manufacturing amplifiers."

Thomas Nash, manager of the Sun Record Co., who has so successfully handled the marketing of the Apcx records ever since they were first put on the market by the Compo Co., of Lachine, Que., has just returned from a business trip to Chicago and other United States centers. In Chicago Mr. Nash appointed a distributing house for Ajax records, also manufactured by the Compo Co., Ltd., large shipments of which are already entering the United States.

The Scythes Vocalion Co., Ltd., of this city, Canadian manufacturer and distributor of the Aeolian Vocalion phonographs and records, announces that C. W. Lindsay, Ltd., Montreal, has taken on the Vocalion record line.

During Lord Renfrew's holiday on his western Canadian ranch he visited Calgary, Alta., calling at the store of the Alberta Piano Co., Ltd., to select a number of records, including the latest hits. The selections made were "His

Master's Voice" Victor records. While H. R. H. the Prince of Wales was on the E. P. Ranch he used and enjoyed immensely the Victrola, Style No. 280, supplied by the Alberta Piano Co.

A new piano-phonograph shop has been opened in Windsor, Ont., by William H. Hardy and is known as Hardy's Music Store.

Henry Pratt has recently opened an exclusive phonograph store at 998 St. Clair avenue, West. The Brunswick is among the lines handled.

Manager Sibbitt, of the Ottawa Phonograph Corp., Ottawa, Can., in order to attract attention to his show window recently employed the headliner from one of the local theatres who did his tricks in the window. Coupons were distributed on which the people were asked to state whether he was a man or a machine, and also to give the age of the "man." Ten records were given to the person giving the correct answers.

Charles Kirke Music Co., Ottawa, is now handling Aeolian-Vocalion records in its handsome new store on Sparks street.

Herb. Byshe, one of the first phonograph retailers in Canada, has discontinued the sale of records.

Jones Bros. have succeeded to the business of M. P. Wright, Rideau street, Ottawa.

LIVE DEALER ORGANIZES ORCHESTRA

MONTPELIER, IDAHO, November 7.—F. M. Williams, Brunswick dealer here, has organized a dance orchestra called the Harmony Five. Mr. Williams states that his orchestra plays so-called Brunswick tunes, because all of their dance numbers are identified with Brunswick records. The orchestra is being booked in many places in southern Idaho and some points in western Wyoming. By identifying his dance program with Brunswick dance records he is developing a big record business.

DANIELSON IN NEW WAREROOMS

JAMESTOWN, N. Y., November 8.—Danielson's Music House participated in the big opening celebration at Roosevelt Square here recently when the new Rogers block was dedicated.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



THE ORSENIGO PERIOD PHONOGRAPH



BUCKINGHAM

From an assortment of seventeen period models you can choose the ones which are most suitable for your clientele; oak, walnut, fine lacquers made by artisans who take infinite pains with their work.

Cabinets of the finest construction; mechanism which needs no adjectives to emphasize its tonal qualities; and priced lower than any high grade cabinet on the market.

THE ORSENIGO COMPANY, Inc.

*Showrooms: 383 Madison Avenue
New York City, N. Y.*

*Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.*



Before You Go

You'll never let go of this FOX-TROT song

"You can't go wrong
with any FEIST song"



© 1923
Leo Feist, Inc.



SALT LAKE

Retailers and Wholesalers Enjoying Prosperous Season—Outlook for Holidays Is Excellent

SALT LAKE CITY, UTAH, November 5.—All is well with the talking machine industry in this section. Without a single exception leading men in the business—dealers and wholesalers alike—are congratulating themselves on the prosperity which is attending them and that business will continue good now right up to Christmas is, of course, a foregone conclusion according to well-informed heads of the leading concerns in this territory.

Donald Daynes, treasurer of the Daynes-Beebe Music Co., and Ted Lewis, of the phonograph department, have gone to southern Utah on a deer-hunting trip. President Joseph J. Daynes has been on several brief duck-hunting trips which were productive of good sport.

Several favorite Mormon hymns, recorded recently by the Victor Co. to sell at 75 cents, are in good demand in this territory.

The Utah Phonograph Co. had an attractive booth at the recent State Fair.

There is not as much call now for the "jazzy" stuff as for the better class music, according to Manager Henry Gardner, of the Z. C. M. I. talking machine department. Miss Geneve Swayze, the charming young lady assistant in the Keith-O'Brien Co.'s phonograph department, now discontinued, has joined the Z. C. M. I. phonograph department under Mr. Gardner.

"It's a Lot of Bologny," by Billy Murray. This was featured in the John Elliot Clark Co.'s window recently. There were frankfurter sausages to give the song a realistic touch. Hundreds stopped to see the window.

H. E. Dewsnup, former sales manager of the Consolidated Music Co., has purchased an interest in the O'Loughlin Co., Main street.

Sales Manager Thomas, of the Consolidated Music Co., has been elected to the board of directors of the company. He has been with the firm nine years. Dean Daynes, of the Consolidated, has returned from a hunting trip in southern Utah, which he took in company with county officials.

Miss Beth Erickson, head of the John Elliot Clark Co.'s educational department, took a leading part in the program of the recent State Teachers' convention, held in this city. Miss Erickson appeared on the general program of the convention and also on the program of the music section. She discussed music appreciation, with, of course, special reference to the Victor machines.

The John Elliot Clark Co. is fitting up its second floor as a fine, new salesroom to be devoted entirely to period models of Victrolas.

The Utah Association of Music Industries has decided to hold quarterly meetings hereafter and to make each meeting a convention and social on a small scale. Members thought this would be preferable to holding meetings at more frequent intervals. The executive committee will be responsible for the conduct of the Association's business to a greater extent than heretofore. Secretary Fred Beesley, Sr., said they hoped to get employes of the different establishments out at the quarterly meetings and discuss various phases of the business of interest and value to them in their work.

Miss Gussie Pearson, of the Fisher Music Store, East Third street, South, reports that there is a good demand for second-hand records at this time. The Fisher Co. sells second-hand musical instruments and equipment exclusively. Its store is neat and attractive and no "junk" is carried.

T. E. Ashworth, of the Auerbach Co.'s phonograph department, reports a brisk demand for Columbias. "We can't get them fast enough," he said. The Auerbach Co. will soon move into its new store, where it will have a larger phonograph department.

Branch Manager Spratt, of the Brunswick-Balke-Collender Co., has just returned from a short trip into the Idaho territory, where he called on Brunswick dealers in Pocatello, Blackfoot and Idaho Falls.

The Daynes-Beebe Music Co. displayed a very pretty Brunswick window during State Fair week.

The Bates Stores Co., Brunswick dealer, Provo, Utah, has announced its big phonograph sales campaign. Extensive advertising is a feature of the event.

Messrs. Boyden and Carlson, of Coalville, Utah, and Logan, Utah, respectively, were recent visitors to the local Brunswick offices.

Mr. Perry, of the Brunswick Co., has returned from a short trip into the Wyoming territory. He reports Brunswick sales as very active in Evanston, Kemmerer and Afton, Wyo.

DEALERS IMPROVING THEIR STORES

Leon Tobias, secretary of Van Veen & Co., Inc., reports considerable activity on the part of talking machine retailers in improving their warerooms. Among contracts in progress and recently completed are the following: A complete phonograph department for Bloomingdale Bros.; alterations for Chas. H. Ditson & Co. and C. Bruno & Son, Inc., both Victor distributors of New York City; Home Furniture Co., Trenton; installations for M. F. Malarkey, Pottsville, Pa.; Griffith Piano Co., Newark and Trenton stores; Mt. Pleasant Music Shop, Washington, D. C.; Oscar A. Hoffmann & Bro., Cincinnati, O.; Hudson Music Shop, Hastings, N. Y.; Charles Azzara, Yonkers, N. Y.; Brunswick Shop, Washington, D. C.; William R. Zollinger & Co., Canton, O., and Frederick Loeser & Co., Brooklyn, N. Y.

SONORA SCORES AT TRI-STATE FAIR

Walter C. Reinhardt, of Memphis, Tenn., Wins Fine Publicity for His House and the Sonora Line Through Exhibit at Fair

MEMPHIS, TENN., November 5.—Walter C. Reinhardt, president of Reinhardt, Inc., Sonora dealer in this city, is being complimented upon his aggressiveness in securing maximum publicity for his house and Sonora product during the Tri-State Fair. The company erected a special tent close to the Agricultural Building, and among the Sonora consoles displayed were the Queen Anne, Canterbury, Marquette, Marlborough and Serenade, together with the Grand, Barcarolle, Melodie and the portable. Quite a few Sonora sales were consummated during the course of the fair, and it was estimated that 180,000 people passed the Sonora tent at one time or other.

One of the most interesting features of the entire fair was the "Enchanted Sonora," this display consisting of a Sonora Grand, mounted on four fish bowls in which gold fish sported about in full sight of the visitors, showing the impracticability of any wired connection and yet this instrument told the visitor's name, describing his clothes and answering any question intelligently. The solution of the mystery rests with Mr. Reinhardt, but the "Enchanted Sonora" was the means of packing the tent every hour of the day and evening with thousands of visitors, each of whom received a catalog and the famous walking Sonora doll.

In addition to displaying the Sonora product in a specially designed tent, Mr. Reinhardt also featured the instrument in another display in the Merchants' Building, entertaining the crowds with concerts on the Sonora, using Vocalion Red records. Instruments were also placed at the disposal of other exhibitors to entertain their visitors, and among the companies which took advantage of Mr. Reinhardt's liberal offer were the Coca Cola Co., which broadcasted Vocalion records by means of a Sonora and a Magnavox, the Dixie Mfg. Co., which also used these products, the Sweet Pal Candy Co., and the official restaurant at the fair.

ADDITION TO BRUNSWICK PLANT

KNOXVILLE, TENN., November 7.—An addition to the Lonsdale plant of the Brunswick-Balke Collender Co. has just been announced, and plans have been made to build an assembling plant here within five years, for the manufacture of Brunswick phonographs. The company intends to cover the entire block it has purchased.

The Moller Music Co., of Hagerstown, Md., which this year completes its forty-third year in business, has leased new warerooms in the old Hotel Franklin building, giving it largely increased quarters and better facilities to take care of its growing business.

EQUIPPING NEW LANDAY STORE

Zimmerman-Bitter Co. Secures Sixth Avenue Store Contract—Closes Other Important Contracts—Final Rush Before Holidays

The final rush of remodeling and equipping talking machine stores before the beginning of the late Fall and holiday business is being completed by the Zimmerman-Bitter Construction Co., New York City, according to A. Bitter. Among the recent installations completed by this company is that of the Berger Talking Machine Co., of Ridgely Park, N. J., consisting of six hearing rooms, record racks, sheet music and musical instrument departments. The entire store has been redecorated in French period design. The store of Max Liaks & Son, of 143 Second street, Passaic, N. J., has added complete equipment for a phonograph department.

Emanuel Blout's store in Flushing, L. I., has been equipped with eight hearing rooms, piano rooms, record racks, musical instruments, sheet music, music roll and small goods departments. A new musical instrument department has also been added to the Blout store in Bayonne, N. J., and a similar department has been added to Landay Bros.' New Haven store. The Good Luck Talking Machine Co., New York City, has added additional booths and musical instrument cases.

The Zimmerman-Bitter Co. is at present engaged in enlarging the showroom of Landay Bros. at 311 Sixth avenue and is also equipping the new Landay store at Sixth avenue and Thirty-fourth street. This installation will comprise thirty-five hearing booths and complete equipment throughout all departments, including musical instrument, sheet music, small goods racks and showcases, etc. The main floor will be finished in walnut and the second floor in French grey. Mr. Bitter states that conditions are particularly promising for a good Fall business and that his company anticipates continued activity in the installation of equipment.

INTRODUCES NEW TYPE LOUD SPEAKER

Radio Specialties Apparatus Co. Places "Excello" Loud Speaker on Market

A new phonograph type loud speaker has recently been placed on the market by the Radio Specialties Apparatus Co., Upper Montclair, N. J., which is being merchandised under the trade name of "Excello." This amplifier is designed with the idea of permitting the owner of a phonograph and radio set to combine the two, using the phonograph horn as the loud speaker. The device is attached to the tone arm of the talking machine and is finished in gold, silver and nickel plate to match the various tone arms. It is adjusted by the turning of a knob, thus making the music, both vocal and instrumental, loud or soft, as is desired. The Excello fits any type of tone arm either by simply attaching it to the tone arm or, in the case of certain old-style tone arms, various removable adapters are used, thus making a complete unit which may be changed at will.

The Radio Specialties Apparatus Co. also manufactures the Excello horn type amplifier, which has all the adjustment features of the phonograph type and is light in weight. This amplifier is made in an artistic design, which makes it appropriate for use in the home. The horn type comes in three finishes—standard black, crystal black and mottled green. H. G. Thompson, president of the Radio Specialties Apparatus Co., states that these two types of instrument have met with approval in the talking machine trade.

CLIFFORD CO. IS CHARTERED

NORWALK, CONN., November 5.—Incorporation papers for a new music house here have just been filed under the name of the Clifford Jewelry & Music Co., Inc. Capital, \$10,000.

NEW COLUMBIA LABELS READY

Distinctive Set of Labels Will Appear on All Columbia Records—Attractive Design With an Effective and Distinctive Display

Commencing with the January supplement as a unit and on all repressings of previously listed records starting at once, the Columbia Phonograph Co. will use a new label that is distinctive and entirely different from the labels used in previous years. A reproduction of the label is shown herewith, but the black and white reproduction hardly does justice to the attractive colorings that characterize the new series of labels.

According to an announcement sent out by Geo. W. Hopkins, general sales manager of the



The Artistic New Columbia Label company, the new labels will be classified as follows: gold label for a special list of symphony artists; silver label for the balance of symphony artists; bronze label to replace the present blue label, or 75-cent record; green label to replace the present green label, representing records in the foreign language catalog made in America, and the blue label for foreign

language records made abroad. While the color for each classification is different than the other colors in the series, the general design for all of the labels is similar, with the word "Columbia" prominently displayed between two unfolded red, white and blue flags and the new Columbia trade-mark at the top.

Columbia dealers who have received samples of the new labels are enthusiastic regarding their artistic design and their advertising value, as there is a minimum of type matter with a most effective layout. It is understood that coincident with the issuance of the new labels a new numbering system will also be announced.

PROGRESS ON NEW VICTOR PLANT

OAKLAND, CAL., November 3.—Construction work on the Western plant of the Victor Talking Machine Co. started here a few days ago, and Architect William Knowles, of Oakland, plans to have the structure completed by January 15 of next year. The new building, located at the foot of Seventy-eighth avenue, will have a frontage of 120 feet and a depth of 200 feet, being entirely of brick construction. The local factory will entail a cost of \$130,000 for its erection and will employ about 200 people when operated.

F. B. JENKINS, JR., VISITS NEW YORK

F. B. Jenkins, Jr., manager of the wholesale Victor division of the J. W. Jenkins' Sons Music Co., was a visitor to New York recently after spending a few days at the Victor factory. Mr. Jenkins spoke enthusiastically regarding business conditions in his territory, stating that the Victor dealers throughout the Middle West are apparently enjoying one of the most prosperous cras in recent years.

Collect the interest on every instalment sale you make. Failure to charge interest means the loss of a considerable sum of money annually.



The Excello Phonograph Type Loud Speaker

Made in both phonograph and horn design.
Adjustable air gap and cushioned diaphragm so as to bring out the full tone and quality of both vocal and instrumental selections.
Fits all tone arms perfectly by means of invisible adapters and height adjuster.

Place your order C. O. D. or check in advance. If, after ten days, you are not satisfied with the Excello, and it is returned in first-class condition, your money will be refunded. Liberal trade discount.



The phonograph type Excello loud speaker, in nickel or gold-plate, to match tone arm finish\$15.00

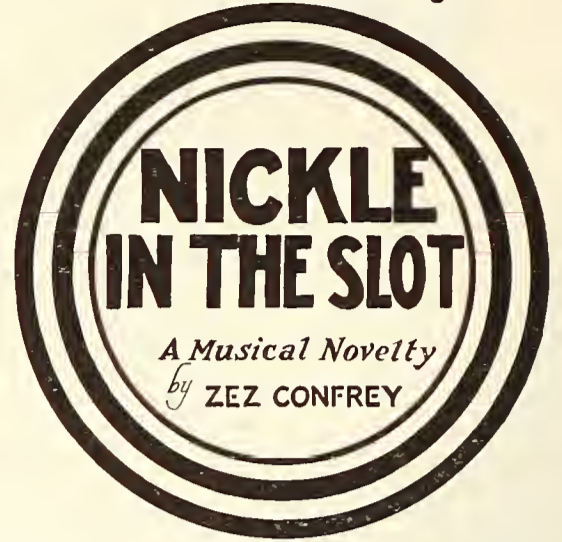


The horn type loud speaker, light in weight, adjustable, in three finishes, Standard Black, Crystal Black and Mottled Green\$30.00

Radio Specialties Apparatus Co.
357 North Fullerton Avenue
Upper Montclair, N. J.

These Hits—Hit The Bullseye—

"You can't go wrong
with any FEIST song"



© LEO FEIST INC.

PORTLAND, ORE.

Trade Conditions Never Better—L. D. Heater to Distribute Okeh Records—Record Artists in Local Concerts—The Month's News

PORTLAND, ORE., November 5.—Trade conditions in this city never were better and the outlook shows nothing but increased prosperity for this section of the country. With general business conditions in such splendid shape the only problem confronting the talking machine dealers and jobbers is the shortage of goods. This is already proving a great issue and with a tremendous holiday business in sight the dealers are experiencing some uneasy moments.

L. D. Heater, Oregon and Washington distributor of the Strand phonograph and the Portophone, has been made the distributor for that territory for Okeh records and anticipates a rapidly growing business. Portland firms to take on the Okeh line are: Vern Wenger Phonograph Co., McCormick Music Co., Inc., and the Seiberling-Lucas Music Co. Out-of-town dealers are: Cobban Music Co., of Astoria, Ore.; Smith & Carlson Drug Co., of Cosmopolis, Wash., and the W. E. Bennett Music Store, Everett, Wash.

New Strand dealers are: Remick Song & Gift Shop of Portland, Gervurtz Furniture Co. and Wm. Gadsby Furniture Store, all of this city.

The musical season was opened here recently by the appearance of prominent artists, including: Mary Garden, Columbia artist, and Claire Dux, Brunswick artist. The local Brunswick branch extensively advertised the local appearance of Miss Dux and all of the local Brunswick dealers did the same. Another artist to make his initial bow to Portland recently was Tito Schipa, Victor artist.

Lorraine Evon, violinist, and the Golden Bird, a canary, who record exclusively for Gennett records, also appeared locally. The Starr Piano Co., distributor of Gennett records, advertised Miss Evon's appearance, and sales of her records were greatly stimulated as a result.

Portland music houses have contributed liberally to the State development fund, which has been held under the auspices of the Portland Chamber of Commerce, thanks to the efforts of the chairman, J. H. Dundore, manager of the Sherman, Clay & Co. store.

Charles Soulé, district manager of the Starr Piano Co., is planning a visit through the Eastern part of his district, which will include stops at Spokane, Wash., and Boise, Idaho.

Elmer Hunt, wholesale manager of the local Sherman, Clay & Co. branch, has been visiting the Victor factory at Camden, N. J., and different jobbers as well as studying general conditions.

Victor dealers who visited the Sherman, Clay & Co. wholesale department during the past month were A. W. Burton, Powers, Ore., a new Victor dealer, and Stanton Powell, of

Grants Pass, Ore., proprietor of the Music & Supply House.

Sherman, Clay & Co. were awarded the first prize for the best musical window display during the Better Homes Week, and were given a handsome silver cup by the Portland News.

George Bohlen, representative of the Kimball Co., of Chicago, visited Portland during the past month, calling on the McCormick Music Co.,

local distributor of the Kimball pianos and phonographs.

J. A. Price, manager of the Wiley B. Allen branch at Centralia, Wash., was a visitor at Portland headquarters during the past month.

New saleswomen added to the record department of the Wiley B. Allen Co. are Gertrude Lee and Kathryn McCarthy.

Miss Emma Reynolds has been appointed manager of the record department of the Bush & Lane Piano Co.

Forest Cheney, of the Cheney Talking Machine Co., called recently on G. F. Johnson, of the G. F. Johnson Piano Co., representative of the Cheney interests in the Pacific Northwestern States, and accompanied him to Seattle and other Washington cities.

Standard Selections Growing in Popularity

General Phonograph Corp. Reports Tremendous Increase in Demand for Odeon Records—Otto Heineman Responsible for Their Phenomenal Success—Important Announcements Ready Soon

With every division of the General Phonograph Corp. working to capacity, Otto Heineman, president of the company, has found it necessary to divide his day so that each of the company's products may receive a certain portion of his individual attention. Okeh records are hitting new marks in sales totals; the new Heineman motors have been accorded an enthusiastic reception by the trade everywhere and Okeh steel needles are winning new friends steadily, but the outstanding feature of the company's activities is the tremendous and unprecedented demand for Odeon records.

The Odeon record division of the General Phonograph Corp. has been Mr. Heineman's special "baby" for the past three years and the remarkable success that these records have achieved is due in a large measure to his efforts and activities in their behalf, together with the co-operation of his associates. In 1920 Mr. Heineman spent several months in Europe and while abroad completed arrangements with the International Talking Machine Co. whereby the General Phonograph Corp. was given the exclusive right to import the matrices of recordings by world-famous operatic stars, internationally known musical organizations and the foremost musical celebrities of practically every country in Europe. The records from these matrices are pressed in the Okeh factories and released under the Odeon label. Each month a notable selection of the recordings is issued and it is gratifying to learn that dealers throughout the country are handling these Odeon records as a feature record line in their establishments.

At the present time a comprehensive catalog of Odeon recordings is in process of completion and when ready for distribution this catalog will emphasize concretely the remarkable progress that the General Phonograph Corp. has made in the introduction of these popular recordings to the trade in this country. Special album sets

have recently been introduced to feature Odeon records and these album sets have served to provide the dealer with a new and more profitable method of record merchandising. Mr. Heineman expects to have several important announcements to make during the next few weeks regarding his company's 1924 plans so far as Odeon records are concerned, and these announcements will undoubtedly prove of interest and benefit to the Odeon trade.

SINGLE RECORD DISPLAYS POPULAR

Special Window Displays Featuring Single Records Arranged by Thomas A. Edison, Inc., Prove Business Getters for Dealers

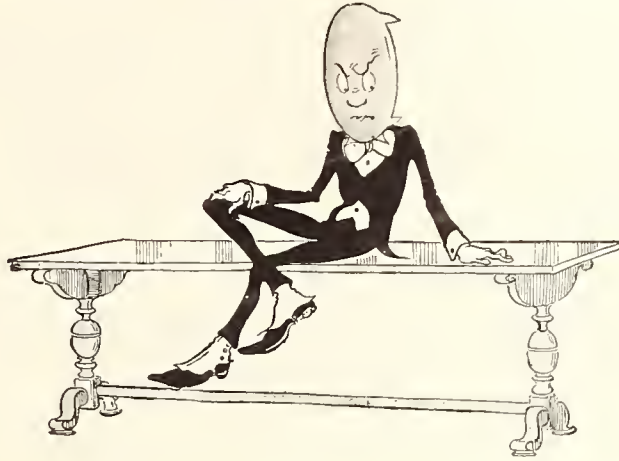
The policy recently adopted by Thomas A. Edison, Inc., of featuring individual Edison records in window displays, prepared especially for the use of Edison dealers, is meeting with popular approval, and reports coming from dealers who have utilized the displays indicate that concentration on a single product in a window display is a paying proposition.

The first display release by Thomas A. Edison, Inc., was in September, and each month since then new displays have been added. Placards and other publicity material going into the window are prepared by the Edison Company and supplied to dealers on request. The illustrations are especially attractive, and insofar as possible they convey a distinct thought on the particular record upon which the exhibit is based. In addition, neatly printed placards have been prepared on which appear brief messages designed to induce early action, resulting in the purchasing of the record featured.

The Carroll Music Co., 125 Putnam street, Marietta, O., recently reincorporated under the new name of the Cullen & Myers Music Co. Incorporators are M. and D. M. Cullen and B. B. Myers.

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals.

Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



Serviceable furniture footwear has much to do with satisfied customers

ARE you interested in furniture after it leaves your factory? You are keenly anxious to manufacture the sort of furniture that sells easily and stays sold.

DOMES OF SILENCE will help you.

You can't possibly know what sort of conditions each piece of furniture you make must meet in the home to which it finally goes—whether it will be used on wood or tile floors—on rugs or carpets or linoleum. You don't need to worry where it's going to be used when you equip with



Made in Six Sizes

A correct size for every piece of furniture you make

The size best suited to any particular piece is one that will leave at least 3-16 of an inch margin between the edge of the Dome and the outside edge of the furniture leg. The use of the correct size on each piece of furniture is important to you—to your dealer customers and to the buying public. The correct size will give the maximum furniture footwear service.

DOMES OF SILENCE

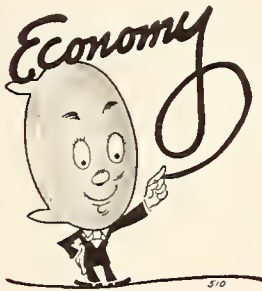
"Better than Casters"

Because—equipped with **DOMES OF SILENCE** you can send your furniture anywhere knowing that the footwear will give complete satisfaction. Thus insuring Good Will.

They give complete satisfaction on any floor—any floor covering. They glide easily—silently over any surface. They will glide from the abrupt edge of a thick pile rug to the floor without fear of breakage and without strain or injury to the furniture itself.

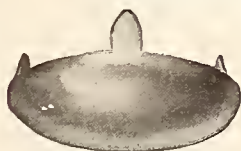
DOMES OF SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City



The truest sort of factory economy lies back of **DOMES OF SILENCE**. Inexpensive themselves, they are quickly, easily—economically attached. By making them standard equipment on all your furniture, you straightway cut costs and simplify manufacturing process. Nor have you any apology to make for your finished product. Rather, you have added a selling point—you have given dealer and consumer just what they want in the way of furniture footwear.

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy Size—1 1/8 in.



1/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

What we say about Furniture applies also to Phonographs

Al Jolson's Sensational Hit in "BOMBO"

ARCADY

Fox-Trot Melody of rare beauty

You can't go wrong
with any FEIST song



© 1923
Leo. Feist, Inc.

COLUMBUS

Christmas Buying Starts—Trade Holding Instruments for Future Delivery—Business Gains Grow

COLUMBUS, O., November 9.—The Christmas season business is already well under way here. Among the firms that have a considerable number of machines stored away for delivery a few days before Christmas are the Elite Music Store, Victrola specialists; F. & R. Lazarus Co., and Heaton's Music Store. The last two concerns are also Victor dealers.

The C. C. Baker firm, Victor and Brunswick dealer, is making plans for Christmas business. This firm, as well as a number of others which have not started their Christmas campaigns, will launch special drives in a few days.

Console style machines have been unusually popular in this city. According to several Victor dealers as many as ten console models are sold to each upright. The machine business has been splendid in the past few months and at Heaton's Music Store during the first week in November an average of two machines were sold daily.

The "hit" in dance records for the past sev-

eral weeks has been "Last Night on the Back Porch," a fox-trot produced by the Paul Whiteman Orchestra, a Victor organization.

Ever since the inauguration of double-faced Red Seal Victor records the C. C. Baker Store has shown an increase in Red Seal sales.

Anticipating a heavy trade in the next few months Heaton's Music Store has engaged Miss Dorothy Wells, a well-known local musician, as a member of its sales force in the record department.

Steinway & Sons, Brunswick dealers, have also experienced a good business in the past several weeks. The \$250 console has been the favorite machine among their customers. Chester S. Carter and N. V. Wadley have recently been added to the sales force.

The first concert of a series arranged by the American Legion took place at Memorial Hall November 7. Mme. Schumann-Heink was the artist and the concert was a great success in every way. Sales of Victor records by this artist were greatly stimulated by her appearance here.

Dealers are co-operating in the promotion of coming concerts. The seat sale for the United States Marine Band is being held at Heaton's Music Store. Tickets for the Sousa concert are being sold at Goldsmith's Complete Music Store.

Due to the fact that the first State Music Memory Contest proved to be a tremendous success a second annual contest will be given next year under the State Department of Education. It will be conducted on practically the same rules and regulations as the one held this year, the final contest to be held in March. This year's contest, however, started just a few weeks after the first day of school, which is an added advantage over last year's contest, which was not launched until some time in February.

Local dealers are already co-operating with the students who have entered the contest. In the near future they expect to put on concerts when the numbers included in all three lists will be played for the benefit of all contestants. In addition to this arrangements are now under way whereby literature dealing with the numbers on the list will be distributed.

Ian S. Seeds, president of the Robert L. Seeds Co., Columbia and Cheney dealer, has just returned from a motor trip to the East.

The firm, at 112 South High street, has been at this location but six weeks and in that short time a definite increase of phonograph sales has been made.

Word comes from the Wainwright Music Co., Victor dealer, Marietta, O., that again this firm is assisting in the management of the community concert series. Miss Lucrezia Bori, Victor artist, gave the first recital of the 1923-24 concert series on October 12 and scored a big success.

Legions of friends and acquaintances of Messrs. Fred, Jr., Simon, Robert and Jeffrey Lazarus are sympathizing with them in their bereavement on account of the recent death of their mother, Mrs. Fred Lazarus, Sr.

CAPITALIZES ON BIG EDISON ORDER

Live Webster City, Ia., Dealer Lets the World Know That He Expects a Busy Season by Displaying Large Edison Shipment

WEBSTER CITY, IA., November 7.—One of the live dealers of this State is F. C. Ruegnitz. Proof of this statement is contained in the photograph of Edison phonographs reproduced herewith. This represents one shipment of instruments, and piled in front of the store they



Receives Big Edison Shipment

almost blot out the warerooms. Mr. Ruegnitz believes in publicity, therefore he had a large sign painted announcing to the world at large that the pile of instruments represents only one shipment, and in order to give passersby a clear idea of just how the Edison appears two of the instruments were uncased and placed one on each side of the sign.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

TIMELY SONORA ADVERTISING

Full-page Advertisements in Daily Newspapers Emphasize Prosperity of Talking Machine Industry and Growth of Sonora Business

The position of the Sonora Phonograph Co., Inc., and its products in the talking machine trade are being emphasized for the benefit of the public in a most convincing way in attractive full-page advertisements being run in the daily newspapers of the country.

One of these advertisements appeared in the New York Times on November 11, and in a border showing the great variety of models offered in the Sonora there was set interesting explanatory text, the opening paragraph, for instance, reading: "The phonograph industry was never in a more prosperous condition. Phonographs are being purchased throughout the country in great numbers and the proportion of instruments of better grade was never higher. Dealers everywhere are clamoring for additional merchandise. Manufacturers of high-grade phonographs are already oversold. By increasing its production more than 30 per cent Sonora is striving to meet this demand." Then follows descriptive material relative to the construction, styles and prices of Sonora products.

FEATURES FEDERAL SET NO. 59

Attractive Advertising for New Federal Receiving Set—Has Several Important Features

The Federal Tel. & Tel. Co., manufacturer of Federal radio receiving sets, carried a very attractive half-page advertisement in the November 10 issue of the Saturday Evening Post, featuring the new Federal receiving set No. 59. The advertising showed an excellent photograph of the new set, and called attention to its various merits, among which are an unusual distance range and a high degree of selectivity which enables the user to hear distant

stations through local broadcasting without interference. The advertisement also called attention to the fact that all of the parts in the new 59 are manufactured by the Federal Tel. & Tel. Co. and may be purchased separately.

DR. DE FOREST TO VISIT RADIO SHOW

Famous Inventor One of the Feature Speakers at Chicago—Will Talk Over Air From Chicago and Detroit—Guest of E. H. Jewett

CHICAGO, ILL., November 8.—One of the features of the Chicago Radio Show will be the visit of Dr. Lee DeForest, inventor of the famous radio products bearing his name. It was in this city some twenty years ago that Dr. DeForest conceived the idea of the Audion tube, which represents one of the most important developments in the radio industry and which has attained world-wide renown. On November 22 Dr. DeForest will visit Chicago, accompanied by E. H. Jewett, president of the DeForest Radio Tel. & Tel. Co.; Chas. Gilbert, vice-president and treasurer; W. H. Priess, inventor of the Reflex set, and H. H. Roemer, sales manager of the company. Dr. DeForest is one of the feature speakers at the convention meetings and will also be the guest of honor at a dinner given by the DeForest distributing agents and retail representatives at the South Shore Country Club.

On Thursday evening Dr. DeForest will talk over the air from one of the Chicago broadcasting stations between 9 and 10:30 and, subsequently, will leave for Detroit as the guest of Mr. and Mrs. E. H. Jewett. In all probability Dr. DeForest will talk from the Detroit News broadcasting station, WWJ, on Friday night, and his talk will be of interest to radio fans.

There will be a large DeForest celebration at the Radio Show in this city and H. H. Roemer, who is chairman of the reception committee, has prepared an interesting program for all visitors to the show.

K. R. PERKINS ON BRUNSWICK STAFF

Well-known Wholesale Traveler Joins Brunswick New York Staff—Popular in Trade

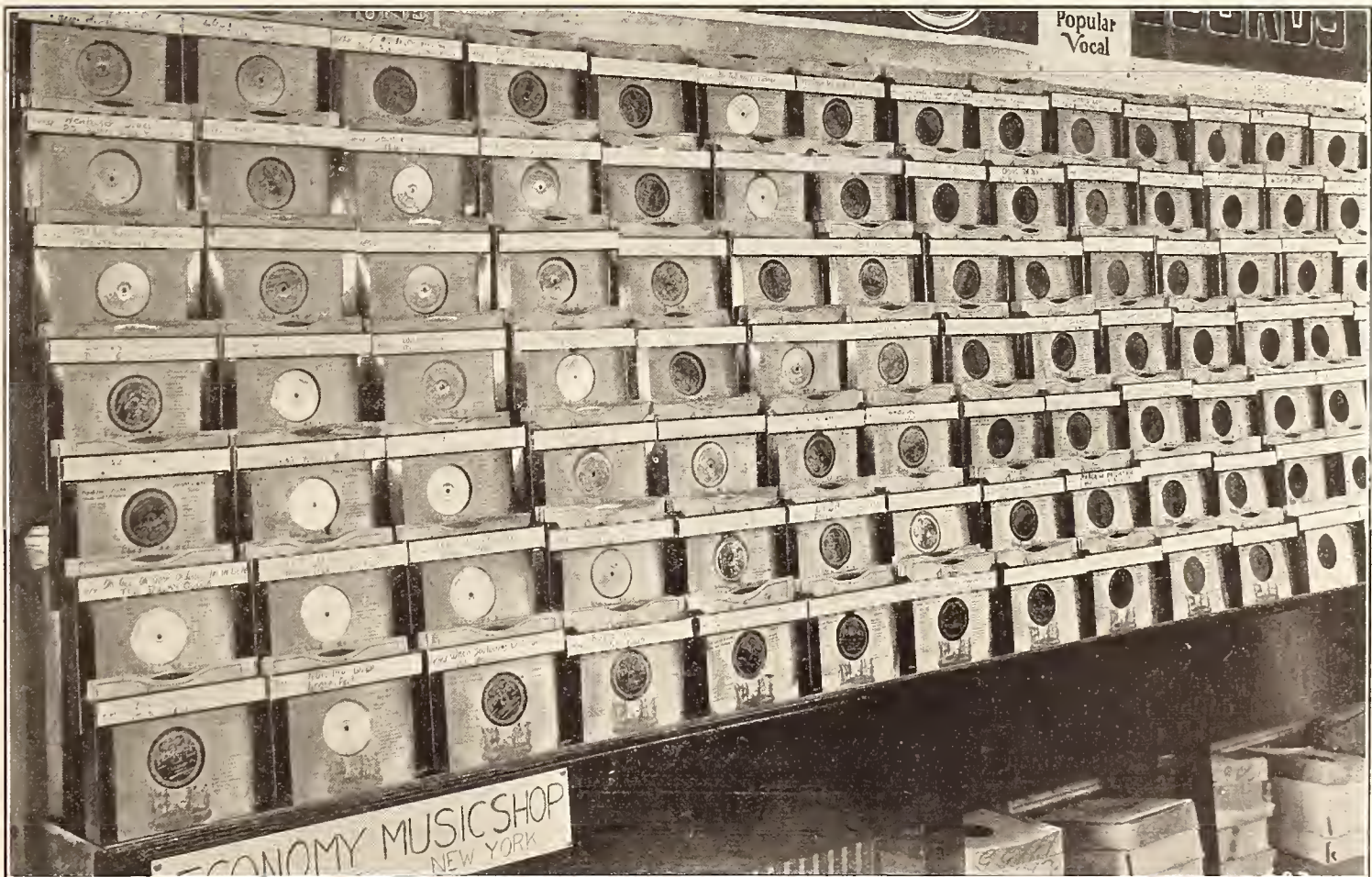
Kenneth R. Perkins, one of the most popular wholesale travelers in the metropolitan territory, has been appointed a representative on the New York staff of the Eastern phonograph division of the Brunswick-Balke-Collender Co. He is an addition to the Brunswick staff and his appointment means no change in the present personnel of the organization. Mr. Perkins was for five years a sales representative of the Sonora Phonograph Co. in the metropolitan district. During his first year's connection with that company he was in charge of the dealers' service department, and during the past two years he was associated with the Greater City Phonograph Co., Sonora jobber.

H. H. ROEMER VISITS NEW YORK

H. H. Roemer, sales manager of the DeForest Radio Tel. & Tel. Co., was a visitor to New York this week, spending considerable time at the DeForest factories in Jersey City. Mr. Roemer was accompanied by C. E. Flynn, Western zone manager, with headquarters in Des Moines, Ia., who will probably spend a month in New York, doing special work in connection with the activities of the Eastern sales organization.

VICTOR CHRISTMAS PUBLICITY

Included in the great volume of special Christmas display material which the Victor Co. is preparing for dealers' use is a large hanger containing a special list of holiday records and a window strip in colors bearing the message: "Victrola—a Christmas Gift for Every Member of the Family." This publicity material is designed either for use in window displays or in warerooms and booths.



Something New That Will Positively Increase Your Sales 500 Per Cent

No. 590 NEW UNIVERSAL STOCK RECORD RACK, for 10-inch records. Display your stock records along the wall. Each record is visible at a glance. Quickly disposes of all slow-moving records. Features to-day's best-selling numbers. At the top of each pocket is a channel slide to receive record title, which is seen at a glance. Made in 4 and 7 pocket vertical units.

Send for new catalogue No. 1251, showing prices and details

UNIVERSAL FIXTURE CORPORATION

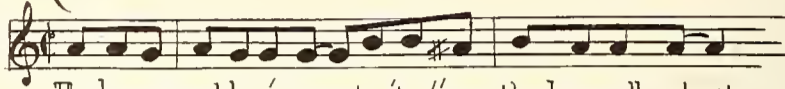
135 West 23rd Street, New York

My Sweetie's Sweeter Than That

"You can't go wrong with any FEIST song"



A Sweeter Than Sugar Fox-Trot



The honey-suckle is sweet, it gives the bees all a treat,

© 1923
Leo. Feist, Inc.

J.V.R.

EXPORTS AND IMPORTS OF "TALKERS"

Export and Import Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year

WASHINGTON, D. C., November 8.—In the summary of exports and imports of the commerce of the United States for the months of August and September (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 August, 1923, amounted in value to \$71,654, as compared with \$42,056 worth which were imported during the same month of 1922. The eight months' total ending August, 1923, showed importation valued at \$513,839, as compared with \$353,088 worth of talking machines and parts during the same period of 1922.

Talking machines to the number of 5,242, valued at \$199,249, were exported in August, 1923, as compared with 2,859 talking machines, valued at \$92,430, sent abroad in the same period of 1922. The eight months' total showed that we exported 40,007 talking machines, valued at \$1,587,209, as against 30,901 talking machines, valued at \$1,093,450, in 1922.

The total exports of records and supplies for August, 1923, were valued at \$99,418, as compared with \$61,454 in August, 1922. The eight months ending August, 1923, show records and accessories exported valued at \$931,491, as compared with \$672,704 in 1922.

The countries to which exports were made in August and the values thereof are as follows: France, \$485; United Kingdom, \$8,703; other Europe, \$14,483; Canada, \$16,651; Central America, \$4,452; Mexico, \$16,171; Cuba, \$3,513; Argentina, \$21,738; other South American countries, \$8,257; China, \$2,099; Japan, \$36,963; Philippine Islands, \$2,683; Australia, \$27,588; Peru, \$3,722; Chile, \$12,559; New Zealand, \$10,049; other countries, \$9,133.

The Figures for September

The dutiable imports of talking machines and parts during September, 1923, amounted in value to \$40,000, as compared with \$24,375 worth which were imported during the same month of 1922. The nine months' total ending September, 1923, showed importations valued at \$553,839, as compared with \$377,463 worth of

talking machines and parts during the same period of 1922.

Talking machines to the number of 5,419, valued at \$231,646, were exported in September, 1923, as compared with 5,532 talking machines, valued at \$199,110, sent abroad in the same period of 1922. The nine months' total showed that we exported 45,426 talking machines, valued at \$1,818,855, as against 36,433 talking machines, valued at \$1,292,560, in 1922.

The total exports of records and supplies for September, 1923, were valued at \$93,074, as compared with \$70,985 in September, 1922. The nine months ending September, 1923, show records and accessories exported valued at \$1,024,565, as compared with \$743,689 in 1922.

The countries to which exports were made in September and the values thereof are as follows: France, \$245; United Kingdom, \$4,110; other Europe, \$5,032; Canada, \$89,503; Central America, \$6,031; Mexico, \$24,528; Cuba, \$4,455; Argentina, \$9,657; other South American countries, \$13,779; China, \$946; Japan, \$4,878; Philippine Islands, \$3,737; Australia, \$29,386; Peru, \$3,800; Chile, \$12,723; New Zealand, \$8,354; other countries, \$10,473.

VICTOR CO. DENIES RECORD CUT

No Basis for Story in Theatrical Weekly That Prices of Victor Jazz Records Would Be Reduced After the First of the New Year

In its issue of November 10 the Billboard, a theatrical publication, carried a sensational story to the effect that "The Victor Talking Machine Co. has decided to make a substantial reduction in the price of its jazz records, effective January 1, 1924," and that the decision had been arrived at at a meeting of the board of directors of the company the week before.

When his attention was called to the story by The World Ralph L. Freeman, director of distribution of the Victor Co., stated in substance: "The article has every appearance of being inspired and, so far as I am aware, there is nothing whatever to offer a basis for the published report."

SELF-SERVICE IDEA POPULAR

Helping Customers to Help Themselves Is Good Business—Universal Fixture Corp.'s New Record Rack Does This

The self-service idea in the talking machine wareroom is noticeably gaining ground. It has been found that the display of merchandise within reach of the customer has contributed decidedly to increased sales. Following this idea the Universal Fixture Corp., which is well known throughout the trade as the manufacturer of numerous display fixtures for the talking machine retailer, has placed a new fixture, consisting of steel wall pocket units providing for the display of records broadside, on the

market. These units are provided in vertical series of four or seven and there is a channel at the top of each record pocket in which can be placed, in large readable type, the name of the record. A number of dealers who have purchased this fixture from the Universal Fixture Corp. have ordered enough units to cover the entire wall of one side of the store.

LANDAY BROS. TO OPEN NEW STORE

The eighth of the Landay Bros. chain of music shops, and the third in the retail shopping district of Manhattan, will be opened shortly in the Marbridge Building, Thirty-fourth street and Broadway, Landay Bros. having leased a store on the Broadway side of that building for a period of fifteen years.

Baily's, Inc., prominent music dealers of Spokane, Wash., recently purchased the Music Shop, 722 Riverside, from Ray A. Grombacher, who opened the store four years ago.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE TALKING MACHINE WORLD, published MONTHLY, at New York, N. Y., for October 1, 1923.

State of New York, County of New York, ss.
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison avenue, New York City; Editor, J. B. Spillane, 383 Madison avenue, New York City; Managing Editor, J. B. Spillane, 383 Madison avenue, New York City; Business Manager, Lee Robinson.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, Carleton Chace, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 383 Madison avenue, New York City. Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE.

Sworn to and subscribed before me this 1st day of October, 1923.

(SEAL) M. A. FOWLER,
Notary Public, Kings County, No. 71,
Certificate in N. Y. County No. 108
Register No. 4135.
(My Commission expires March 30, 1924.)

SEE
WHAT

finger buys

ON
PAGE 35



Immediate Delivery Guaranteed!!

on All Samples of

Oh! Pep!

SOLID BRASS

DRAWN TONE ARMS

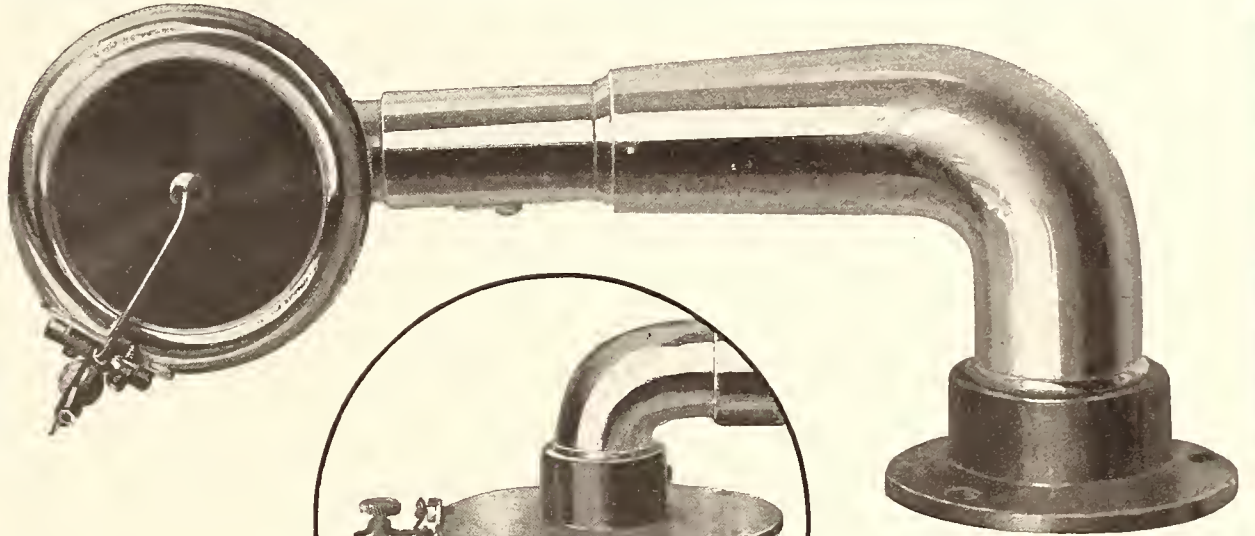
The Oh Pep Phonoparts Co. has at last surmounted all difficulties incident to the bringing out of its SOLID BRASS DRAWN TONE ARM and is now in position to make immediate delivery of samples of all sizes of its product.

Remember

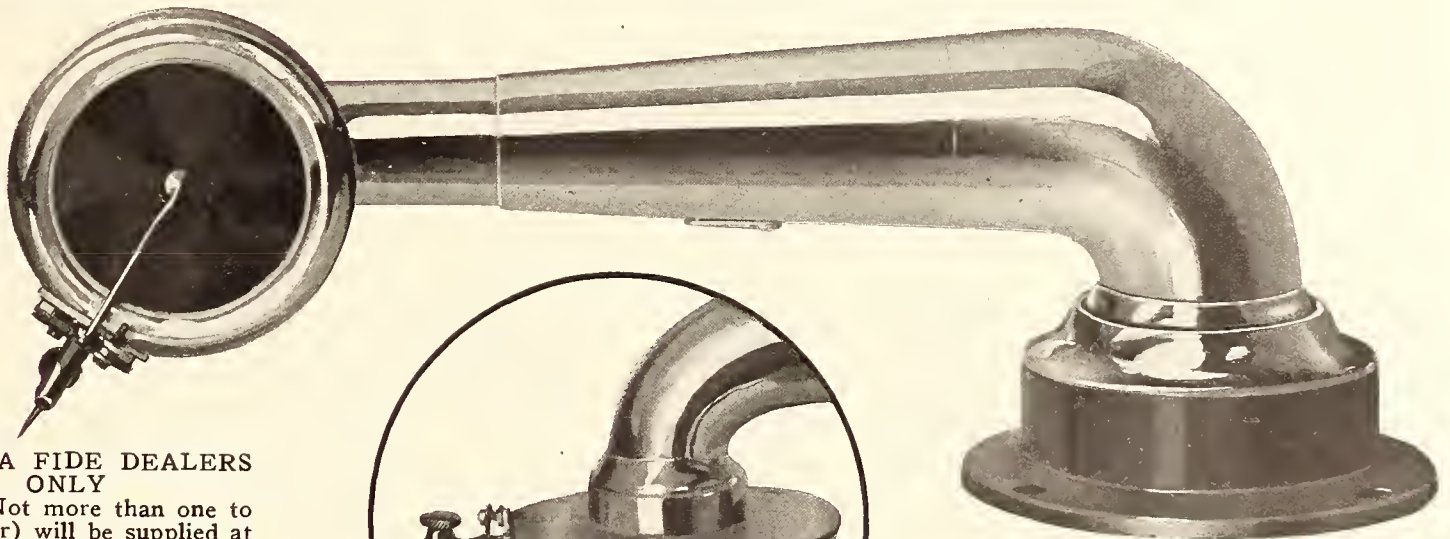
Oh! Pep! Tone Arms and Reproducers incorporate **no Die Castings whatsoever.**

Oh! Pep! Tone Arms are of **one piece Solid Brass Tubing**, bent and tapered to shape, and of uniform thickness throughout.

Oh! Pep! Tone Arms will be shipped at once upon receipt of order accompanied by check covering cost of sample.



No. 1
Size 7 1/2" - 8 1/2"



No. 2
Size 8 1/2" - 9 1/2"

TO BONA FIDE DEALERS ONLY

Sample (Not more than one to each dealer) will be supplied at following prices which apply to this transaction only:

- No. 1 ARM
- 7 1/2" \$2.50
- 8 1/2" \$2.75
- No. 2 ARM
- 8 1/2" \$3.50
- 9 1/2" \$3.75

The above prices include an Oh! Pep! Reproducer which is of Pressed Steel. If Solid Pressed Brass Reproducer is desired add 25c extra.



6912 Cottage Grove Ave.

Chicago, Ill.

DALLAS

Aggressive Policies Result in Business—Plan Holiday Drives—Convention Plans—Month's News

DALLAS, TEX., November 7.—There is a general feeling of optimism throughout the Southwestern trade territory. This is based on the steadily increasing business of the past month and indications of an excellent holiday business season. It must be admitted, however, that the good business is in a large measure the result of the activities of the live dealers in this territory. In this city, especially, the retail trade has been developing intensive campaigns which have been responsible for a good demand for both machines and records and sales are growing. Holiday plans are already under way by many merchants, including talking machine dealers.

The Edison is one of the instruments which stands at the pinnacle of popularity in this section. The Texas-Oklahoma Phonograph Co., Edison distributor, with headquarters in this city, is busy supplying the demands of its dealers, an indication that the Edison retail trade is in a prosperous condition. Since the return of A. H. Curry, head of this concern, from the Edison Laboratories, Orange, N. J., things have been humming in the local organization. The ability of Mr. Curry in surrounding himself with men of the keenest executive ability and the spirit of co-operation which exists in this distributing house are manifest by the high type of service accorded dealers and the efficiency with which the business is conducted.

Plans are being made for the annual meeting of the Texas Music Merchants' Association, to be held in Galveston on May 22. According to a recent announcement a two-day session will be held in the Hotel Galvez on that date, and it is expected that about 300 music merchants from this State will attend the meeting. Arrangements are being made for addresses by prominent trade members, including several nationally known speakers from New York and Chicago. After the convention many of the music merchants will go by boat to New York, where the national convention will be held ten days later.

The new Columbia instruments are attracting considerable attention here. This was particu-

larly true at the State Fair of Texas, held in this city, when the new models were exhibited by the Columbia Co.'s local branch. A complete line of the Columbia New Process records was also on display and daily demonstrations at the company's booth drew the crowds, who manifested considerable interest in the improvements embodied in the new models.

The Bush & Gerts Piano Co. of Texas, of this city, staged a most successful exhibit in the building at the State Fair. Jack Roberts, singer, drew large crowds to the booth. He is in charge of the sheet music department and he sang popular songs during the afternoons and evenings. Miss Irene Webber furnished the classical music for the sheet music division of the exhibit. Miss Lola Clark accompanied both singers.

The phonograph division of the exhibit was under the direction of C. D. Mills, with his assistants. Paul E. Burling was in charge of the piano department.

F. F. Dawson, sales manager of the Texas-Oklahoma Phonograph Co., in a letter to the Edison trade in the territory which it serves, is urging dealers to plan intensive record sales campaigns in order to make the most of pre-holiday trade opportunities. The necessity of early ordering of both machines and records is also pointed out as the means for insuring timely deliveries and avoiding shortage when a representative stock will be most needed.

RIGHT HOT OFF THE GRIDDLE!

H. C. Faber Writes The World Editor on Retail Merchandising Practices in a Vigorous, Right-From-Shoulder Style

Monongah, W. Va., October 29, 1923.
Editor, The Talking Machine World,
New York

My Dear Sir:—The much-used and abused phrase, "business is slow," is not caused by sluggish bowels and overwork. No sir. The main and outstanding cause is sluggishness in the space where brains are supposed to dominate. And while they, no doubt, are there, they fail to hit on all cylinders. Such being the common complaint among a great many dealers in talking machines and records, I would suggest a remedy that is a sure and everlasting cure for these "sluggards"; that remedy is found on page 4 of the October issue of the talking machine dealers' only and best every-day friend, i. e., The Talking Machine World, under the

**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

caption of "Is the Mail Order House Your Competitor?"

Every solitary word in this article is the plain truth with the spaces between found full of truth also. It would be a miracle, indeed, could one go through a day without hearing the worn-out phrase, "Hell, but this is a dull time. Everything's on the bum. The fools (citizens) send out and patronize the darned mail order houses in preference to our own home industry, etc."

I have only one comment to make regarding such chronic kickers, and that is—it is good for you. The home talent or home folks used to know you sold machines and records, but you were so cocksure of their future patronage that you just came to the conclusion that you would cut expenses some and quit advertising in the home papers. Results: the home folks not seeing your business in the papers any more, and daily receiving mail order requests for their patronage, the consequences were, and are, that these out-of-town houses who do not help your town in the tax question, get all the home trade and consequently you get a second-grade article and pay more than a first-grade price for same. Bear in mind, words are a game that can be made to win and at the same time not have a hint of the truth in same. By sending off to these town wreckers, you individually pay all expenses and a good margin of profit besides and eventually you find out that you got soaked, but the nice word-juggling advertisements came to you by mail until you got it into your head that it was the only place where you could buy a talker or records, and all on account of the home dealer being too stingy to invest a few dollars in the home papers.

It's a plain case of saving a few cents and losing a great many dollars. I can point, for instance, to the county papers here at home where everything is quiet and peaceful, and, holy-jumping-bees-wax, look, here it says that so-and-so is going to put on sale at a certain date such and such a brand of goods. Consequently on that date the cars are overcrowded all day and every darn store in the town gets a good share from the suckers that go to get bargains (mind you, bargains). But the satisfied "bargainer" is the advertiser; he sells and sells and you are wondering what hit you.


Such being the case, why not wake up and put this great big giant of a business-getter, advertising, on your payroll and keep him there. Perhaps he would not make a fortune for you in the twinkling of an eye, but as the sun rises and sets daily, just so sure will he convince you that he is on the job, and prove it daily to you by great strides in your business.

I can prove to anyone interested that advertising of the proper sort with nothing but the naked truth all through it will be a sure and a permanent silent business partner for you. Spasmodic advertising is a poor, useless and costly investment. When it appears the public takes it for granted that you have a good thing; when it ceases, then the public knows you are out of the running or else the goods you are carrying are useless and not worth letting the public know about.

There are to-day plenty of stores that advertise almost daily and it gets soaked into one's brain so that if we saw the paper and it did not contain an announcement of so-and-so we



WILLIAM AND MARY



CHIPPENDALE



SHERATON (SANS INLAY)



WILLIAM AND MARY



LONDON CONSOLE

A valuable asset to any merchant is our 1924 dealership for the one **INCOMPARABLE PHONOGRAPH**

THE NEW EDISON

It is not too late to get in on the Holiday Trade—a few open points in Texas-Oklahoma territory. Write us.

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson St. Dallas, Texas



BABY CONSOLE




CHIPPENDALE



LOUIS XIV




JACOBEAN



XVIII CENTURY ENGLISH



HEPPELWHITE



LONDON UPRIGHT



SHERATON (INLAY)



ITALIAN (UMBRIAN)

would get a nervous shock and wonder what the trouble was. Go into any store of respectable size and you cannot help noticing that certain parts of this store have a large crowd in it, while the remaining parts are almost vacant. The cause is the "blessed" advertisements, for these stores can stick in an advertisement to-day that to-morrow they will have on sale dish rags, cheesecloth, Summer socks (for men) in the Winter time; in fact, any tomfoolery, and the consequences are that on the date advertised they sell out their stocks of "deads" entirely and get credit for it besides. Advertising does it, though.

Individually, I am here to truthfully say that I have been acquainted with the music lovers of this town for a long time and would have staked my last dollar that nothing but the highest grade of a famous make of record would ever enter their homes, but I was badly and sorrowfully surprised when I saw package after package of the lowest grade of records come into these "high-grade" music lovers' homes.

Investigation of this happening cracked me a blow square between the eyes when I was truthfully informed that these records were advertised in such and such an out-of-town paper and these parties thought that no local store handled them because they did not see them advertised. A shame it is that the dealer cannot change places with the customer just for a week or two and see from the outside what the insider should see and practice.

A good machine and a good record made by the best advertised factory in the United States is a valuable thing to own when we take into consideration that we are getting what the best artists in the world can give us. They are cheap at any price and make a quick turnover for the dealer who has got the scales washed off his eyes. But there are dealers who have their racks and shelves stocked full of these high-grade goods and do not make much noise either, simply because the public does not know they have them. So please read over (twice won't hurt) this mail order house article and act honestly with yourself. Give the home town a chance to buy at home and increase your sales and thus find out what a dose of continuous advertising will do for both your stock and your pocketbook.

H. C. FABER.

SONORA PORTABLE FOR FIREMEN

EUREKA, CAL., November 7.—James E. Mathews, local Sonora dealer, recently had a fire in his store. Through fast work the Eureka volunteer fire department rushed his entire stock out into the street, taking only eighteen minutes to transport forty-two phonographs and thirteen pianos to safety, thus saving Mr. Mathews from a considerable loss.

To show his gratitude he presented a Sonora portable to the members of the fire department, together with a supply of records. The little instrument has been busy day and night.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

MACHINE WITH LARGE SOUND VOLUME

Guelph, Ont., October 20, 1923.

Editor, Service Department,
Talking Machine World, New York.

I want to assemble a phonograph that can be plainly heard in a hall holding about 500 and trust you will pardon me for making the following inquiries, viz.:

- A. Wouldn't a long horn be best?
- B. What should a thirty-inch horn measure at large end?
- C. Would a long tone arm be best? How long?
- D. Who makes the most powerful reproducer? What model?
- E. Do you consider the concealed horn type best for my purpose? Who makes this type?
- F. Are motors furnished with winding key and turntable as part of their standard equipment?

G. Who makes fittings, tone arms and tone arm brackets for old-style horn machines?

Thanking you sincerely in anticipation for your kindness in furnishing me with the information, yours faithfully,

(Signed) S. V. C. Shortis.

Answer: The volume required in a machine for demonstration to an audience of 500 people would depend upon whether the audience was assembled to listen to the machine or for the purpose of dancing. When a large number of people are dancing there is, of course, a greater number of attendant noises which tend to drown out even the music of a small orchestra.

The Victor Auxetophone, operated with compressed air forced through the sound box, is about the only machine I know of which would adequately answer the purpose.

To answer your several questions:

- A. The horn type would, without doubt, be the best.
- B. The horn can measure any diameter desired. The basic idea in horn construction is that the longer and more gradual the taper the more possibility there is in throwing the sound waves a further distance.
- C. Length of tone arm can be eight and one-half to eleven and one-half inches. Longer than this is not necessary.
- D. The Columbia No. 6 sound box is about the loudest all-around-purpose box made. There are also many other similar makes which have the same diameter diaphragm (2 3/16 inches), and the pivoted needle bar, which, if carefully assembled, give about the same results.
- E. See answer to question A.
- F. Motors are always furnished complete with turntable, winding key, brake, etc.

G. General Phonograph Corp. (Heineman) is about the only firm handling the old-style horn type tone arms and brackets. These parts are obtainable from their jobbers in various cities. The Victor Co. makes a horn type arm, also the Columbia Co. These parts, I don't doubt, could also be obtained through their jobbers and dealers.

DOING EXCELLENT WORK FOR MUSIC

Managers of Philpitt Stores in Tampa and Orlando, Fla., Conduct Special Concerts and Attract Wide and Enthusiastic Attention

The activities of S. Ernest Philpitt, well-known music merchant of Florida, in promoting elaborate musical affairs in Miami, where his headquarters are located, and bringing artists of wide reputation to that city, have evidently had their effect on the managers in charge of Mr. Philpitt's other stores in Florida, judging from results during the past few weeks.

In Tampa, for instance, Senor Giovanni Diaz, a well-known operatic tenor, was featured in recital under the auspices of C. R. Putnam, manager of the Tampa store of S. Philpitt & Son. Supporting Senor Diaz were Mrs. Jessie S. Pamplin, contralto and accompanist, and Gray Terry, pianist. An elaborate program of operatic numbers was rendered for the benefit of a large and enthusiastic audience. The Steinway was the official piano.

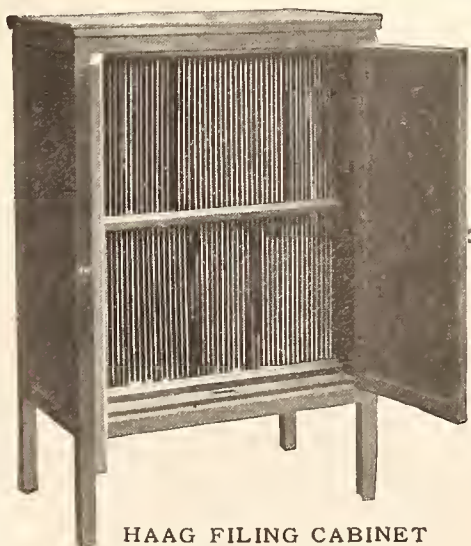
Particularly noteworthy was the accomplishment of Ross V. Steele, manager of the Philpitt store in Orlando, Fla., who organized and developed an excellent symphony orchestra made up of local musicians within a short period of seven months and recently gave his first concert. The performance of the orchestra aroused great enthusiasm and it is now firmly established as a definite factor in Orlando's musical life.

NEW BENTON HARBOR GRINNELL STORE

BENTON HARBOR, MICH., November 9.—A permanent location for the branch piano store of Grinnell Bros., of Detroit, has just been secured at 179 Pipestone street. This concern has been compelled to move several times since opening in Benton Harbor, on account of short-time leases. The interior of the store at the new location has just been decorated and improved throughout.

CHANGE IN SPRINKLE CO. MANAGERS

RICHMOND, VA., November 8.—P. E. Lotz, formerly manager of the Sprinkle Piano Co. store in Winston-Salem, N. C., has taken charge of that company's store in that city, succeeding C. H. Nokes, who has entered another field of business. E. R. Woolridge, formerly assistant manager of the Winston-Salem store, has now been placed in full charge as successor to Mr. Lotz.



HAAG FILING CABINET
K-100

TO MEET THE DEMAND

—of—

EDISON DEALERS

We Are Now Marketing THE NEW

HAAG RECORD FILING CABINET

Accommodates 100 Edison Records. In Brown and Red Mahogany
TO RETAIL AT FIFTY DOLLARS

The Most Practical and Attractive Cabinet Ever Put on the Market

Orders Filled Only in the Sequence Received

HAAG & BISSEX COMPANY, Inc.
Calvert Building
Baltimore, Md.

JOBBERs:—

Desirable territory is open for financially strong established jobbers to represent the

Pooley Phonograph

proven out by experience to be a high quality desirable product, in a class of its own; our files and present jobbers will verify the statement that the Pooley Phonograph has been a sales success wherever it has been introduced.

POOLEY FURNITURE CO., Inc.

16th Street and Indiana Avenue

Philadelphia, Pa.

STAGES SONORA WEEK IN MILWAUKEE

Sonora Dealers Combine in Staging Unusual Window Displays—Yahr & Lange Exhibit at Food, Household and Electrical Exposition

MILWAUKEE, Wis., November 5.—By far the largest and admittedly the most picturesque exhibit at the recent Fifth Annual Food, Household and Electrical Exposition in the Audi-



Seidel Bros.' Striking Display in Milwaukee was the showing made by the Yahr & Lange musical merchandise division, exclusive distributor of the Sonora in Wisconsin and Upper and Lower Michigan, with the co-operation of its eighteen dealers in the city of Milwaukee. The week of the exposi-



Kleinert Music Shop Window consin and Upper and Lower Michigan, with the co-operation of its eighteen dealers in the city of Milwaukee. The week of the exposi-

tion also was observed by Yahr & Lange as "Sonora Week" in Milwaukee, every retail representative in the city having made a special



Display of the West Side Music House window display and interior trim, linking up the observance with the community exhibit at the Auditorium. The displays reproduced here-with give a general idea of the lengths to which



Window of Wm. A. Kaun Store the dealers went in tying up with artistically arranged window displays.

The exposition display of Yahr & Lange occupied a space 130 feet long, the largest area used by any one exhibitor. Looming up in the

middle of the gorgeous display was a Bardini model of the 'Sonora, which sells for \$3,000. This was the most expensive talking machine on exhibition. Every other type of the Sonora, including the new Argyle model, was shown.

Directly in charge of the exhibit was Irving S. Leon, who, since August 1, has been sales manager of the Yahr & Lange music division, and whose acquisition was followed by the awarding of the exclusive wholesale Sonora franchise in the lucrative Lower Michigan territory to the Yahr-Lange organization. He was assisted by Walter Pugh, city representative in Milwaukee, and George Campbell, field representative in Wisconsin. Each Sonora dealer in this city was privileged to have two salesmen on the floor of the exhibit throughout the week of the exposition. In addition to seventeen actual sales closed on the floor, Manager Leon reports that 597 live prospects were secured out of 115,000 people who were present.

A special entertainment program was given for the exposition on one evening of the week by Yahr & Lange. Miss Marian Yahr, daughter of Fred E. Yahr, president of the company, presented several artistic dance numbers. Mrs. Eileen Shepherd Cavanagh, of Kenosha, Wis., a noted soprano, accompanied by Margaret Harwig, of Kenosha, was another feature.

WILSHIRE MUSIC CO. OPENS

LOS ANGELES, CAL., November 5.—The Wilshire Music Co., Walter C. Lilley, proprietor, recently opened an attractive store at 125 South Western avenue, this city. The booths are in the front of the shop, while in the rear is a large room for display purposes. No expense has been spared in the decorations. Oriental rugs, fine furniture and works of art combine in making a beautiful setting for the display of the instruments.

ASHER OPENS IN MINEOLA, N. Y.

MINEOLA, L. I., November 6.—An up-to-date music shop, handling Brunswick phonographs, records, pianos and sheet music, will be opened on Second and Main streets by Harry Asher, Mr. Asher came to Mineola four or five years ago and has engaged in a successful retail drug business here since that time.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
**HIGHLY POLISHED
MACHINED BACKS**



MAKES MANY SALES BY CANVASSING

P. L. Cavanaro, Edison Dealer, Covers Wide Territory and Sells Many Instruments by Canvassing and Home Demonstrations.

RIVERHEAD, L. I., November 7.—The value of canvassing as a means of sales is being demonstrated every day by P. L. Cavanaro, live Edison dealer. This live retailer covers a large territory surrounding the town in which his stock is located, and he has succeeded in placing many Edisons in the homes of Long Island



P. L. Cavanaro

residents through the canvassing route. The photograph reproduced herewith shows an Edison being placed in a prospective customer's home. This particular instrument was sold in the record time of fifteen minutes to a person residing twenty miles from the store, showing that when canvassing is coupled with a thorough knowledge of the line and progressive sales methods it is doubly productive of business. Mr. Cavanaro is seen standing to the right of the instrument, which is about to be delivered.

CLOSING EXCELLENT BUSINESS

Player-Tone T. M. Co. Reports Active Year—Consoles and Uprights in Demand—Factory Working to Capacity to Fill Orders

PITTSBURGH, PA., November 8.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, returned to Pittsburgh recently after spending ten days at the Jamestown furniture market. Referring to this show and to conditions generally, Mr. Goldsmith stated: "This has been one of the most successful seasons we ever had, and, in fact, we left the market a little earlier than usual in order to speed up our factory to take care of the tremendous demand for our new consoles, as well as our uprights. If sales continue this way we will run ahead of all previous years, and, in fact, we are certain there will be a shortage of products before the year is out.

"It is quite probable that we will be obliged to disappoint some of our most valued dealers, but this cannot be avoided, as we did everything possible to convince our trade that it will be necessary to anticipate requirements for this year's activities. During the coming year we are planning to increase our factory capacity by at least 50 per cent, as we have every confidence in the future of the talking machine industry.

"While we are enjoying a splendid business in the East, we are astounded at the number of inquiries received from Far Western and Southern points and incidentally there is an active demand for uprights. Of course, the console business is far beyond previous years and the reports received from our dealers indicate that they are moving the merchandise speedily and profitably."

E. H. Uhl has purchased the interests of the late Frank J. Hart in the Southern California Music Co., Los Angeles. Mr. Uhl is widely known in the industry.

JOINS JAMES K. POLK, INC., STAFF

W. Shephard Miller Added to Okeh Jobbers' Force—Well Qualified for the Post

ATLANTA, GA., November 5.—P. C. Brockman, head of James K. Polk, Inc., of this city, Southeastern distributor of Okeh records, Honest Quaker main springs, repair parts and other



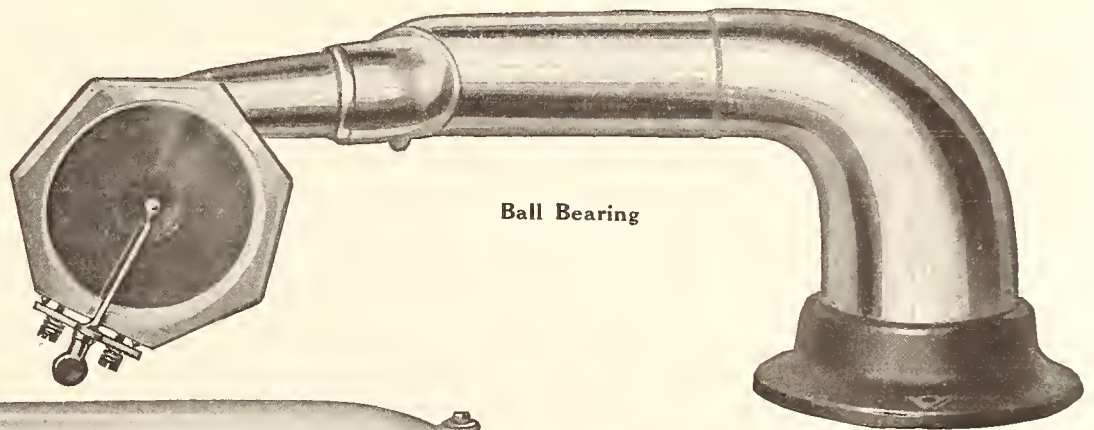
W. Shephard Miller

phonograph accessories, announced recently that W. Shephard Miller had joined the company's sales force. Mr. Miller is the son of W. J. Miller, proprietor of the Miller Piano Co., Augusta, Ga., Okeh representative in that city. Mr. Miller has been associated with his father for the past year, handling in a retail way all the lines which are distributed by James K. Polk, Inc.

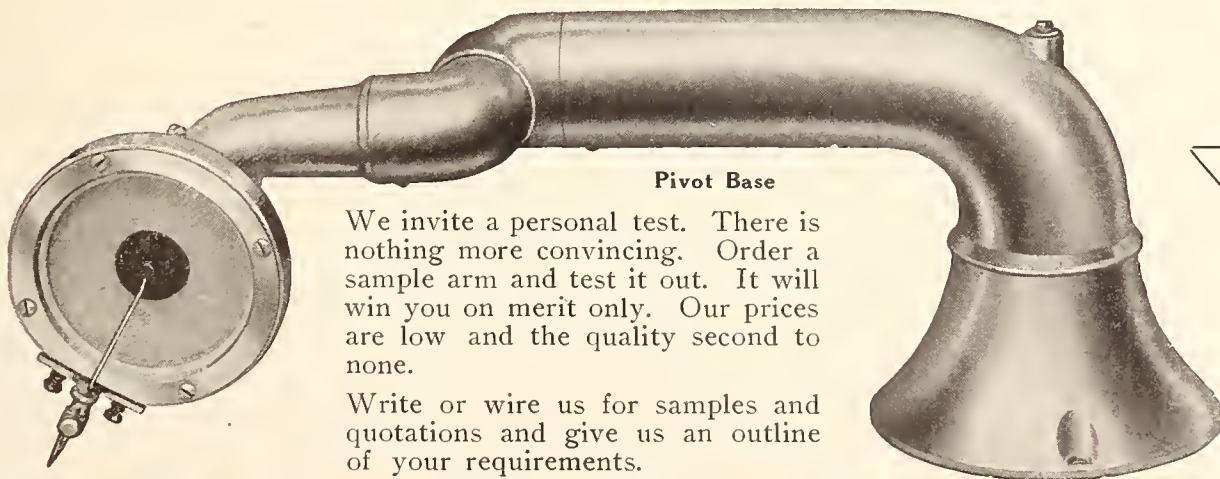
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

When Lights Are Low

An Enchanting Waltz Song
You'll never forget

"You can't go wrong
with any **FEIST** song"



© 1923
Leo. Feist, Inc.



CHECKING PARCEL POST PACKAGES

WASHINGTON, D. C., November 6.—Business men throughout the country are urged by the Third Assistant Postmaster-General to keep an accurate record of all insured and C. O. D. parcels received by them or originally mailed by them and returned as undeliverable. Such a record, it is pointed out, would not only be a protection to the patron, but would also assist the post office in settling claims and in ascertaining the reason for return without delivery of an undue number of parcels. A number of cases have arisen where the number of parcels returned as undeliverable was of too high a proportion, but the department is unable to ascertain the reason for such non-delivery in cases where an accurate record is not kept. The post offices throughout the country have been instructed to keep as complete a record as possible and to secure the co-operation of patrons who also should keep a record, thereby permitting the service and the patron to get together for the determination of causes of failure to make deliveries.

MELODY SHOP INCORPORATED

BLUEFIELD, W. VA., November 6.—Changes in the organization of the Melody Shop have been effected recently and papers of incorporation have been filed. The new company will open

an exclusive music shop here about December 1 in the Bradmann Building, opposite the post office. A. A. Treadway will be in active charge of the store.

MAX M. TAYLOR NOW IN CHARGE

KELSO, WASH., November 5.—Max M. Taylor, of Longview, has just arrived here to take charge of the Cowlitz Music Store, which has just opened for business at the corner of Third and Allen streets. The store will handle, in addition to a line of pianos, a selection of sheet music and small goods. The Brunswick line of phonographs and records will be handled exclusively. Before coming to Kelso, Mr. Taylor was in Dalles, Ore., where for five years he was manager of a music house and made a striking success.

GOLDBERG MANAGER OF COLLINS

NEW ORLEANS, LA., November 5.—Samuel R. Goldberg has just been appointed general manager of the Collins Piano Co., 155 Baronne street. For the past two years Mr. Goldberg has been connected with the Harry B. Loeb Piano Co. as secretary and treasurer. He has had many years experience in the music business, working for a considerable period for the Philip Werlein Co. as salesman.

SONORA ART POSTERS POPULAR

The art posters issued this month by the Sonora Phonograph Co. featured the William and Mary Deluxe model and the new Argyle.



Sonora Art Poster

These posters are being used to splendid advantage by Sonora dealers throughout the country, as they depict the Sonora Deluxe models in an environment thoroughly in accord with their attractive lines.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

FOR SALE

At sacrifice—Following Unit Construction Co.'s equipment, practically new. French grey, enamel finish:

4 6x9 rooms, design No. 1.

4 record rack units.

1 counter No. 3, glass display case.

Address Klingman Furniture Co., Grand Rapids, Mich.

WANTED

Discontinued models of Columbia Grafonolas C-2 and D-2, any finish and quantity. M. Calderon, 408 N. Main St., Los Angeles, Cal.

FOR SALE

Exclusive music shop, carrying dealerships for Edison and Columbia phonographs, also good line of pianos, situated in city of 60,000, with additional 50,000 to draw from. Long term lease, store well located and fully equipped. Write "Box 265," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Exclusive talking machine business in Roanoke, Va. Established twenty years. Has Victor talking machine agency. Owner wishes to retire from business. Address "P. O. Box 492," Roanoke, Va.

FOR SALE

One million foreign records; Columbia; all catalog numbers; all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.

FOR SALE

Table phonograph cabinets. 36 new table phonograph cabinets, size 18 inches wide, 12 inches high, 20 inches deep; 3/5 veneered, 2/5 red gum mahogany finished in original boxes. Factory price \$12.75 in dozen lots. Will sell at \$7.50 each for cash. Address M. W. Hassey, 2932 Atlantic Ave., Brooklyn, N. Y.

RECORDS FOR SALE

Will close out a fine stock of 5,000 selected Polish 10 inch Columbia records, all catalog numbers, and well assorted. Will sell entire lot at 25 cents each, or will sell in 1,000 lots at 27 cents each, in 100 lots at 30 cents each. Address "Box 1336," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—SALESMEN

To call on phonograph jobbers and dealers with the Cresco Repeater as side line. Newest and most approved type of repeater on the market. Retail for one dollar. Fastest selling accessory in the industry. Liberal commissions. Write for sample and details. Rapid Repeater Co., 260 Van Alst Ave., Long Island City, N. Y.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonoparts Co., 1530 Milwaukee Ave., Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

POSITION WANTED—Salesman wishes to represent a reliable music house in New England territory. Large following built up by seven years' experience. Address "Box 1352," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Recording engineer of ability and experience desires to become associated with reliable firm manufacturing records of quality. First-class mechanic and familiar with all branches of the trade. References furnished. Address "Box 1342," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

STATE REPRESENTATIVE WANTED—Men who have exclusive distributing privileges on line of musical accessories and who travel their territory can add to their income by writing to "Box 1343," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED AGENTS—For exclusive State territorial rights. Full line of highest quality phonograph parts and accessories. Experience necessary. Address "Box 1344," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED SALESMAN—Sell full line of highest quality phonographs and supplies. Address "Box 1345," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Sales and general manager. Thorough knowledge of phonograph and music business, wholesale and retail. Have had over ten years of successful experience in this field. Capable of managing office, handling advertising, etc. Want position in Chicago. Formerly connected with nationally advertised line. Address "Box 1348," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED SALESMEN—Phonograph salesmen who are traveling in different parts of the country will find it to their advantage to carry my quick-selling sideline, which you can sell to the same people you are calling upon. Good commissions and monthly settlements. Apply to "Box 1349," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPECIALTY SALESMEN—We have territories open for live men wishing a good side line. A distinctive article for the talking machine and piano trade. Used in every home. A sure and profitable winner. Get territory while you can. The Glo-Rite Co., Inc., "Box 237," Camden, New Jersey.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

POSITION WANTED—By recording expert with 25 years' experience in all parts of the world; thoroughly practical in all branches of recording and record manufacture; has own complete modern recording apparatus. Write "Box 1346," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—As material expert; thorough knowledge of formulas, machinery and production. Highest references. Apply "Material," The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Young man, 11 years' experience as phonograph salesman and repairman. Connection desired with established house, either as salesman, repairman or assembler. Last position, foreman of shop. Address "Box 1351," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.
Illinois Phonograph & Supply Co.
237 S. Market St. Chicago, Ill.

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' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x15' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9', bent each end.....	No. 6546	.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
3/8"x.020x9' marine ends.....	No. 988	.29

COLUMBIA

1"x.028x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....		.45
1"x11' for motor No. 1.....	No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....		.33
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

MEISELBACH

3/8"x10' motors, Nos. 9 & 10.....		.29
1"x9' motors, Nos. 11 & 12.....		.29
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	.45
1"x.025x18', rect'gular hole, regular.....	No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.....		.45
1"x16' Motor 3 & 4, on outer end.....		.55

EDISON DISC

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.025x16' rectangular hole.....		.50
1"x.025x16', pear-shaped hole.....		.50
3/8"x.023x10', marine ends, Hein. Col., etc.....		.29
3/8"x.025x10', marine ends, Hein. Col., etc.....		.27
5/8"x.020x9', marine ends.....		.21
1/2"x.020x9', marine ends.....		.18
Victor Gov. springs, No. 1729.....	per 100	.95
Victor Gov. sprg. screws, No. 3304.....	per 100	.92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer.....	per 100	.72
Columbia Gov. springs, No. 3510.....	per 100	.95
Colum. Gov. sprg. screws, No. 439.....	per 100	.92
Columbia Gov. sprg. screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring.....		.08
Columbia Gov. ball, new style & spring.....		.08
Turntable felts, all wool, green, 10", round.....		.15
Turntable felts, all wool, green, 12", round.....		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

FOR SALE

A live-going Chicago business paying over \$25,000 yearly profit and two executive salaries of \$7,800 each can be bought for \$100,000 cash. Is a leader in their line, selling goods in every civilized country in the world through high-class distributors. Has 22 patents allowed and pending covering goods made and patent protection on goods in foreign countries. Highest mercantile and bank references. The line has great mail-order possibilities. Ill health from climatic changes in this part of the country reason for selling. Must act quick, as best five months are to come. Address P. O. Box 667, Chicago, Ill.

NOTICE RECORDING ENGINEERS

We are ready to furnish a homogeneous recording wax for professional recordings. Have furnished recording wax to the leading engineers of the profession. 25 years' experience in making wax for the trade.

NO CHIPS NO ACID ATTACK
RIBBON CUT

Standard Wax Co., 228 Bergen Ave., Jersey City, N. J.

WILL BUY FOR CASH

We want to buy for spot cash Columbia Grafonolas; all types. State lowest prices.

Colonial Piano Corporation,
18 West Broad St.,
Richmond, Va.

FOR SALE

Four hundred 46-in. gum wood mahogany finished, straight-legged, upright cabinets. These instruments are equipped with high-grade Columbia two-spring motors and Columbia tone-arms of unused but discontinued models. The sale price of complete talking machine is \$25.00 each, in lots of 100. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

WILL BUY AND SELL

Any Quantity
Pianos, phonographs, records,
rolls or any musical merchandise.
Spot Cash
J. K. Morgan,
401 South State St.,
Chicago, Ill.

FOR SALE

100 high-grade portable phonographs, Model No. 25, to close out at \$10.00 each in lots of 10 up; also 1,000 sets of record-filing albums, 6 to a set, at 75 cents per set in lots of 20 sets and up. Address "Box 1347," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE Fine Phonographs at Prices

A manufacturer of fine phonographs, the line being nationally known for its beauty of design and cabinet work, has five discontinued upright models to close out at very attractive prices.

These phonographs are in perfect condition, and are installed with the finest of equipment. Finishes include mahogany, walnut, golden and fumed oak.

This is a real buy. They will not last long. Write today. "Box 1350," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FROM
OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

INCREASED ACTIVITY NOTED THROUGHOUT TRADE AS BUSIEST SEASON OF THE YEAR APPROACHES

Reduction of Record Prices Has Favorable Influence on Buying—"His Master's Voice" Co.'s Annual Report—Association Advocates Standard Gramophone Parts—Other Important News

LONDON, ENGLAND, November 3.—That more or less indefinable period, so called "the season," is now with us in very truth. In the aggregate, all sections of the trade are busy, although here and there things seem to be in a state of flux, due, for the most part, to local influences of a nature adverse to good business. From a general viewpoint it is a sound reflection that although industries may rise and fall the gramophone and record trade carries on ever in goodly measure all the time.

The element of competition among manufacturers and wholesalers became very keen last year; it is more than ever keen this season, as witness the wholesale reductions in the prices of records to which full reference is made elsewhere in this section. If anything were needed as a stimulus to the development of trade, these record price reductions, together with an increase in the number of cheaper cabinet and table grand instruments, are generally regarded as in the nature of a last straw to break the back of any industrial apathy.

Increased production is the order of the day, not only to satisfy the home market, but to meet the foreign demand. The latter aspect of trade is a good sign of the times. It is very necessary that the mother country should look after her colonies and the increasing facilities

afforded for exploration and development of these markets are being taken full advantage of by live British gramophone houses.

"His Master's Voice" Co.'s Annual Report

The report of the Gramophone Co., Ltd., for the year ended June 30 last is just to hand and discloses an extremely satisfactory state of affairs. The trading profits were more than double those for the previous twelve months, having amounted to £283,769, as compared with £140,307, and exceeded those of all previous years. The directors also state that sales since July 1 last show a good advance over the corresponding period of last year. Despite this fact, however, no alteration is being made in the dividend, 15 per cent again being the rate; but in this connection it has to be remembered that the 850,000 "B" ordinary shares, on which 8s per share has been paid, making £340,000, rank for dividend. These "B" shares were issued in 1920 to the Victor Talking Machine Co., when it was agreed that for the financial years ended June, 1921, 1922 and 1923, the ordinary shares should be entitled to a preferential 15 per cent dividend, and that after a like dividend had been paid on the "B" shares, both classes should rank together. No dividend was paid on the "B" shares for 1920-21 or 1921-22, but now the full 15 per cent is to be distributed,

and from now on the distinction between the two shares disappears. The full distribution of the dividend this year will amount to £163,500, as compared with £112,500. There remains £126,237 to be carried forward, as against £44,054 brought in, so that a larger dividend could have been paid if desirable. 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 £1,680,336.

With regard to the Continental markets the directors state that "the abnormal conditions on the Continent reported last year, have intensified to the company's disadvantage, and, notwithstanding the largely increased business, trading continues to be unprofitable."

The Columbia Position in Great Britain

Coming on top of the tremendous advertising campaign commenced with issue of the new instruments and records, reported last month, and the subsequent tremendous activities of the British Columbia Graphophone Co., the news that the Federal court had appointed receivers for the American company occasioned more comment in trade and public circles here than otherwise would be the case.

An immediate press interview with Louis Sterling, the managing director of the British company, brought forth statements that cleared the air. Mr. Sterling explained that the British company has absolutely no financial connection with the American. "For two years," he said, "the American company has been on the point of reorganization, and apparently the message



Unique Oval Model. Satin Mahogany finish, paneled all around; height, 8½ ins.; depth, 19 ins.; width, 16 ins. Reliable Swiss single spring, silent helical wind, worm gear motor; plays 10-in. and 12-in. records; 10-in. turntable, plush covered, with special nickel-plated rim. Internal floating amplifying chamber. Fret front and silk screen. Sound-adjusting doors with piano hinges. Nickel-plated tapering tone-arm, with crane back and "gooseneck." Fitted with special plate holding two needle bowls, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

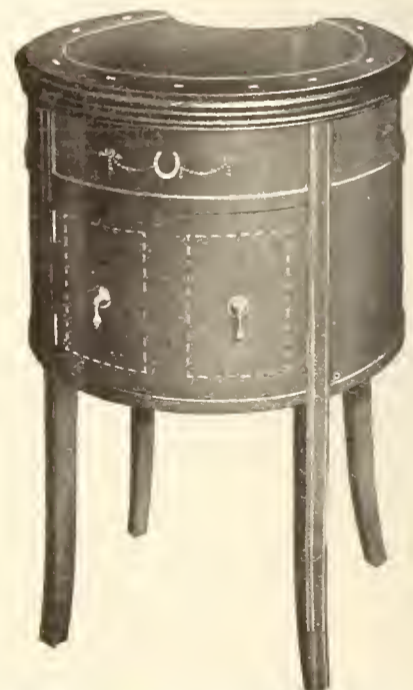
18 Different Models
British made components throughout

The Hub of the Gramophone World!!

(Patent and registration rights applied for)

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fitments—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.



Baby Grand. Unique Horseshoe design. Solid Mahogany, Satin Finish, beautifully inlaid; height, 32½ ins.; width, 20½ ins.; depth, 21 ins. Reliable Swiss double spring, silent wind, worm gear motor; plays 3 records one wind; 12-in. turntable, plush covered, with special nickel-plated rim. Voluminous mellow internal floating amplifying chamber, with cast metal elbow connection. Sound-adjusting doors. Heavily nickel-plated tapering tonearm with crane-back and extra long "gooseneck." Needle bowls for new and used needles, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Exclusive designs
British made components throughout

"THE FAME OF 'BANDMASTER' SPREADS DAY BY DAY"

VIDE THE
LONDON PRESS

BANDMASTER LIMITED, BANDMASTER WORKS - - Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 190)

from New York indicates that the first step has been taken. In fact, only last Saturday (October 13) I received a letter stating that an application for a receivership was being made. We have no connection whatever with that company. All the goods we sell are manufactured in Great Britain. We own the trade mark 'Columbia' for the whole of Europe and the British colonies, and, therefore, we operate under the same name, but there is no financial connection."

Reductions in Price of Records

In contrast to the last occasion when the record companies announced reductions, this month has witnessed substantial reductions generally without overloud preliminary blasts from the advertising trumpets. As I foreshadowed in my October report, there had been a feeling in the air for some time regarding possible reductions, and with the beginning of this month came the first announcement from "His Master's Voice" Co., whose slogan is "Back to Pre-War Prices." From October 1 prices of the double-sided Black Label records are reduced from 7s 6d to 6s 6d for the twelve-inch and from 5s 6d to 4s 6d for the ten-inch; Plum Label, from 6s to 4s 6d for the twelve-inch and 4s to 3s for the ten-inch. No change is announced in the "Celebrity" records, which, as the company states, are already below pre-war prices.

Simultaneously with "His Master's Voice," the British Zonophone Co. announced reductions in the price of "Zonophone" records as follows: ten-inch double-sided from 3s to 2s 6d; twelve-inch double-sided from 5s to 4s.

The Columbia Co. also announced from October 1 a reduction in the Dark Blue Label of from 3s 6d to 3s for ten-inch and from 5s 6d to 4s 6d for twelve-inch. The Light Blue Label double-sided series remain at 5s for ten-inch and 7s 6d for twelve-inch, and the "Regal" records also remain at 2s 6d for ten-inch double-sided and 4s for twelve-inch double-sided.

The Edison Bell "Violet Face" records are down. Violet Label double-sided from 3s 6d to 3s for the ten-inch and from 5s 6d to 4s 6d for the twelve-inch. A new (Green) label is announced at 3s 6d for the ten-inch and 5s 6d for the twelve-inch.

Aeolian "Vocalion" records from October 1 are as follows: Blue Label twelve-inch from 7s 6d to 6s 6d; ten-inch from 5s 6d to 4s 6d; Black Label twelve-inch from 6s to 4s 6d; ten-inch from 4s to 3s. Brown Label ten-inch from 3s 6d to 3s; which brings into the cheapest series a number of vocal and instrumental selections formerly only available in the dearer classes.

From October 11 the Pathé Frères Pathéphone, Ltd., "Pathé" series dropped as follows: Size ten-inch, Black, from 3s to 2s 6d; Red, from 4s to 3s. Size twelve-inch, Black, from 4s 6d to 3s 6d; Red, from 6s to 4s 6d; Buff, from 7s 6d to 6s; Blue, from 10s to 7s 6d; White, from 12s 6d to 8s 6d. The "Actuelle" series range: Size ten-inch, Pink, from 3s to 2s 6d; Ivory, from 4s to 3s; Green, from 5s to 4s. Size twelve-inch, Pink, from 4s 6d to 3s 6d; Green, from 7s 6d to 6s.

In order that the change may bear as lightly as possible on everybody concerned, most of the companies are allowing rebates to dealers on their net purchases from June 1 to September 30. The exception is the Pathé Frères Pathéphone, Ltd., which asks for a return of all stocks held, when, if an equivalent covering order is placed, rebates will be allowed.

Advocate Standard Gramophone Parts

A potent factor in determining gramophone trade conditions on this side is the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers. It is affiliated with the Federation of British Music Industries and to that body contributes a higher ratio of subscriptions than any other trade association. A strong committee meets at regular intervals to discuss and consider plans for the general

betterment of the industry. Active measures are now in hand to (1) obtain the definite agreement of all gramophone manufacturers against trading with co-operative societies (who by means of share-profit or dividend tickets are thereby able to offer the public certain price advantages to the detriment of other dealers' trading) unless this method in regard to gramophone goods is discontinued, and (2) to secure, if possible, a general standardization of fittings—in particular, tone arms and sound boxes. Gramophones are designed to fit these parts, whereas a reversal of the order would permit a more general conformity to recognized standard British and Continental fittings in regard to interchangeability of parts and cases.

This is a matter worthy of close study. Its application would tend to simplify costs and speed up production in manufacture of the parts and assembling of the instruments.

A British Gramophone for Canada

William Noon, director of the Duophone Co., this city, sailed October 24 on a visit to Toronto, Canada. The object of his visit is to complete negotiations for the formation of a new Canadian concern—Duophone (Canada), Ltd., under the chairmanship of the Right Honorable, the Earl of Hardwicke, and backed by an influential financial group in Toronto. In due course the new company will announce its plans and trading policy. It starts with every prospect of success from the viewpoint of finance, personnel and product. Mr. Noon embarked upon his trip accompanied by good wishes from many trade friends for the success of the new venture, and I believe that even the Right Hon. Mackenzie King, Prime Minister of Canada, now in London, found time to convey a message of goodwill. It is understood that Mr. Noon may shortly be opening up negotiations for the establishment of a company in the United States of America to exploit the Duophone invention.

This gramophone is very highly thought of (Continued on page 192)



(Patent and registration rights applied for)

Record clip to hold 6 records, secured by ball catch; releasing record by a mere turn.

Complete Frosted finish aluminum motor-board and sound reflector.

Key-clip fixed in a convenient position.



Patent Record holder, with self-adjusting rubber pad acting as needle cup cover when closed, thus preventing needles falling out when carried.

Patent Tonearm with spring elevator lowers upon closing lid, ensuring rigidity when machine is being carried.

Needle cup ready for use immediately lid is opened.

Special graduated tone amplifying chamber.

Well-made cases in oak or leather covered.

Size: Height, 5½ ins.; depth, 11¾ ins.; width, 12½ ins.

Reliable Swiss single-spring motor, silent helical wind, 8¼ in. turntable, plush covered, with nickel-plated rim; plays 10-in. or 12-in. records. "BANDMASTER" perfected "Faust" sound-box. No adjustment of parts. Ready to play upon opening lid. Weight under 11 lbs. when packed. Carry 6 records.

Model "A" in Solid Oak. Model "B" in Covered Leather Cloth.

British-made components throughout

Portable Perfection!

Known and Supported

by the British trade as the

Most Wonderful Portable Gramophone
 ← on the Market at any Price!

The tonal delivery is exceptionally bright and in volume equal to any cabinet.

BANDMASTER PORTABLES are now replacing all other portables at home and on the Overseas Markets.

Keen export quotations mailed immediately on request.

It's a "Bandmaster" Sensation—Make it Yours!

BANDMASTER LIMITED, Bandmaster Works, Colindale Avenue, Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 191)

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"

in the United Kingdom and has won the approbation of leading musicians, as well as the gramophone trade. Col. Mackenzie Rogan, late conductor of the Band of H. M. Coldstream Guards and one of our leading musical exponents, has associated himself with the Duophone in giving a series of musical lectures throughout the country.

The Duophone, by the way, embodies many unique features of construction, chief of which is the double-channeled tone arm and twin sound boxes. The fidelity of its reproduction is remarkable.

New Official Wireless Regulations

The Broadcasting Committee appointed on April 24, 1923, by Sir Wm. Joynson-Hicks, then Postmaster-General, issued its report at the beginning of October, and arising out of the report new regulations as below have been issued by the present Postmaster-General:

Home constructors of wireless apparatus not in possession of an experimenter's license can obtain authority to use the apparatus at an annual fee of 15s, but must not knowingly use parts manufactured out of Great Britain.

The license for the use of a B. B. C. set remains at 10s.

Bona-fide experimenters can still obtain license for 10s, but must sign a declaration to the effect that they will not use the broadcast programs except for experimental purposes.

Licenses to cover all requirements are now obtainable, precluding the necessity of any owner of a receiving set being outside the law.

The license fee provides a larger contribution to the B. B. C.

B. B. C. broadcasting sets will cost less than formerly because the royalty payable to the B. B. C. by manufacturers will be reduced by 50 per cent, and even more in the case of crystal sets.

Manufacturers are no longer required to pay a deposit of £50 on becoming members of the B. B. C.

Dealers also, under certain conditions, can now become members of the B. B. C.

The chief alteration is the reduction in the royalties payable by the members to the B. B. C. and as set out in the table below:

	Amounts payable	
	Before Sept. 30	After Sept. 30
	£ s d	£ s d
On each crystal set	7 6	1
On each microphonic amplifier without using valves.....	7 6	5

On each crystal set with one valve..	1	7	6	11
On each crystal set with two valves.	2	2	6	18 6
On each one-valve set	1			10
On each two-valve set	1	15		17 6
On each set adapted for more than two valves a further sum for each additional valve holder of.....		10		5
On each telephone earpiece		3		Nil
On each loud-speaker with or without trumpets		3		Nil
On each valve		2		Nil
On 1 F. valve amplifier.....		10		5

Gramophone dealers selling wireless apparatus report from all localities that while the boom of last Autumn is not equaled, a tremendous stimulus to trade has resulted from the more or less stabilized position since the issue of the report and the Postmaster-General's new regulations.

An All-British Wireless Exhibition and Convention will commence at the White City, Shepherd's Bush, on November 8 and remain open until November 21.

Annual Meeting of Gramophone Dealers

The Gramophone Dealers' Association held its annual meeting recently, Ernest Marshall, president, taking the chair. A small but representative gathering of dealers attended. Sydney E. Moon, a well-known Plymouth dealer, was elected president for the ensuing year, and

Gerald C. Forty, of Dale & Forty, Ltd. (London and Provinces), was made vice-president. L. Ingram was appointed secretary in place of Robert R. Brown, who tendered his resignation at the last committee meeting.

The main item on the agenda was the scheme for the exchange of surplus unsalable records, particulars of which I gave in our last issue. After a keen debate the following resolution embodying the Association's proposals was formulated and unanimously adopted: "That dealers be entitled to return up to 10 per cent of their purchases and to receive in return a cash credit for two-thirds of the value of same. Exchanges to take place twice yearly at times to be fixed by the manufacturer." Special propaganda is being adopted by the Association to insure that every dealer will co-operate in urging the acceptance of this offer by the manufacturers.

There are reasonable prospects of this very vexed question being soon settled, the manufacturers being as desirous as the dealers to secure a permanent recognized scheme. The differences outstanding between the manufacturers' and the dealers' associations are now thought to be not nearly so irreconcilable as they were six months ago.

FAMOUS ENGLISH FIRM NOW BRUNSWICK RECORD FACTOR

Chappell & Co., Ltd., Great Britain's Oldest Music House, Becomes Distributor of the Brunswick Record Library for England—A Pioneer in the Development of Music in England

LONDON, ENGLAND, November 5.—One of the most important developments in the phonograph trade here is the announcement that Chappell & Co., Ltd., 50 Bond street, will hereafter handle the full Brunswick record library, not only in London, but throughout England. This representation of the Brunswick product is a highly important one, for in this country the names of both Chappell and music are practically synonymous.

The House of Chappell is Great Britain's oldest music house, having celebrated its one hundredth anniversary as far back as 1911, giving it a continuous existence of 112 years. It is not only pre-eminent among British music dealers, but it is also probably our largest music publisher, having been the original publisher of many of the leading composers of the past century, including such names as Mendelssohn, D'Albert, Balfe, Gounod, Gilbert and Sullivan, all of whose famous Savoy operettas it publishes, and many others as well. It has also maintained a long connection with our best known producer of light opera, George Edwards having published many of the scores of his widely known productions at both the Gaiety and Daly's Theatre.

The House of Chappell was a pioneer in bringing recognition to England's composers, in 1840 giving the world the first collection of genuine English songs and ballads, thus refuting the claims of a contemporary writer to the

effect that England possessed no national school of music. In 1813 it was a Chappell who was responsible for the founding of the first Philharmonic Society in London. In 1822 the firm received its first appointment as Purveyors to the Crown, being made music sellers to George IV at that time.

The house is probably best known for its work in founding the famous London institution of "pop" concerts, which took place in the early fifties. It financed the building of St. James' Hall at a cost of nearly £80,000, to give the London public music at low prices. Some of the famous artists who appeared at these concerts with the seats at from one to five shillings were Mme. Schumann, Mme. Carreno, Rubinstein, von Bulow, Liszt, Saint-Saens, Joachim, Piatti, Wieniawski, Vieuxtemps, Ysaye, de Pachmann, Paderewski and many others. For more than forty years these concerts were held weekly on Saturdays and Mondays and it is probably due to them that we owe the introduction of chamber music here.

The Chappell house is also one of the leading British piano manufacturers, as well as being the retail house that probably does the largest business in musical instruments of all kinds.

It will thus be seen that Chappell & Co., Ltd., is a firm of splendid traditions worthily maintained and that Brunswick records should be chosen by this firm is a tribute, indeed, to their excellence.

EDISON BELL

WINNER
TRADE MARK
GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

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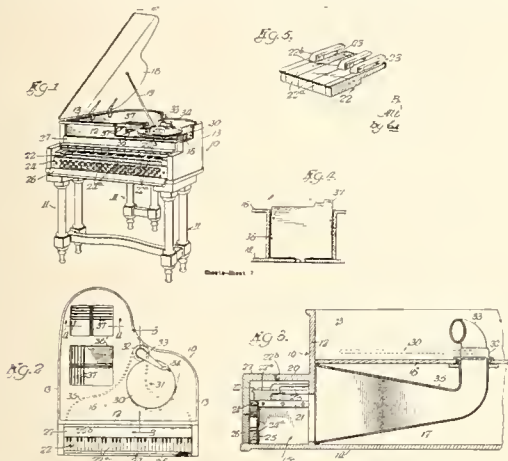
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—**Phonograph.** Benjamin H. Dietz and Albert E. Hansen, Chicago, Ill. Patent No. 1,463,311.

This invention relates to improvements in phonographs, the object being to provide a novel and improved phonograph having a casing which is a reproduction in miniature of a piano and which simulates a piano as to all its features and parts visible from the outside, said parts being combined and correlated in such manner that all of the functions and adjustments of the device as a phonograph are performed and made possible.

In the drawings:

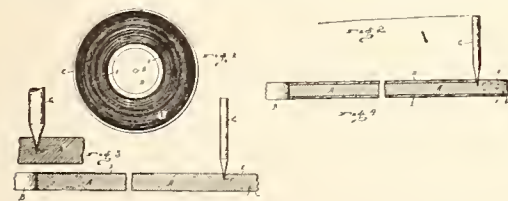
Figure 1 is a perspective view of a phonograph embodying the invention; Fig. 2 is a top plan view thereof; Fig. 3 is a vertical detail



section on an enlarged scale through the phonograph in a plane indicated by the line 3—3 of Fig. 2; Fig. 4 is another vertical detail section through the phonograph in a plane indicated by the line 4—4 of Fig. 2; Fig. 5 is a detail perspective view of a fragment of a dummy keyboard embodied in the case of the phonograph.

Automatic Stop Record. James W. Whalen, Richmond, Ind. Patent No. 1,463,235.

The object of the present invention, broadly speaking, is to provide improvements in phonograph records or discs by which each record-disc will be provided with self-contained means whereby immediately upon the completion of the reproduction of the recorded matter the phonograph mechanism will automatically stop, said means being simple in character, effective



in practice, requiring no thought on the part of the attendant for its installation, attention or control; the same being practically inconspicuous in appearance, will not become inoperative by usage and the production and installation cost of which will be practically nil.

The preferred means for carrying out the principles of the invention in a practical manner are shown in the accompanying drawings, in which Figure 1 is a plan view of one side of a record disc, the same being taken on a reduced scale from actual size, and showing the invention in connection therewith; Fig. 2 is a cross section of a portion of a record disc and of the needle operative therewith, the same being taken on a greatly enlarged scale from actual size and showing the invention; Fig. 3 shows a portion of a record disc and a portion of a needle, and showing the invention, all on a scale still further enlarged from that of Fig. 2. And Fig. 4 is similar to Fig. 2, but showing a slight modification thereover.

Brush for Talking Machines. Joseph E. Borst, Brooklyn, N. Y. Patent No. 1,464,405.

The present invention relates to new and useful improvements in brushes for talking machines and it pertains more particularly to a single brush therefor such as disclosed in prior application for patent filed February 1, 1921, and allowed October 12, 1921.

It is one of the objects of the present invention to provide a brush capable of attachment to the sound box of talking machines in such a manner that the brush will travel in the path of the stylus of said sound box and remove foreign material therefrom.

It is a further object of the invention to construct a frame for supporting the brush of material which has low qualities for sound transmission.

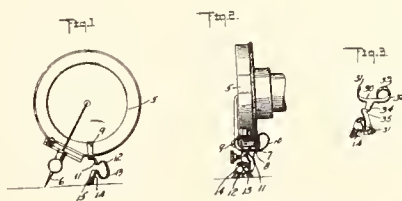
It is a further object of the invention to so construct the frame for holding the brush that the latter will be resiliently carried relatively to the sound box upon which it is mounted.

It is a further object of the invention to so construct the frame that the brush will be carried by a resilient arm projecting therefrom.

It is a still further object of the invention to so construct the frame that the same is yieldingly mounted upon the sound box to which it is attached.

With the above and other objects in view, reference is had to the accompanying drawings, in which—

Figure 1 is a side view of a sound box equipped with a brush constructed in accordance with the present invention; Fig. 2 is a



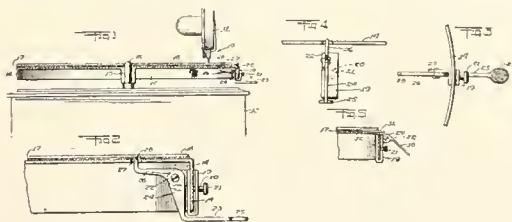
detail sectional view showing the specific manner in which the brush is attached to the sound box, and Fig. 3 is a perspective view of a modified form of brush.

Record Lifter for Talking Machines. Mabel Blackman, New York, assignor of one-half to Lillian K. Hosier and one-half to Estelle McKee, both of New York. Patent No. 1,464,023.

This invention relates to phonograph attachments and particularly to such a device employed for the purpose of assisting in removing the record discs from the turntable.

A particular object is to provide a device of the character described which can be manufactured at low cost, can be conveniently attached to the turntable of a phonograph and will not be conspicuous.

Figure 1 is an elevational view of a part of a phonograph, the turntable thereof being shown in section to illustrate the record-lifting



attachment in conjunction therewith. Fig. 2 is an enlarged sectional view of a part of the turntable showing more clearly the record-lifting attachment; Fig. 3 is a top plan view of the device, the top of the turntable being removed to expose the downwardly extending flange thereon; Fig. 4 is a view of the device as seen in Fig. 3, looking from the center of the turntable; Fig. 5 is a view of a modification of the device.

Sound Box. Charles J. Meehling, New York. Patent No. 1,465,239.

This invention relates to reproducing devices or sound boxes for disc sound records, and one of the objects of the invention is to provide a sound box capable of use on all machines and with the two kinds of records now in general use.

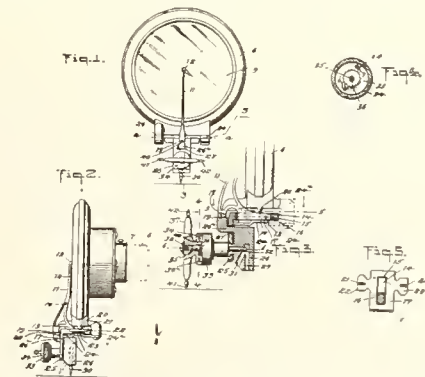
It is understood that with the commercial types of machines now in general use it is necessary to mount the sound box with its diaphragm extending in an upright plane, either disposed tangent to the curvature of the grooves on the record disc or disposed across the line of the grooves or in another type of machine with the diaphragm disposed in a substantially horizontal plane, that is parallel to the plane of the record disc.

It is also known that there are in general use two types of record discs. One the hill and dale type, which consists of a series of vertical indentations or impressions formed on the face of the disc, which when traveling against the sound box stylus or needle produce vibration of the stylus in a vertical plane or in the plane of the vertical axis of the stylus or needle and the horizontal or laterally cut grooves, which consists of a series of horizontal indentations or impressions formed on the face of the disc, which when traveling against the sound box stylus or needle produce vibration of the stylus in a direction parallel to the surface of the sound record disc.

This invention contemplates the providing of a single sound box, which may be mounted in certain positions, depending upon the character of the machine to which it is attached and to provide this sound box with a plurality of styluses or needles, so arranged that the proper playing instrument may be brought into operative engagement with the records to most effectively play the particular record on the machine equipped with this form of sound box.

It is a further object of the invention to provide an attachment designed to take the place of the usual binding screw with one form of sound box now known and to provide this attachment with a plurality of styluses arranged to be brought into playing position to play a disc different from the type of discs used usually on a machine designed to play discs of one particular character.

Referring to the accompanying drawings: Figure 1 is a view in elevation of a preferred embodiment of the invention; Fig. 2 is a side



view of the device shown in Fig. 1; Fig. 3 is an enlarged view in side elevation of the sound box casing and showing the lower portion thereof in vertical section, taken on the line 3—3 of Fig. 1; Figs. 4 and 5 are transverse sectional views of details taken on the lines 4—4 and 5—5 of Fig. 3.

Sound Refining Box. William V. Ogren, Columbus, Neb., assignor of one-half to Charley D. French, same place. Patent No. 1,465,170.

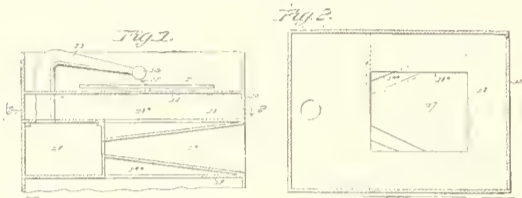
The object of the invention is to provide a sound box or resonator for graphophones,

(Continued on page 194)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 193)

phonographs and like instruments whereby the sound as received from the record through the sound arm while being amplified will be refined to eliminate harshness and mechanical noises to the end that a relative purity of reproduction may be secured, and with this object in view the invention consists in a construction and combination of parts of which a preferred embodiment is shown in the accompanying drawings, wherein—

Figure 1 is a vertical sectional view of a portion of a reproducing instrument having a sound box constructed in accordance with the invention; Fig. 2 is a horizontal section of the same



on the plane indicated by the line 2—2 of Fig. 1.

Record Lifter. Robert F. Thomson, Watertown, N. Y. Patent No. 1,464,785.

This invention comprehends the provision of a useful handling device and is especially adapted for use in handling phonograph records.

An object of the present invention is the provision of a device by means of which phonograph records may be placed upon or removed from the turntable of a talking machine and thus prevent the transfer of oil, grease or other injurious matter to the record, from the hands of the operator.

Another object of the invention is the provision of a device of the above character which is simple of construction and operation and which will effectually grip and hold a record or similar article without damage to the same.

In the drawings:

Figure 1 is a view partly in section showing a portion of a phonograph with the invention in use, a record being shown in section upon the turntable; Fig. 2 is a similar view showing the record raised, preparatory to its removal;

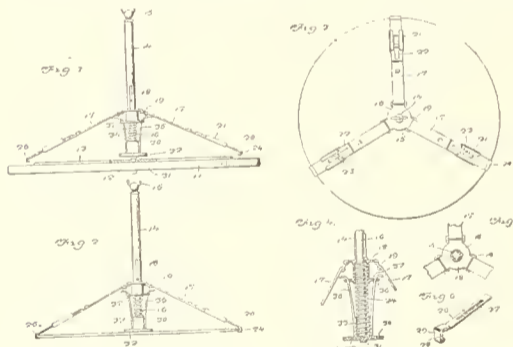


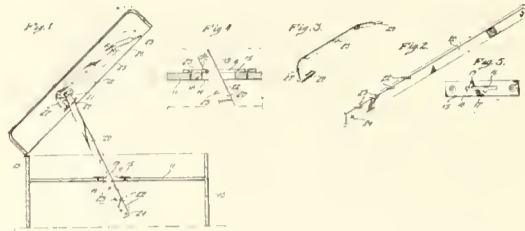
Fig. 3 is a plan view with the parts in the position shown in Fig. 1; Fig. 4 is an enlarged central vertical sectional view of the device removed from the record; Fig. 5 is a horizontal section; Fig. 6 is a detail view of one end of one of the pivoted arms showing a modified form of grip.

Lid Support. Donato Di Carlo, Philadelphia, Pa. Patent No. 1,468,460.

This invention relates to lid supports or holders for phonographs or other cabinets, and the object of the invention is to provide a support adapted to hold a hinged lid or cover open in various positions and to provide simple means

whereby the lid support will automatically engage and simple means for releasing it from engagement.

Figure 1 is a fragmentary vertical sectional view of a cabinet having a hinged lid with the improved support and releasing means. Figs. 2 and 3 are perspective views of parts of the



device. Figs. 4 and 5 are enlarged fragmentary sectional and plan views of parts of the support.

Table for Talking Machines. Joseph F. Borst and William Borst, Brooklyn, N. Y. Patent No. 1,466,576.

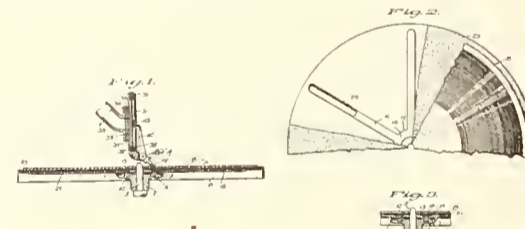
The present invention pertains more particularly to a new and improved construction of talking machine table.

It has been found by actual experiment that the motor in its operation produces certain friction, vibration and sounds conveyed to the sound box by the various metal parts of the mechanism, and which are responsible to a large extent for poor and improper reproduction on the part of the sound box.

It has also been found that spring members used in talking machines do not rotate the table at a constant speed. This condition, owing to the uneven movement between the record and the stylus, produces objectionable vibration, and sounds and noises which could be eliminated if the table were driven at constant speed.

It is, therefore, one of the primary objects of the invention to insulate the diaphragm from friction, vibration and sounds from the sound box and stylus and various metal parts of the machine. By so doing friction, vibration and sounds are controlled to the greatest extent possible, thereby allowing vibration and harmony to act in its clearest state.

Figure 1 is a sectional view of a talking machine table and sound box. Fig. 2 is a detail top plan view partly in section of a table constructed in accordance with the present invention. Fig. 3 is a detail sectional view taken at the central portion of the table.



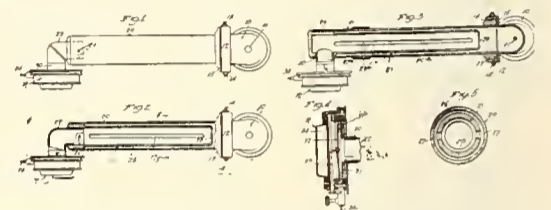
Tone Arm. Alfred K. Miller, Los Angeles, Cal. Patent No. 1,466,140.

This invention relates to devices and apparatus of the general character that is used as, and is generally known as, the tone arm of a phonograph mechanism; so, for the purpose of clearly describing and illustrating the invention, a specific form of the invention which is particularly designed as a tone arm for a phonograph is here considered, but it will be distinctly understood that the invention is not limited to such particular use. In its broader aspects the invention may be considered to be a sound transmitting and modifying apparatus.

Considering thus the invention as applied to tone arms (without any implied limitation of the invention thereto) it may be stated preliminarily that one of the objects is to provide a tone arm construction that will amplify sounds coming from a phonograph reproducer; will amplify and expand the sound without introducing into it foreign vibrations of any objectionable character; will transmit the sound from the reproducer in its original purity; and will, without materially altering the character or quality of the tones produced by the reproducer, somewhat qualify those tones, so as to eliminate

from those tones certain somewhat undesirable features. This elimination of certain undesirable features or qualities of the tone coming from the reproducer applies more particularly to ordinary reproducers than to the reproducer of the character shown in the accompanying drawings. In an ordinary reproducer as used in present phonographs, there is always a tendency for certain tones or sounds to blare out; that is, to be reproduced with such force and volume as to practically drown out the accompanying sounds. This objectionable feature has been to a very large extent eliminated in the reproducer; but the tone arm itself has, as will be explained, the quality of "covering" tones which would otherwise be produced in a blaring fashion.

Figure 1 is a plan of the improved tone arm, showing a reproducer in connection therewith and showing the connection of a tone arm of



the phonograph. Fig. 2 is a horizontal longitudinal section of the same. Fig. 3 is a similar horizontal longitudinal section showing a slightly modified arrangement. Fig. 4 is a section showing the improved reproducer, which is here shown in connection with the tone arm. Fig. 5 is an enlarged detail section taken as indicated by line 5—5 on Fig. 2.

Multiple Sound Reproducing Apparatus. Wm. H. Bristol, Waterbury, Conn. Patent No. 1,468,455.

The invention relates to improvements in sound reproducing apparatus, and more particularly to apparatus of this character employing a plurality of sound reproducing members, that is to say apparatus in which a plurality of styli track tandem in the record grooves.

It has for its object to carry the various reproducers, which may be of the direct or of the electrical transmitter type, or both, from a common movable arm, as the tone arm of the talking machine proper; and to provide convenient means for independently setting each stylus in the same groove of the record, including a universal joint between the reproducers so that there will be no tendency for the styli to leave the groove, in which they are originally set, during reproduction of the entire record. A further object of the invention consists in maintaining a substantially fixed distance between the styli during operation.

Figure 1 is a plan of a talking machine of well-known type, having the improved mechanism attached thereto. Fig. 2 is a similar view illustrating a further embodiment of the invention. Fig. 3 illustrates a modification whereby the tone arm may be dispensed with entirely if electrical reproduction only is desired. Fig. 4 illustrates a modification in the carrying arm.

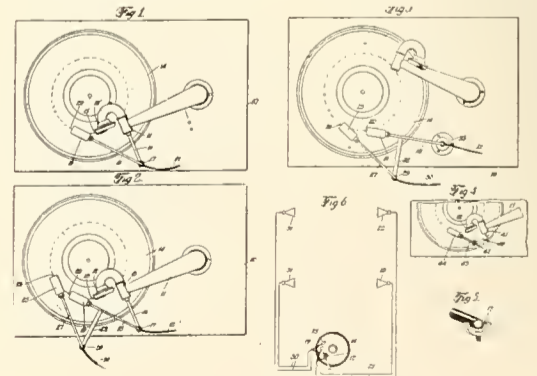


Fig. 5 is a detail perspective view of universal joint which may be employed in connection with the mounting of the electrical reproducers. Fig. 6 is a diagrammatic view illustrating the manner in which sound may be distributed by means of the improved arrangement of reproducers.

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- 19119 Hush, Somebody's Calling My Name, Bethel Jubilee Quartet 10
(Under Direction of Rev. T. H. Wiseman)
You Must Come in at the Door, Bethel Jubilee Quartet 10
- 19160 Struttin' Jim, Miss Patricola with The Virginians 10
Nobody Else Can Love Me Like My Old Tomato Can, Billy Murray 10
- INSTRUMENTAL RECORD
- 19133 Vision of Salome—Waltz, Pietro 10
Kiss of Spring—Waltz, Pietro 10
- DANCE RECORDS
- 19161 Sittin' in a Corner—Fox-trot, Paul Whiteman and His Orchestra 10
Maggie! "Yes, Ma'am"—Fox-trot, The Manhattan Merry-makers 10
- 19162 Little Butterfly—Fox-trot, Paul Whiteman and His Orchestra 10
So This Is Love!—Waltz, The Troubadours 10
- 19163 Nobody But You—Fox-trot, Brooke Johns and His Orchestra 10
Love, My Heart Is Calling You—Fox-trot, The Manhattan Merry-makers 10
- RED SEAL RECORDS
- 946 Memory's Garden (G. Denni-L. Denni), Frances Alda 10
Coming Home (Eardley-Wilmot-Willeby), Frances Alda 10
- 947 Mazurka (Chopin), Fritz Kreisler 10
Mélodie (Paderewski-Kreisler), Fritz Kreisler 10
- 6420 Requiem—Confutatis maledictis (From the Accursed Call Me Fourth) (Verdi)—In Latin, José Mardones 12
Stabat Mater—Pro Peccatis (For His People Unrelenting) (Rossini)—In Latin, José Mardones 12
- 961 Love Sends a Little Gift of Roses, John McCormack 10
Wonderful One, John McCormack 10
- LIST FOR NOVEMBER 16
- 19168 Mammy's Little Silver Lining, Vernon Dalhart 10
Memories of Virginia, Peerless Quartet 10
- INSTRUMENTAL RECORD
- 19120 Italians in Algiers—Overture, Part I, Victor Symphony Orchestra 10
Italians in Algiers—Overture, Part II, Victor Symphony Orchestra 10
- DANCE RECORDS
- 19164 Oh Gee, Oh Gosh, Oh Golly, I'm in Love—Fox-trot, Garber-Davis Orchestra 10
First, Last and Always—Fox-trot, Garber-Davis Orchestra 10
- 19169 An Orange Grove in California—Fox-trot, Paul Whiteman and His Orchestra 10
Dancing Honey-moon—Fox-trot, Paul Whiteman and His Orchestra 10
- 19170 I've Got a Song for Sale—Fox-trot, The Original Memphis Five 10
Tin Roof Blues—Fox-trot, The Original Memphis Five 10
- RED SEAL RECORDS
- 953 La Serenata (Serenade) (Tosti)—In Italian, Geraldine Farrar 10
Madrigal (Your Tender Kisses) (Van Ormelingen-Chaminade)—In French, Geraldine Farrar 10
- 948 Rigoletto—La donna è mobile (Woman Is Fickle) (Verdi)—In Italian, Miguel Fleta 10
Puritani—A te, o cara, amor talora (To Thee, O Dearest) (Bellini)—Italian, Miguel Fleta 10
- LIST FOR NOVEMBER 23
- 19141 Oh Saviour, Hear Me (Gluck-Buck), Charles T. Tittmann 10
Be Thou With Me (Hiller), Charles T. Tittmann 10
- 19171 It Ain't Gonna Rain No Mo', Wendell Hall 10
Red Headed Music Maker, Wendell Hall 10
- 19173 Kiss Me With Your Eyes, Della Baker 10
Indiana Moon, Claire Brookhurst-Lewis James 10
- 19176 Out There in the Sunshine With You, Henry Burr 10
You Didn't Care When You Broke My Heart, Elliott Shaw 10
- DANCE RECORDS
- 19165 Old-Fashioned Love—Fox-trot, Arthur Gibbs and His Gang 10
Charleston—Medley Fox-trot, Arthur Gibbs and His Gang 10
- 19174 Broken-Hearted Melody—Waltz, The Troubadours 10
The Waltz of Long Ago—Medley Waltz, The Troubadours 10

- 19175 Steamhoat Sal—Fox-trot, Garber-Davis Orchestra 10
Down South Blues—Fox-trot, The Virginians 10
- RED SEAL RECORDS
- 955 Voi Dormite, Signora! (Sleep On, Fair Lady!) (Tosti)—In Italian, Giuseppe de Luca 10
Berceuse (Lullaby) (Gretchaninow)—In Italian, Giuseppe de Luca 10
- 6424 Adagio (Mozart-Friedberg), Mischa Elman 12
German Dance (Dittersdorf) (2) Gavotte (Gossec), Mischa Elman 12

COLUMBIA PHONOGRAPH CO.

- A3994 Sittin' In a Corner (Meyer)—Fox-trot, California Ramblers 10
Tell All the Folks In Kentucky (Berlin)—Fox-trot, California Ramblers 10
- A3993 Midnight Rose (Pollack)—Fox-trot, Club Deauville Orch. 10
Not Here—Not There (Breuer)—Fox-trot, Club Deauville Orch. 10
- A3996 Mamma Goes Where Papa Goes (Ager)—Fox-trot, The Georgians 10
Somebody's Wrong (Marshall, Egan and Whiting)—Fox-trot, The Georgians 10
- A3986 You've Simply Got Me Cuckoo (Hirsch and Greer)—Fox-trot, California Ramblers 10
If I Can't Get The Sweetie I Want (Schwartz)—Fox-trot, California Ramblers 10
- A3987 Land of Cotton Blues (Bennett, Jerome and Ahlert)—Fox-trot, The Georgians 10
Mamma Loves Papa (Friend and Baer)—Fox-trot, The Georgians 10
- A3989 I Love You (Intro: "Little Jessie James," from "Little Jessie James") (Archer)—Medley Fox-trot, The Columbians Dance Orch. De Luxe 10
Pretty Peggy (Intro: "My Cretonne Girl," from "Earl Carroll's Vanities of 1923") (Carroll)—Medley Fox-trot, The Columbians Dance Orch. De Luxe 10
- A3992 Chansonette (Friml)—Fox-trot, Paul Specht and His Orch. 10
Easy Melody (Conley-Rodemich)—Fox-trot, Paul Specht and His Orch. 10
- A3988 Poppy (Amapola) (Lacalle)—Tango Fox-trot, Spanish Tango Orch. 10
Step Easy (Pasolindo) (Lacalle)—Fox-trot, Spanish Tango Orch. 10
- A3984 You've Simply Got Me Cuckoo (Hirsch-Greer)—Comedian with Orch. accomp., Al Jolson 10
Oh! Min (Conrad)—Tenor Solo with Orch. accomp., Frank Crumit 10
- A3997 Old Fashioned Love, from "Runnin' Wild" (Mack-Johnson)—Tenor Solo with Orch. accomp., Frank Crumit 10
My Home Town In Kansas, from "Little Jessie James" (Archer)—Tenor Solo with Orch. accomp., Frank Crumit 10
- A3985 Dreamy Melody (Koehler, Magine and Naset)—Male Quartet with Orch. accomp., Shannon Four 10
Out There In the Sunshine With You (Ball)—Tenor Solo with Orch. accomp., Charles Hart 10
- A3983 Sunrise and You (Penn)—Tenor Solo with Orch. accomp., Edwin Dale 10
The Road That Brought You to Me (Hamblen)—Tenor Solo with Orch. accomp., Edwin Dale 10
- A3998 The First Noël (Traditional)—Male Quartet with Orch. accomp., Criterion Quartet 10
It Came Upon the Midnight Clear (Willis)—Male Quartet with Orch. accomp., Criterion Quartet 10
- A3990 Under The Double Eagle (Wagner)—March, Columbia Band 10
Manhattan Beach (Sousa)—March, Columbia Band 10
- 80817 To a Wild Rose (MacDowell)—Violoncello Solo with Walter Golde at the Piano, Pablo Casals 10
- 81055 Kujawiak (Second Mazourka) (Wieniawski)—Violin Solo with Maurice Eisner at the Piano, Duci De Kerekjarto 10
- 80604 Mefistofele "Dai campi, dai prati" (from the fields, from the grove) (Boito)—Tenor Solo with Orch. accomp., Charles Hackett 10
- A6232 Hungarian Rhapsody No. 6—Part 1 (Liszt)—Piano Solo, Mischa Levitzki 12
Hungarian Rhapsody No. 6—Part 2 (Liszt)—Piano Solo, Mischa Levitzki 12
- A6233 Lucia Di Lammermoor (Mad Scene) "Ardenzi incensi" (these flaming tapers)—Solo with Orch. accomp., Flute obbligato by Ellis McDiarmid—Soprano, Florence Macbeth Barbieri Di Siviglia "Una Voce Poco fa" (The

- voice I heard e'en now) (Rossini)—Solo with Orch. accomp., Soprano, Florence Macbeth 12
- A3999 Plaisir D'Amour (The Joys of Love) (Martini)—Solo with Orch. accomp., Soprano, Carmela Ponselle 10
L'Heure Exquise (The Hour of Dreaming) (Hahn)—Solo with Orch. accomp., Soprano, Carmela Ponselle 10

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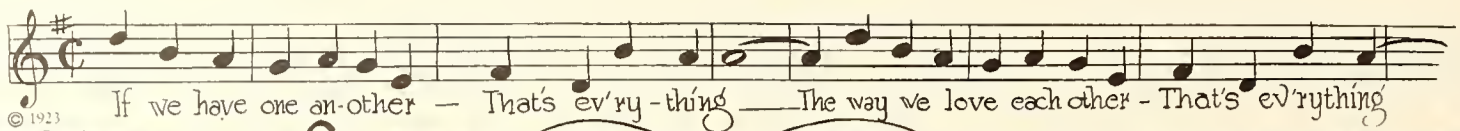
- (VOCALION RECORDS)
- CHRISTMAS—STANDARD
- 14678 The Night Before Christmas—Part I (Moore-Van Vollenhoven)—Orch. Accomp., Lewis James 10
The Night Before Christmas—Part II (Moore-Van Vollenhoven)—Orch. Accomp., Lewis James 10
- CHRISTMAS—SACRED
- 14683 The Star of Bethlehem (Weatherly-Adams)—Tenor, Orch. Accomp., Charles Harrison 10
The Voice of the Chimes (Deacey-Hahn)—Orch. Accomp., Criterion Quartet 10
- STANDARD
- 60013 Blue Bells of Scotland (Grant)—Soprano, Aeolian Orch. Accomp., Evelyn Scotney 10
Home, Sweet Home (Payne-Bishop)—Soprano, Aeolian Orch. Accomp., Evelyn Scotney 10
- 24049 I'll Sing Thee Songs of Araby (Wills-Clay)—Tenor, Aeolian Orch. Accomp., Colin O'More 10
The Song of Songs (Lucas-Moya)—Tenor, Aeolian Orch. Accomp., Colin O'More 10
- IRISH—VOCAL
- 14677 A Handful of Earth From My Dear Mother's Grave (Joseph Murphy)—Tenor, Orch. Accomp., Charles Harrison 10
I'm Sitting by the Stile, Mary (Dufferin-Barker)—Tenor, Orch. Accomp., Charles Harrison 10
- INSTRUMENTAL
- 60014 Caprice No. XIII (Paganini-Kreisler)—Violin Solo, Piano Accomp. by Helen Hamilton, Sasha Culbertson 10
Chorus of Dervishes (From "Ruins of Athens") (Beethoven-Auer)—Violin Solo, Piano Accompaniment by Helen Hamilton, Sasha Culbertson 10
- 35024 Morning, Noon and Night (Suppe)—Overture, Band of H. M. 1st Life Guards 12
Marche Militaire (Schubert), Band of H. M. 1st Life Guards 12
- PIANO—INSTRUMENTAL
- 21001 Juha (Dance) (From the Suite "In the Bottoms") (R. Nathaniel Dett)—Piano Solo, David Pesetzki 10
Marche Mignonne (Dainty March) (Ed. Poldini)—Piano Solo, David Pesetzki 10
- INSTRUMENTAL
- 14679 On the Square (Panella)—March, Lt. F. W. Sutherland and His 7th Reg. Band 10
7th Regiment March (Gray Jackets) (Neyer), Lt. F. W. Sutherland and His 7th Reg. Band 10
- HAWAIIAN (VOCAL)
- 14680 Just a Breath of Hawaii (Costello-Earl)—Accomp. by Ferera-Franchini, Hawaiian Guitars, Lewis James-Elliott Shaw 10
Hula Hula Rose (Reed-Awan)—Accomp. by Ferera-Franchini, Hawaiian Guitars, Lewis James-Elliott Shaw 10
- DANCE
- 14674 That Old Gang of Mine (Henderson-Rose-Dixon)—Fox-trot, The Ambassadors 10
Foolish Child (Bargy-McPhail)—Fox-trot, The Ambassadors 10
- 14686 Rememb'ring (From "Topsy and Eva") (The Duncan Sisters)—Fox-trot, The Ambassadors 10
Old-fashioned Love (Intro, "Charleston," from "Runnin' Wild") (Mack-Johnson)—Fox-trot, The Ambassadors 10
- 14681 I Love You (From "Little Jessie James") (Archer-Thompson)—Fox-trot, The Bar Harbor Society Orch. 10
What Do You Do Sunday, Mary? (From "Poppy") (Jones-Cesar)—Fox-trot, The Ambassadors 10
- 14671 Upright and Grand (Banta)—Fox-trot, Frank Banta and The Ambassadors 10
Corn on the Cob (Cliff Hess)—Fox-trot, Banta-Hess, with Selvin's Orch. 10
- 14675 Sittin' in a Corner (Kahn-Meyer)—Fox-trot, The Broadway Syncopaters 10
Bit by Bit You're Breaking My Heart (Kahn—Continued on page 196)

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ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 195)

- | | | |
|---|---|--|
| 14690 Bloom)—Fox-trot. The Broadway Syncopaters
So This Is Love (From "Little Miss Blue-
beard") (E. Ray Goetz)—Waltz.
Selvin's Orch. 10 | 51257 "Deeze," "Doze" and "Dem"..... Billy Jones
Mamma Goes Where Papa Goes (Or Papa Don't
Go Out To-night)..... Elsie Clark
FLASHES
51232 You're Like a Baby—Fox-trot,
Meadowbrook Dance Orch.
Cuddle-Uddle Up—Fox-trot,
Meadowbrook Dance Orch. | 4931 Silent Night, Holy Night—Orch.,
Sandor Joszi and His Orch. 10
O Du Froehliche (O Sanctissima),
Sandor Joszi and His Orch. 10 |
| The Waltz of Long Ago (From "The Music
Box Revue, 1923") (Irving Berlin)—Waltz,
Selvin's Orch. 10 | 51233 Cannibola—Fox-trot..... Broadway Dance Orch.
No, No, Nora—Fox-trot..... Broadway Dance Orch.
51235 That's a Lot of Bunk. Billy Jones and Ernest Hare
That Old Gang of Mine. Billy Jones and Ernest Hare
51238 I'm Sitting Pretty in a Pretty Little City—
Fox-trot..... Atlantic D. Orch.
Home—Fox-trot..... Don Parker's Dance Orch.
51237 Music of Love (From "Artists and Models"),
Broadway Dance Orch.
Covered Wagon Days—Fox-trot,
Don Parker's Dance Orch. | 4932 O Tannenbaum (O Faithful Pine)—Orch.,
Sandor Joszi and His Orch. 10
A Sprig Arose to Glory (Es ist ein Ros' ent-
sprungen)..... Sandor Joszi and His Orch. 10 |
| 14661 Odaliscas (Odaliscques) (Belisario de Jesus Gar-
cia)—Fox-trot—Cancion..... The Castillians
Perdoname (Forgive Me) (Belisario de Jesus
Garcia)—Waltz..... The Castillians 10 | 51240 Once in a Lifetime—Fox-trot,
Stevens' Dance Quartet
Tinkle Tune—Fox-trot (From "The Dancing
Honeymoon")..... Stevens' Trio
GENERAL LIST
51244 The Life of a Rose (From "George White's
Scandals")..... Lewis James
Midnight Rose..... James Morton
82304 Amore o grillo—Madam Butterfly,
Guido Ciccolini and Thomas Chalmers
La Campana di San Giusto..... Guido Ciccolini
80766 Ah! mon fils (Ah! My Son) (Le Prophete),
Maria Duchene
Stride la vampa (Fierce Flames Are Scaring)
(Il Trovatore)..... Maria Duchene
51245 Just a Girl That Men Forget—Violin Solo,
Rae Eleanor Ball
Rufus on the Old Kent Road—Violin Solo,
Rae Eleanor Ball | 4917 Carolina Mammy (Billy Jones)—Fox-trot,
Markels Orch. 10
I'm Drifting Back to Dreamland (Jack Sadler)
—Waltz..... Blue Diamond Dance Orch. 10
4918 Dipper Mouth Blues (Oliver-Armstrong)—Fox-
trot..... King Oliver's Jazz Band 10
Where Did You Stay Last Night? (Armstrong-
Hardin)—Fox-trot..... King Oliver's Jazz Band 10
4919 Dreamy Melody (Koehler-Magine-Naset)—
Waltz..... Markels Orch. 10
Love Tales (Leonora) (Vincent Rose)—Fox-
trot..... Markels Orch. 10
4920 Cut Yourself a Piece of Cake (And Make Your-
self at Home) (Billy James)—Fox-trot, Sing-
ing Chorus by Billy Jones..... Rega Dance Orch. 10
Hi Lee, Hi Lo (Chop Suey a La Fox-ee Trot-
ee) (Ira Schuster)—Fox-trot, Singing Chorus
by Billy Jones..... Rega Dance Orch. 10
4921 Gloria (Ring-Hager)—Fox-trot, Piano Solo by
Vincent Lopez,
Vincent Lopez and His Hotel Penn. Orch. 10
Ragging the Scale (Claypoole)—Fox-trot, Piano
Solo by Vincent Lopez,
Vincent Lopez and His Hotel Penn. Orch. 10
4922 Tell Me a Story (John Schonberger)—Fox-trot,
Markels Orch. 10
Born and Bred in Brooklyn (From the musical
comedy "The Rise of Rosie O'Reilly") (Geo.
M. Cohan)—Fox-trot, Incidental Whistling by
Sibyl Sanderson Fagan,
Blue Diamond Dance Orch. 10 |
| 14687 Nobody Else Can Love Me Like My Old To-
mato Can (Downs-Basket)—Comedy Song,
Accomp. by Selvin's Orch. Irving Kaufman
Back in the Old Neighborhood (Hager)—Accomp.
by Selvin's Orch. Irving Kaufman
14672 Somebody Else Took You Out of My Arms
(But They Can't Take You Out of My
Heart) (Conrad-Rose)—Accomp. by Selvin's
Orch. Irving Kaufman
You Wanted Someone to Play With (I Wanted
Someone to Love) (Fred Fisher)—Ballad, Ac-
comp. by Selvin's Orch. Irving Kaufman
14676 If I Can't Get the Sweetie I Want (I Pity the
Sweetie I Get) (Schwartz)—Accomp. by Sel-
vin's Orch. Isabelle Patricola
Mamma Goes Where Papa Goes (Or Papa
Don't Go Out To-night) (Ager-Yellen)—Ac-
comp. by Selvin's Orch. Isabelle Patricola
14662 Asi cantaha la fuente (Thus Did the Fountain
Sing) (Pruneda-Garcia)—Cancion Colombi-
ana, Accomp. by the Castillians... Jose Moriche
Ojos Verdes (Green Eyes) (Wervo-Garcia)—
Cancion Colombiana, Accomp. by the Castil-
lians Jose Moriche 10 | 80767 Azt mondjak (Scenes de la Czarda No. 8)—
Violin Solo..... Mary Zentay
Caprice XIII—Violin Solo..... Mary Zentay
59508 Shulamith and Absalom (Duet from Shulamith),
Morris Goldstein and Lizza Tuchman
"Shabes Jom tov" ("Raisins and Almonds")
(From Shulamith),
Lizza Tuchman and Morris Goldstein
51242 He'll Always Be One of Those Guys,
Anna Chandler
She Walked Right Up and Took My Man Away
(Blues Song)..... Ellen Coleman
51243 Drigo's Serenade—Waltz (Adaptation from "Les
Millions d'Arlequin")... Harry Barth's Mississippians
Indiana Moon—Waltz... Harry Barth's Mississippians
51241 Steal a Little Kiss While Dancing—Waltz—
Piano Solo..... Ernest L. Stevens
When You Are in My Arms—Waltz from
"Poppy"—Piano Solo..... Ernest L. Stevens
51246 The Jelly Roll Blues—Fox-trot,
Original Memphis Five
A Bunch of Blues—Fox-trot—Drag Fox-trot,
Original Memphis Five
51249 I Love You—Fox-trot (From "Little Jessie
James")..... Broadway Dance Orch.
Dirty Hands! Dirty Face!—Fox-trot,
Ernest Stevens' Dance Orch.
51247 Darktown Reveille—Blues Fox-trot,
The Jazz-O-Harmonists
Salt Your Sugar—Blues Fox-trot,
The Jazz-O-Harmonists
51250 When Dixie Stars Are Playing Peek-A-Boo,
Al Bernard and Frank M. Kamplain
Circus Days (Oh! You Circus Days),
Robert White and Chorus
51248 Just One More Waltz Before We Part for Old
Time's Sake..... Lewis James
I Love You (From "Little Jessie James"),
Harvey Hindermeyer and Chorus
51234 The World Is Waiting for the Sunrise—Fox-trot,
Stevens' Trio
Like a Rose—Fox-trot..... Stevens' Trio | 4923 Pay Day Blues (Walter C. Ahlheim)—Fox-trot,
Harry Raderman's Jazz Band 10
Wet Yo' Thumb (Harry Akst)—Fox-trot,
Harry Raderman's Jazz Band 10
4924 Mean Eyes (Too Late Blues) (Bob Miller)—
Fox-trot (B. H. Warner, Director),
Warner's Seven Aces
Lonesome Lovesick Got-to-have-my-daddy Blues
(Ernie Erdman-Chester Cohn-Clarence M.
Jones)—Fox-trot (B. H. Warner, Director),
Warner's Seven Aces 10
4925 Kansas City Man Blues (Clarence Williams-
Clarence Johnson)—Fox-trot,
Clarence Williams' Blue Five
Wild Cat Blues (Clarence Williams-Thomas
Wiley)—Fox-trot,
Clarence Williams' Blue Five 10
4928 Oh! Gee, Oh! Gosh, Oh! Golly I'm in Love
(Ernest Brever-Ole Olson)—Fox-trot, Singing
Chorus by Billy Jones-Ernest Hare,
Rega Dance Orch. 10
Oh! Min (Con Conrad)—Fox-trot,
The Yellow Jackets 10
4933 High Society Rag (King Oliver)—Fox-trot,
King Oliver's Jazz Band 10
Snake Rag (Oliver-Piron)—Fox-trot,
King Oliver's Jazz Band 10
4934 Havana (John Schonberger)—Fox-trot,
The Yellow Jackets 10
March of the Siamese (Paul Lincke)—Fox-
trot..... Markels Orch. 10
4936 Love (My Heart Is Calling You) (Joe Cooper)
—Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10
Rose of Brazil (Ray Klages-Billy Fazioli)—
Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10
4938 That Old Gang of Mine (Ray Henderson)—
Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10
No, No, Nora (Ted Fiorito-Ernie Erdman)—
Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10 |
| 14688 Graveyard Dream Blues (Ida Cox)—Piano Ac-
comp. by Leslie Hutchinson... Hazel Meyers
Low Down Papa (Treat Sweet Mamma Kind)
(Spencer Williams)—Piano Accomp. by Les-
lie-Hutchinson..... Hazel Meyers 10
14689 Wish I Had You (And I'm Gonna Get You
Blues) (Grainger-Ricketts)—Piano Accomp.
by Porter Grainger..... Viola McCoy
Mistreatin' Daddy (Grainger-Ricketts)—Blues,
Piano Accomp. by Porter Grainger,
Viola McCoy 10
14659 Wicked Dirty Fives (Lemuel Fowler)—Blues,
Piano Accomp. by Lemuel Fowler,
Edna Hicks 10
Squawkin' the Blues (Lemuel Fowler)—Blues,
Piano Accomp. by Lemuel Fowler,
Edna Hicks 10
14682 It Won't Be Long Now (Stanley Miller)—
Blues, Piano Accomp. by Fletcher Hender-
son; Saxophone by Coleman Hawkins,
Rosa Henderson 10
Every Woman's Blues (Smith-Miller)—Piano
Accomp. by Fletcher Henderson, Saxophone
by Coleman Hawkins..... Rosa Henderson 10 | EDISON BLUE AMBEROL RECORDS
4765 Silent Night,
Elizabeth Spencer-John Young-Vernon Archibald
4795 After Telling Cometh Rest,
Betsy Lane Shepherd and Chorus
4796 Finlandia—Tone Poem... American Symphony Orch.
4797 Kashmiri Song—Indian Love Lyrics... Maggie Teyte
4798 La Gitana—Violin Solo..... J. Piastro Borisoff
4799 His Lullaby..... Merle Alcock
4800 Swingin' Down the Lane—Fox-trot,
Paul Victorin's Orch.
4801 Oh! Harold—Fox-trot..... Atlantic Dance Orch. | OKEH VOCAL RECORDS
4926 Kansas City Man Blues (Clarence Williams-
Clarence Johnson)—Contralto Solo, Accomp.
by Harlem Trio..... Mamie Smith 10
Lady Luck Blues (William Webber-Clarence
Williams)—Contralto Solo, Accomp. by Har-
lem Trio..... Mamie Smith 10
4927 I've Got the Yes! We Have No Banana Blues
(Lew Brown-James F. Hanley-Rohert King)—
Contralto, with Orch.,
Eva Taylor with Clarence Williams' Blue Five
Oh! Daddy Blues (Clarence Williams)—Con-
tralto-Baritone Duet, with Orch.... Eva Taylor-
Clarence Williams with C. Williams' Blue Five 10
4929 Ten Thousand Years From Now (J. Keirn
Brennan-Ernest R. Ball)—Tenor, with Orch.,
Lewis James 10
Just a Girl That Men Forget (Al. Dubin-Fred.
Rath-Joe Garren)—Tenor, with Orch.,
Lewis James 10
4935 Good Looking Papa (Clarence Williams)—Con-
tralto Solo, Piano Accomp. by Clarence Wil-
liams..... Mamie Smith 10 |

EDISON DISC RECORDS

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- | | | | | | |
|--|--|--|--|--|---|
| 51218 Rustle of Spring—Piano Solo..... May A. Meyers
Murmuring Zephyrs—Transcription—Piano Solo,
May A. Meyers | 80765 Trovatore Selection—Part 1..... Peerless Orch.
Trovatore Selection—Part 2..... Peerless Orch. | 82303 Voice of the Mountain Land..... Mario Laurenti
Nita Gitana..... Henri Scott | 82302 Our Paradise..... Anna Case
Jerusalem—Gallia..... Anna Case | 51239 Coral Sands of My Hawaii... Waikiki Hawaiian Orch.
I Still Believe in You..... Waikiki Hawaiian Orch. | 51256 When You Dance With a Wonderful Girl— |
|--|--|--|--|--|---|

OKEH RECORDS

- | |
|---|
| 4930 A Japanese Sunset (Jessie L. Deppen)—Whis-
tling Solo, Accomp. by String Orch.,
Sibyl Sanderson Fagan 10
The Swaying Narcissus (Ring-Hager)—Whis-
tling Solo, Accomp. by String Orch.,
Sibyl Sanderson Fagan 10 |
|---|

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 196)

- You Can't Do What My Last Man Did (J. C. Johnson-Allie Moore)—Contralto Solo, Piano Accomp.Mamie Smith 10
OKEH INSTRUMENTAL RECORD
 4937 Scouting Around (Jimmy Johnson)—Piano SoloJimmy Johnson 10
 Toddlin' (Jimmy Johnson)—Piano Solo, Jimmy Johnson 10
OKEH RACE RECORDS
 8089 Original Charleston Strut (Thomas Morris)—Contralto, with Orch., Eva Taylor and Clarence Williams' Blue Five
 If You Don't I Know Who Will (Chris Smith-Timm Brymn-Clarence Williams)—Contralto, with Orch., Eva Taylor and Clarence Williams' Blue Five
 8090 Atlanta Blues (W. C. Handy-Dave Elman)—Contralto, with Orch., Sara Martin and Clarence Williams' Blue Five
 Blind Man Blues (Eddie Green-Billie McLaurin)—Contralto, with Orch., Sara Martin and Clarence Williams' Blue Five
 8091 Daddy, You've Done Put That Thing on Me (Eddie Heywood)—Contralto Solo, Piano Accomp. by Eddie Heywood...Martha Copeland
 The Penetrating Blues (Eddie Heywood)—Contralto Solo, Piano Accomp. by Eddie Heywood...Martha Copeland
 8092 Bedtime Blues (Gray-Liston)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston
 You Thought I Was Blind But Now I See (Williams-Gray-Liston)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston
 8093 Troubled Blues (Sara Martin-Porter Grainger) Contralto Solo, with Piano Accomp., Sara Martin
 I'm Satisfied (Don Heywood-Porter Grainger)—Contralto Solo, with Piano Accomp., Sara Martin
 8094 The Mixed-up Blues (Eddie Heywood)—Piano SoloEddie Heywood
 The Black Bottom Blues (Eddie Heywood)—Piano SoloEddie Heywood

- That Naughty Yodel (Van Dyke)—Yodeler, with Orch.Paul Van Dyke
 2485 That Old Gang of Mine (Rose-Dixon-Henderson)—Fox-trot for Dancing, with Vocal QuartetBennie Krueger's Orch.
 Wonder If She's Lonely, Too (White-Grossman)—Fox-trot for Dancing, Bennie Krueger's Orch.
 2486 Rampart Street Blues (Robinson)—Fox-trot for DancingThe Cotton Pickers
 Back o' Town Blues (Bowen-Berbedeaux)—Fox-trot for DancingThe Cotton Pickers
 2487 I Love You (From "Little Jessie James") (Thompson-Archer)—Fox-trot for Dancing; Piano Passages by Phil Ohman and Victor ArdenCarl Fenton's Orch.
 What Do You Do Sunday, Mary? (Intro. "Alibi Baby," from "Poppy") (Caesar-Jones)—Fox-trot for Dancing; Piano Passages by Phil OhmanCarl Fenton's Orch.
 2489 Lost Melody (Kahn-Fiorito)—Fox-trot for DancingOriole Orch.
 Bit by Bit You're Breaking My Heart (Kahn-Bloom)—Fox-trot for DancingOriole Orch.
 2490 Mama Goes Where Papa Goes (Or Papa Don't Go Out To-night) (Vellen-Ager)—Fox-trot for DancingThe Cotton Pickers
 Walk, Jenny, Walk (Creamer-Wooding-Schafer)—Fox-trot for DancingThe Cotton Pickers
 2491 Drifting Back to Dreamland (Charlesworth-Harrison-Sadler)—Waltz for Dancing; Vocal Chorus by Charles Hart and Elliott Shaw, Carl Fenton's Orch.
 The Land of Broken Dreams (Scott-Parker-Wilson)—Waltz for Dancing; Vocal Chorus by Mary Ann Lee and Emily Earle,

- Carl Fenton's Orch.
 2498 Rememb'ring (Duncan Sisters)—Fox-trot for DancingPaul Ash and His Granada Orch.
 Betty (MacMoret-Ash)—Fox-trot for Dancing, Paul Ash and His Granada Orch.
EXTRA SPECIAL
 2499 Last Night on the Back Porch—Fox-trot for Dancing, with Vocal Chorus...Carl Fenton's Orch.
 Chick-a-dee—Fox-trotCarl Fenton's Orch.

GENNETT LATERAL RECORDS

- 10080 La Danza (Tarantella Napoletana) (Rossini)—TenorFausto Cavallini
 The Last Song (Lultima Canzona) (Tosti)—Orch. Accomp.Fausto Cavallini
 10083 All Through the Night (Maynard)—Tenor, Orch. Accomp.Henry Moeller
 Silver Threads Among the Gold (Rexford-Danks)—Tenor, Orch. Accomp.Henry Moeller
 10084 Men of Iowa (O. E. Van Doren), Gennett Military Band
 On Iowa (W. R. Law)....Gennett Military Band
 5218 Grandpa's Spells (Morton), Ferd (Jelly Roll) Morton
 Kansas City Stomp (Morton), Ferd (Jelly Roll) Morton
 5220 Mr. Jelly Lord (Morton), New Orleans Rhythm Kings
 Clarinet Marmalade (Shields), New Orleans Rhythm Kings
 5221 London Blues (Morton), New Orleans Rhythm Kings
 (Continued on page 198)

ODEON RECORDS

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- 2007 Forest Murmurs—Descriptive; Bird Voices with Instrumental Accomp. 1034
 Nightingale—Descriptive; Bird Voices with Instrumental Accomp. 1034
 3068 Jolly Fellows (Lustige Brueder) (Vollstedt), Dajos Bela and His Orch. 12
 Accelerations (Johann Strauss), Dajos Bela and His Orch. 12
 3069 Stradella Overture, Part 1 (Flotow), European Symphony Orch. 12
 Stradella Overture, Part 2 (Flotow), European Symphony Orch. 12
 3070 Prelude in C Sharp Minor (Rachmaninoff), Marek Weber and His Orch. 12
 Minuet in G (Op. 14, No. 1) (Paderewski), Marek Weber and His Orch. 12
 3071 Liebesfreud (Love's Joy) (Old Vienna Waltz) (Fritz Kreisler)—Violin Solo, Piano Accomp., Edith Lorand 12
 Liebesleid (Love's Sorrow) (Fritz Kreisler)—Violin Solo, Piano Accomp.Edith Lorand 12
 3072 Schubert Serenade—Violin, Harp and Organ, Marek Weber Trio 12
 Serenade Toselli—Violin, Harp and Organ, Marek Weber Trio 12
 5025 Merry Wives of Windsor (O. Nicolai)—Overture, Part 1Dr. Weissman and the Orch. of the State Opera House, Berlin 12
 Merry Wives of Windsor (O. Nicolai)—Overture, Part 2Dr. Weissman and the Orch. of the State Opera House, Berlin 12

BRUNSWICK RECORDS

- 50040 Ah! Moon of My Delight (From "In a Persian Garden") (Lehmann)—Tenor, with Orch., Mario Chamlee
 When My Ships Come Sailing Home (Stewart-Dorel)—Tenor, with Orch.Mario Chamlee
 15058 Silent Night (Christmas Hymn) (Gruber)—Soprano and Male Trio, with Orch., Florence Easton and Male Trio
 Holy Night (Cantique de Noël) (Adam)—Soprano and Chorus, with Orch., Florence Easton and Chorus
 50041 Symphonie Espagnole—Andante (Fourth Movement) (Lalo)—Violin Solo, Pianoforte by Paul FrenkelBronislaw Huberman
 Symphonie Espagnole—Rondo (Fifth Movement) (Lalo)—Violin Solo, Pianoforte by Paul FrenkelBronislaw Huberman
 50042 Ballade in A Flat (Chopin)—Pianoforte Solo, Leopold Godowsky
 Nocturne in D Flat (Chopin)—Pianoforte Solo, Leopold Godowsky
 13095 All Through the Night (Old Welsh Air) (Boulton)—Tenor and Male Quartet, with Orch., Theo. Karle and Male Quartet
 At Dawning (Eberhart-Cadman)—Tenor, with Orch.Theo. Karle
 5193 O Little Town of Bethlehem (Christmas Hymn) (Brooks-Barnby)—Mixed Voices, with Orch., Collegiate Choir
 The Infant Jesus (Gesu Bambino) (Martens-Yon)—Mixed Voices, with Orch., Collegiate Choir
 2496 Serenade (Toselli-Fradkin)—Violin Solo; Harp by Arthur JonesFrederic Fradkin
 Chansonette (Bass)—Violin Solo, Pianoforte by Frederic PerssonFrederic Fradkin
 20014 Pomp and Circumstance March, No. 1 (Elgar)—Concert Band...Walter B. Rogers and His Band
 Raymond Overture (Thomas)—Concert Band, Walter B. Rogers and His Band
 2492 Dreamy Melody (Koehler-Magine-Naset)—Tenor and Male Trio, with Orch., Allen McQuhae and Male Trio
 When Clouds Have Vanished and Skies Are Blue (Clay-Johnson)—Tenor and Male Trio, with Orch.Allen McQuhae and Male Trio
 2493 Just a Girl That Men Forget (Dubin-Roth-Garren)—Soprano and Contralto, with Orch., Irene Audrev-Emily Earle
 Little Pal of Long Ago (Hirsch-Sacre-Dixon)—Tenor and Baritone, with Orch., Billy Jones-Ernest Hare
 2494 Lovey Came Back (Young-Lewis-Handman)—Comedienne, with Orch.Marion Harris
 I've Got a Cross-eyed Papa (But He Looks Straight to Me) (Ingraham-Zany-Duval)—Comedienne, with Orch.Marion Harris
 *95 The Merry-go-round (Van Dyke)—Yodeler, with Orch.Paul Van Dyke

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ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 197)

- Mad (Cause You Treat Me This Way) (Mc-Hugh-Heath).....New Orleans Rhythm Kings
- 5224 The Ideal Republic (Address), William Jennings Bryan National Emblem March (Bagley), Gennett Military Band
- 5227 Somebody Cares—Baritone, Orch. Accomp., Homer Rodeheaver
- Where They Never Say "Good Bye"—Baritone, Orch. Accomp., Homer Rodeheaver
- 5231 Fagin (Mortimer Kaphan).....Dramatic Monologue Wilkins Micawber (Mortimer Kaphan), Dramatic Monologue
- 5232 Foolish Child (Nelson-McPhail-Bargy), Bailey's Lucky Seven
- No, No, Nora! (Kahn-Fiorito-Erdman), Bailey's Lucky Seven
- 5233 Deceitful Blues (Perry Bradford).....Julia Jones Here's Your Opportunity (If Anybody Here Wants a Real Kind Mama) (Brooks), Julia Jones
- 5234 Tin Roof Blues—Edna Hicks, Piano Accomp., Lemuel Fowler
- Oh Daddy Blues (Russell-Herbert)—Edna Hicks, Piano Accomp., Lemuel Fowler
- S5238 "La Maleva" (A. Buglione), Gonzales y su orquesta "Princesita" (J. Padilla).....Gonzales y su orquesta
- 5239 The Last Rose of Summer (Michael Hoffman)—Violin Solo, Piano Accomp., Joe Engleman
- Hungarian Dance No. 1 (Brahms-Joachim) (Michael Hoffman)—Violin Solo, Piano Accomp., Joe Engleman
- 5241 I've Got the Yes! We Have No Bananas Blues (Brown-Hanley-King).....Bailey's Lucky Seven
- That Old Gang of Mine (Rose-Dixon-Henderson).....Glantz and His Orch.
- 5243 Home (Fazioli-Klages).....Bailey's Lucky Seven
- That Big Blond Mama (Rose-Monaco), Bailey's Lucky Seven
- 5245 Where the River Shannon Flows (Russell), Frank Ferera's Hawaiian Entertainers
- Come Back to Erin (Claribel), Frank Ferera's Hawaiian Entertainers
- 5246 Last Night on the Back Porch (Brown-Schraubstader).....The Mobile Trio
- Struttin' Jim (Dixon-Carleton).....The Mobile Trio
- S5247 Fado 31 (Alves Coelho).....Gonzalez y su orquesta
- El Emperador de los Pobres (Vals) (A. Baranco).....Gonzalez y su orquesta
- 5248 I Wish I Had Some One to Cry Over Me (Parish-Young-Squires)—Tenor, Orch. Accomp., Lewis James
- Swinging Down the Lane (Kahn-Jones)—Orch. Accomp., Shannon Four
- 5249 Oh! Min (Con Conrad).....Bailey's Lucky Seven
- Steamboat Sal (Fisher-Raskin-Couser), Bailey's Lucky Seven
- S5250 Serenata Galante (Colombina), Gonzalez y su orquesta
- Su Majestad El Fox-trot (G. Polanco), Orquesta del Bosque
- 5251 Mama Goes Where Papa Goes (Yellen-Ager), Porter's Blue Devils
- Somebody's Wrong (Marshall-Egan-Whiting), Porter's Blue Devils
- 5252 Satisfied Blues (Fowler)—Edna Hicks, Piano Accomp., Lemuel Fowler
- No Name Blues (Hicks-Smith)—Edna Hicks, Piano Accomp., Lemuel Fowler
- 5253 She's Got That Too (Schmitt-Krumpe-Aichele), Justin Huber's Orch.
- Sweet Papa Joe (Link-Britt-Russell-Seihert), Justin Huber's Orch.
- 5254 Every Night I Cry Myself to Sleep Over You (Johnson-Wood-Bibo).....The Biltmore Hotel Orch.
- Will You Always Love Me (Traveller-Halstead), The Biltmore Hotel Orch.
- 5255 Dreamy Melody (Magine-Koehler-Naset), Art Landry and His Call of the North Orch.
- Rip Saw Blues (Landry-Hager, DeKay-Megson), Art Landry and His Call of the North Orch.
- 5256 I Love You (Thompson-Archer), Wood's "Bijou" Orch.
- For Old Time Sake (Klickman), Wood's "Bijou" Orch.
- 5257 In Fair Hawaii (Wirth).....The Specialty Orch.
- You Didn't Want Me When I Wanted You (Yellen-Stern).....The Specialty Orch.
- 5258 Oh! You Little Sun-Uv-er Gun (Howard-Solman).....Bailey's Lucky Seven
- Stealing to Virginia (Kahn-Donaldson), Bailey's Lucky Seven
- 5259 I Know the Lord Has Laid His Hands on Me (Homer Rodeheaver), Homer Rodeheaver and Wiseman Quartet
- Great Day (Homer Rodeheaver), Homer Rodeheaver and Wiseman Sextet
- 5260 Just a Girl That Men Forget (Dubbin-Roth-Garren)—Tenor, Orch. Accomp., Billy Jones
- Out There in the Sunshine With You (Brennan-Ball)—Tenor, Orch. Accomp., Lewis James
- 5261 Baby's Got the Blues (Creamer-Wooding)—Josie Miles, Piano Accomp., Stanley Miller
- Kansas City Man Blues (Johnson-William)—Josie Miles, Piano Accomp., Stanley Miller
- 5263 Black Sheep Blues (Jahn-Bake), The Black Dominoes
- Land of Cotton Blues (Bennett-Jerome-Ahlert), The Black Dominoes
- 5262 Novelli Sposi (Nitti Nise).....Iasilli's Band
- L'Espizione Di Torino Mazurka (A. D'Anno), Iasilli's Band
- 5264 Cuddle-Uddle-Up (Mitchell-Parish), The Biltmore Hotel Orch.
- Tell All the Folks in Kentucky (I'm Comin' Home) (Irving Berlin).....Bailey's Lucky Seven
- 5265 Juanita (Norton).....Stellar Trio
- In the Gloaming (Molloy).....Stellar Trio
- 5269 Cradle Song (Brahms-Cornellissen), Culp String Quartet
- Finale D Major Quartet (Haydn), Culp String Quartet
- 5270 Rory O'More.....Mary Ellen Conlon
- Miss Ramsey (Schottische).....Mary Ellen Conlon
- 5271 It Ain't Gonna Rain No Mo' (Wendell Hall), Wendell Hall
- Red Headed Music Maker (Wendell Hall), Wendell Hall
- 5272 I've Got a Song for Sale (Jack Nelson), Ladd's Black Aces
- All Wrong (Martin-Kahn-Jones).....Ladd's Black Aces
- 5273 Thanksgiving Hymn (Mrs. William Jennings Bryan)—Orch. Accomp., Amy Ellerman
- There's a Light in the Valley (P. Bliss), Criterion Quartet

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- Somebody's Wrong—Fox-trot, Pennsylvania Syncopators
- 10679 What Do You Do Sunday, Mary?—Fox-trot, Glantz and His Orch.
- Foolish Child—Fox-trot.....Glantz and His Orch.

- 10678 Waltz of Long Ago—Waltz..Emerson Dance Orch.
- So Tuis Is Love—Waltz....Epp's Hotel Astor Orch.
- 10683 An Orange Grove in California—Fox-trot, Emerson Dance Orch.
- Little Butterfly—Fox-trot....Emerson Dance Orch.
- 10677 Sitting In A Corner—Fox-trot, Emerson Dance Orch.
- Twilight Shadows—Waltz....Emerson Dance Orch.
- 10676 Music of Love—Medley Fox-trot, Epp's Hotel Astor Orch.
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- Moonlight Kisses—Fox-trot....Emerson Dance Orch.
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- 10270 Hark! The Herald Angels Sing—Male Quartet, Stellar Quartet
- Joy To the World—Male Quartet...Stellar Quartet
- 10459 Kiddies' Patrol (Christmas Eve)—Descriptive, Emerson Concert Band
- Kiddies' Dance (Christmas Morning)—Descriptive.....Emerson Concert Band

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- POPULAR VOCAL
- 032002 Dreamy Melody.....Apollo Male Trio
- Easy Melody.....Apollo Male Trio
- 032005 No, No, Nora!.....Frank Bessinger
- Since I Fell In Love With You.....Charles Cinway
- 032001 Why Should I Give My Love to You, Charles Cinway
- You Didn't Care When You Broke My Heart (So Why Should I Care Now)....Frank Sterling
- 032003 Who Will It Be?.....William Rundle
- When Clouds Have Vanished and Skies Are Blue.....Frank Sterling
- 032004 Mamma Goes Where Papa Goes (Or Papa Don't Go Out To-night).....Vernon Dalhart
- When Dixie Stars Are Playing Peek-A-Boo, Dixie Trio
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- 032005 Baby's Got the Blues.....Tudie Wells
- Uncle Sam Blues.....Tudie Wells
- 032007 Down South Blues.....Hannah Sylvester
- I Want My Sweet Daddy Now.....Hannah Sylvester
- 032008 Deceitful Blues.....Mary Jackson
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- 036003 I've Got a Song For Sale That My Sweetie Turned Down—Fox-trot, Don Parker and His Strand Roof Orch.
- Sweet Butter—Fox-trot, Nathan Glantz and His Orch.
- 036004 Havana—Tango Fox-trot...Max Terr and His Orch.
- Passionetta—Fox-trot...Nathan Glantz and His Orch.
- 036005 Chansonetta—Fox-trot...Max Terr and His Orch.
- Mamma's Little Silver Lining—Fox-trot, Nathan Glantz and His Orch.
- 036006 I'm Sitting Pretty In A Pretty Little City—Fox-trot.....Hollywood Dance Orch.
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- 036007 Mississippi Ripples—Waltz...Casino Dance Orch.
- Steal A Little Kiss While Dancing—Waltz, Casino Dance Orch.
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- Indiana Moon—Waltz, Fry's Million Dollar Pier Orch.
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- 021086 Flee as a Bird.....Earle F. Wilde
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- The Oriole—Banjo Solo.....Fred Van Eps
- HAWAIIAN
- 021089 Southern Blues, Louise and Ferera Hawaiian Troupe
- My Old Kentucky Home, Louise and Ferera Hawaiian Troupe
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- Il Trovatore "Tacea la notte" (Verdi) (In Italian).....Claudia Muzio

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- Foolish Child—Fox-trot, Vocal Chorus by Billy West.....Roy Collins' Orch.
- 9552 Mamma Goes Where Papa Goes—Fox-trot, Missouri Jazz Band
- I'm Sitting Pretty in a Pretty Little City—Fox-trot.....Missouri Jazz Band
- 9553 If I Can't Get the Sweetie I Want—Fox-trot, Six Black Diamonds
- Sobbin' Blues—Fox-trot.....Six Black Diamonds
- 9554 Little Butterfly (From "Music Box Revue, 1923")—Fox-trot.....Continental Dance Orch.
- An Orange Grove in California (From "Music Box Revue, 1923")—Fox-trot, Continental Dance Orch.
- 9555 Sweet Henry, the Pride of Tennessee—Fox-trot, Majestic Dance Orch.
- Easy Melody—Fox-trot.....Majestic Dance Orch.
- 9556 Dreamy Melody—Waltz....Continental Dance Orch.
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- 9557 Last Night on the Old Back Porch—Fox-trot, Jos. Franklin's Orch.

- Sittin' in a Corner—Fox-trot, Jos. Franklin's Orch.
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- 9559 Saw Mill River Road—Fox-trot, Majestic Dance Orch.
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- Pal of My Dreams—Tenor Solo, Orch. Accomp., Billy Burton
- 9562 Indiana Moon—Duet, Orch. Accomp., Robert Craig-Chas. Dalton
- Somebody's Wrong—Baritone Solo, Orch. Accomp., Charles Dalton
- 9563 You Didn't Want Me When I Wanted You—Tenor Solo, Orch. Accomp., Lou Hayes
- Somebody Else Took You Right Out of My Arms—Tenor Solo, Orch. Accomp., Arthur Hall
- 9564 Out There in the Sunshine With You—Tenor Solo, Orch. Accomp., Billy Burton
- Kiss Me With Your Eyes—Tenor Solo, Orch. Accomp., Billy Burton
- 9566 Spring Song (Mendelssohn)—Violin Solo, Piano Accomp., Rudolph Polk
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- 9565 Ave Maria (Schubert)—Violin Solo, Piano Accomp., Rudolph Polk
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- Kiddies' Dance (Christmas Morning)—Descriptive, Orch. Accomp., Walter Rogers
- 960 Holy Night, Peaceful Night—Male Quartet, Liberty Quartet
- Hark! The Herald Angels Sing—Male Quartet, Regal Male Quartet
- 961 Adeste Fideles (Oh Come, All Ye Faithful)—Male Quartet.....Liberty Quartet
- Joy to the World—Male Quartet, Regal Male Quartet

FEDERAL RECORDS

- DANCE
- 5331 When It's Night Time in Italy—Fox-trot, Vocal Refrain by Jack Murray...Southern Syncopators
- Mamma Goes Where Papa Goes—Fox-trot, Southern Syncopators
- 5332 Sop-Tim-Bom (Half-past Ten)—Chinese Waltz, Metropolitan Players
- Oh, You Little Sun-uver-gun—Fox-trot, Metropolitan Players
- 5333 Take, Oh Take, Those Lips Away (From "Ziegfeld's Follies")—Fox-trot....Golden Gate Orch.
- Home Town Blues—Fox-trot....Golden Gate Orch.
- 5334 Dreamy Melody—Waltz.....Rialto Dance Orch.
- Mississippi Ripples—Waltz.....Rialto Dance Orch.
- 5335 Little Butterfly (From "Music Box Revue")—Fox-trot.....The Carolinians
- An Orange Grove in California (From "Music Box Revue")—Fox-trot.....The Carolinians
- 5343 Old-fashioned Love (Intro, "Open Your Heart," from "Runnin' Wild")—Medley Fox-trot, Miami Beach Orch.
- I've Got a Song for Sale—Fox-trot, Miami Beach Orch.
- 5342 The Waltz of Long Ago (From "Music Box Revue")—Medley Waltz....Lenox Dance Orch.
- Bit by Bit You're Breaking My Heart—Fox-trot.....Lenox Dance Orch.
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- 5336 When Clouds Have Vanished and Skies Are Blue—Tenor.....George Wilton Ballard
- Pal of My Dreams—Tenor...George Wilton Ballard
- 5337 Tell All the Folks in Kentucky I'm Comin' Home—Baritone.....Ernest Hare
- The Old Folks at Home—Tenor....Vernon Dalhart
- 5338 Watchin' the Moon Rise—Tenor and Baritone, Charles Hart-Elliott Shaw
- Kiss Me With Your Eyes—Tenor.....Lewis James
- 5339 Little Boy—Tenor.....Tom Moore
- Why Don't My Dreams Come True?—Tenor, Charles Hart
- 5341 Out There in the Sunshine With You—Baritone.....Elliott Shaw
- Memories of Virginia—Baritone...Arthur Raymond
- CHILDREN'S RECORD
- 5340 Mother Goose Songs No. 1—(1) Three Little Kittens; (2) Dickory, Dickory, Dock! (3) Tom, Tom, The Piper's Son; (4) Simple Simon; (5) Twinkle, Twinkle; (6) Little Boy Blue.....Lewis James
- Mother Goose Songs No. 1—(1) Ding, Dong, Dell; (2) Ba, Ba, Black Sheet; (3) London Bridge; (4) Humpty, Dumpty; (5) Song of Six Pence; (6) Little Miss Muffet...Lewis James
- CHRISTMAS RECORDS
- 5344 Silent Night (Saxophone-Xylophone-Piano), Viennese Trio
- Belfry Chimes (Saxophone-Xylophone-Piano), Viennese Trio
- 5073 Hark The Herald Angels Sing—Male Voices, Stellar Trio
- Lead Kindly Light—Baritone and Tenor, Wheeler-Ballard
- 5088 Christmas Chimes.....Chris Chapman
- 5129 Cathedral Chimes.....Chris Chapman
- Holy Night—Tenor.....Charles Harrison
- Star of the East—Tenor and Baritone, Ballard-Wheeler
- 5130 Silent Night—Male Quartet.....Shannon Four
- Adeste Fideles (Oh Come, All Ye Faithful)—Male Quartet.....Shannon Four
- 5131 Star of Bethlehem—Tenor.....Charles Harrison
- Nazareth—Basso.....Wilfred Glenn
- STANDARD
- 5124 Aloha Oe (Farewell to Thee)—Contralto with Male Chorus.....Louise Terrell
- Tuanita—Male Quartet.....Shannon Four
- 5068 Little Grey Home in the West—Tenor, Charles Harrison
- I Hear You Calling Me—Tenor...Charles Harrison
- 5096 Drink to Me Only With Thine Eyes—Tenor, George Wilton Ballard
- Love's Old Sweet Song—Soprano, Nevada Van Der Veer
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- 5288 Mighty Lak' A Rose (Nevin) (Violin-Cello-Piano).....Mendelssohn Trio
- Simple Confession (Thome) (Violin-Cello-Piano).....Mendelssohn Trio

- 5284 Salut D'Amour (Elgar)—Violin Solo...Ted Kasloff
Polonaise (Vieuxtemps)—Violin Solo...Ted Kasloff
- 5049 Hawaiian Twilight (Hawaiian Guitars),
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- 1263 Last Night on the Old Back Porch—Fox-trot,
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 - Foolish Child—Fox-trot, Vocal Chorus by Billy
West...Hollywood Dance Orch.
 - 1264 Easy Melody—Fox-trot...Missouri Jazz Band
I'm Sitting Pretty in a Pretty Little City—
Fox-trot...Missouri Jazz Band
 - 1265 Every Night I Cry Myself to Sleep Over You
—Fox-trot...Six Black Diamonds
Sobbin' Blues—Fox-trot...Six Black Diamonds
 - 1266 Dreamy Melody—Waltz...Imperial Dance Orch.
In Your Embrace—Waltz...Imperial Dance Orch.
 - 1267 An Orange Grove in California (From "Music
Box Revue, 1923")—Fox-trot,
Imperial Dance Orch.
 - Little Butterfly (From "Music Box Revue,
1923")—Fox-trot...Imperial Dance Orch.
 - 1268 If I Can't Get the Sweetie I Want—Fox-trot,
Jos. Franklin's Orch.
Sweet Henry, the Pride of Tennessee—Fox-trot,
Jos. Franklin's Orch.
 - 1269 Covered Wagon Days—Fox-trot,
Majestic Dance Orch.
 - Roses of Picardy—Fox-trot...Majestic Dance Orch.
 - 1270 Mamma Goes Where Papa Goes—Fox-trot,
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 - Sittin' in a Corner—Fox-trot...Roy Collins' Orch.
 - 1271 A Kiss in the Dark—Waltz...Clark's Marimba Orch.
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POPULAR VOCAL RECORDS

 - 1272 Somebody's Wrong—Baritone Solo, Orch. Ac-
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Somebody Else Took You Out of My Arms—
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 - 1273 When It's Night Time in Italy It's Wednesday
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 - 1274 Out There in the Sunshine With You—Tenor
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Pal of My Dreams—Tenor Solo, Orch. Accomp.,
Hugh Donovan
 - 1275 Indiana Moon—Duet, Orch. Accomp.,
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You Didn't Want Me When I Wanted You—
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 - 1276 When Clouds Have Vanished and Skies Are
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Kiss Me With Your Eyes—Tenor Solo, Orch.
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 - 2104 Melody in "F" (Rubinstein)—Violin Solo,
Piano Accomp...Rudolph Polk
Spring Song (Mendelssohn)—Violin Solo, Pi-
ano Accomp...Rudolph Polk
 - 2103 Humoresque (Dvorak)—Violin Solo, Piano Ac-
comp...Rudolph Polk
Ave Maria (Schubert)—Violin Solo, Piano Ac-
comp...Rudolph Polk

STANDARD RECORD

 - 2105 Stars and Stripes Forever—March,
Banner Military Band
Under the Double Eagle—March,
Banner Military Band

CHRISTMAS RECORDS

 - 2063 Kiddies' Patrol (Christmas Eve)—Descriptive,
Orch. Accomp...Walter Rogers
Kiddies' Dance (Christmas Morning)—Descrip-
tive, Orch. Accomp...Walter Rogers
 - 2065 Adeste Fideles (Oh Come, All Ye Faithful)—
Male Quartet...Liberty Male Quartet
Joy to the World—Male Quartet,
Banner Male Quartet
 - 2066 Holy Night, Peaceful Night—Male Quartet,
Liberty Male Quartet
Hark! The Herald Angels Sing—Male Quartet,
Banner Male Quartet

VICTOR WINDOW DISPLAY MATERIAL

Some excellent material for use in window displays, especially holiday displays, has been prepared for dealers' use by the Victor Co. This consists of cardboards cut in the shape of stars, in the center of which appears a likeness of famous Victor artists. Each of the "stars" has a red border, presenting a pleasing appearance and furnishing window display material which offers excellent opportunities for diversified arrangement.

INCREASING DEMAND FOR "THE YALE"

NEW HAVEN, CONN., November 5.—The Davis Mfg. & Sales Co., of this city, is doing considerable business with the Yale talking machine which it manufactures. This small table machine is very attractively produced and has a surprising tone value. Although the Yale talking machine has an all-year-round demand, the holiday season has still further augmented the business of this company. Dealers handling this product are unanimous in their expressions of approval over its sales possibilities.

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VICTOR WHOLESALERS**

The Corley Company

RICHMOND VIRGINIA

**CONSTRUCTIVE ARTICLES IN THIS
ISSUE OF THE WORLD**

Ready Reference for Salesmen, Dealers and Department Heads

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Toledo, Ohio

*Wholesale Victor
Exclusively*

A C B Z A C D F H I K L N P O S U V X W B D F G I J L N P O S U V X Z V C E F H J K W O P R T A C E M O N
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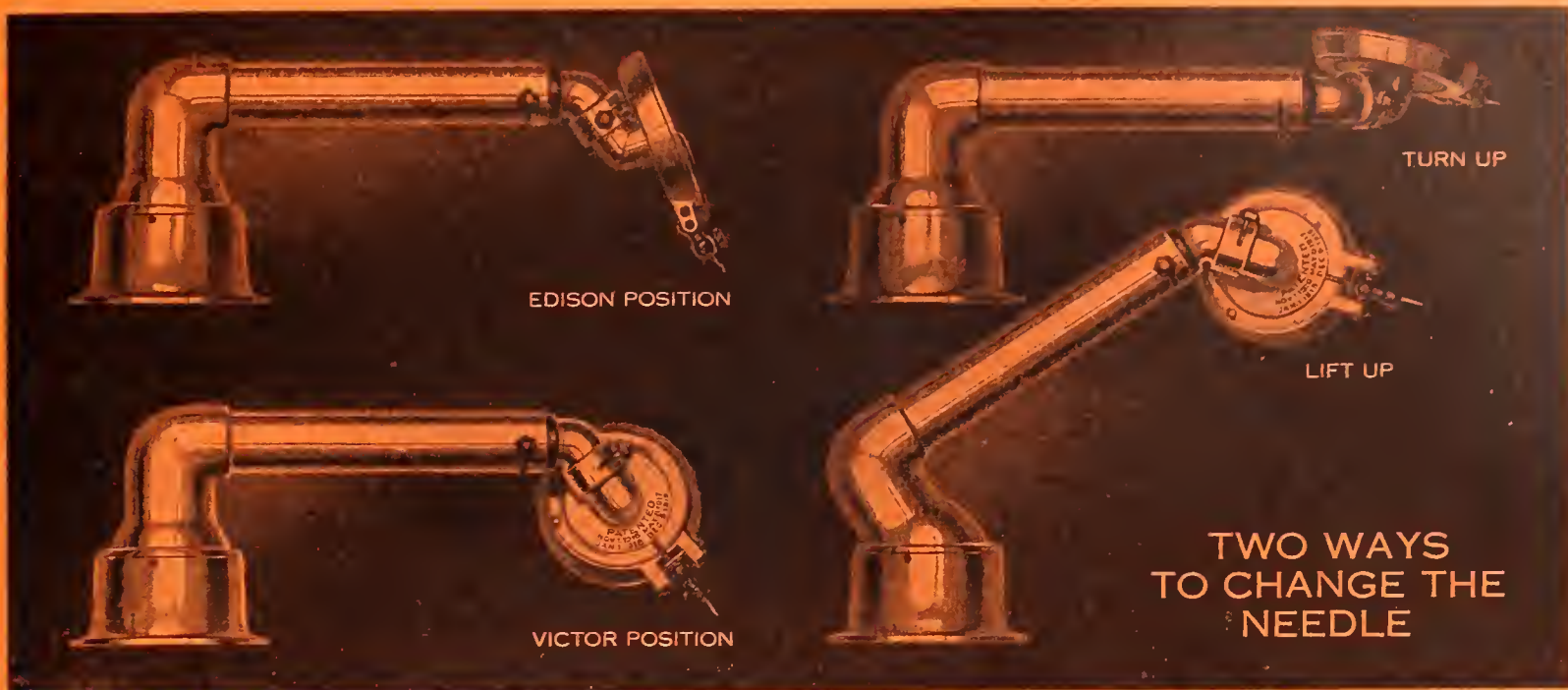
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TWO WAYS TO CHANGE THE NEEDLE

The SCOTTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailor-made appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

Pages 68, 69, 70 and 71
of this issue of the Talking
Machine World carry a
message of interest to every
music dealer.

**JOBBER OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA
AND BLUE AMBEROL RECORDS**

CALIFORNIA
Los Angeles—Edison Phonographs,
Ltd.
San Francisco—Edison Phonographs,
Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corpora-
tion of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co.,
Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver 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.
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—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co.
(Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phono-
graph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co.,
Inc.

CANADA
Montreal—R. S. Williams & Sons
Co., Ltd.

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).

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, 1923



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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

IN THIS ISSUE—Over a Dozen Authoritative Feature Articles Dealing Directly With the Merchandising of Talking Machines and Records in All Its Phases

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Argyle Walnut
\$275

Sonora's High Quality Is Consistent

Sonora dealers will tell you that Sonora's consistent maintenance of high quality forms one of the chief sources of gratification to those handling the line.

Day after day, the same today, and the same tomorrow, Sonora instruments reach the dealers' floors, perfect in tone, in workmanship, in finish and in performance.

Unremittent scrutiny and rigid inspection assures this consistent maintenance of high quality. And this attention to detail is reflected in lessened service costs and the added satisfaction of Sonora owners.

Let us tell you more about the Sonora proposition and how this line will make money for you. Write us today.

The Choice of those who've heard them all

Sonora Phonograph Company, Inc.

279 Broadway, New York City

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

The Talking Machine World

Vol. 19. No. 12

New York, December 15, 1923

Price Twenty-five Cents

Columbia Co. Advertising Records by Radio

Great Campaign of Reaching Public in a Novel and Effective Way Started by Broadcasting an Exclusive Columbia Artist or Organization Through WEA F Station—Its Object Defined

An important bulletin was sent out recently by George W. Hopkins, vice-president and general sales manager of the Columbia Phonograph Co., to the company's branch managers under the heading of "Advertising by Radio." This bulletin stated in part as follows: "Radio grows bigger and more people listen in every night. Sometimes they happen to hear something they would like to hear again and to do that they must buy a phonograph record of what they have heard. This lifts the freezing lid of many a long-forgotten phonograph.

"It is the Columbia policy to help make people like what they hear over the radio. We are going to teach them that they need Columbia records to hear what they like best, whenever they want to hear it. Beginning Tuesday, December 4, and following on Thursday, December 8, and every Tuesday and Thursday thereafter, the WEA F broadcasting station (the American Tel. & Tel. station) will broadcast an exclusive Columbia artist or organization, announced and advertised as such. Broadcasting time from 9:15 to 9:30 p. m. They will broadcast right from our own recording studios and advertise that fact."

This important broadcasting program opened on Tuesday, December 4, as mentioned in Mr. Hopkins' bulletin, with the California Ramblers as the artists. Lester L. Leverich, advertising manager of the Columbia Phonograph Co., introduced the organization, and judging from the enthusiastic reports received at the Columbia offices, the performance was heard and enjoyed throughout the country. Columbia branch managers received enthusiastic reports from their dealers who "listened in" on the Columbia broadcasting and there is every reason to believe that the plan will prove a decided success. Quite a number of the dealers commented upon an increased activity in the sale of Columbia records made by the California Ramblers, indicating that Mr. Hopkins' views as to record sales being favorably influenced by radio broadcasting are sound and logical. The Columbia Co. has been congratulated upon its initiative in arranging for radio broadcasting by exclusive Columbia artists and it is stated that this is the first instance where a phonograph manufacturer has sponsored radio broadcasting as a trade-building media from its own recording studios and advertised it as such.

MANUFACTURERS FORM ASSOCIATION

American Phonograph and Allied Musical Manufacturers' Association Born at Hotel McAlpin Meeting—To Disseminate Credit Data

At a luncheon held on Thursday, December 6, at the Hotel McAlpin a new association was formed in the talking machine industry, known as the American Phonograph & Allied Musical Manufacturers' Association. The plans of the Association, as announced, are extensive and for the present the scope of work will be largely credit research information and advice. The object of the Association is to reduce the percentage of losses through unscrupulous dealers holding up payments when due; taking unfair discounts, and many other unjust practices.

The Association plans to do away with these evils and believes that putting business on a constructive basis will benefit the honest dealer as well as the manufacturer. It is planned that the members report to the Association every dealer who does not pay his account when due and the reason given, if any; the taking of a discount beyond the stated period; also any rumors concerning dealers, whether they are interested in them or not. The Association, in turn, will furnish to its members the above information. Exhaustive reports covering any special features regarding any dealer, wherever located, will be furnished on demand. Through specializing in one field and economy of operation it is expected to put collection charges at a much smaller figure than could be obtained outside. Where bankruptcy is inevitable it will be endeavored, through the weight of the Association, to appoint worthwhile men as receivers, referees and trustees. It is stated that the Association is not interested in prices charged, but solely interested in giving positive information to the manufacturer in reference to dealers.

At the initial meeting ten were present who were representatives of some of the most prominent houses in the industry. They practically unanimously agreed on the need of an association of this character. Another meeting will be held at an early date to elect officers and proceed with the work. Headquarters for the Association will be established in the Bowery Savings Bank Building, Park avenue and Forty-second street.

ARTHUR J. WALSH GETS NEW POST

Well-known Edison Executive Appointed Manager of Music Department—Will Direct Artist Division in Addition to His Other Duties

Arthur J. Walsh, who has for many years occupied prominent positions with Thomas A. Edison, Inc., was appointed the last week in November to the very important post of manager of the music department, where he will direct the artist division of the Edison business, as well as the selection of the music to be recorded. Mr. Walsh will continue to hold the portfolios of the advertising and publicity departments which have hitherto fallen upon his shoulders. His new office is located in the laboratory of Thomas A. Edison.

APPOINTED DE FOREST JOBBER

Progressive Musical Instrument Corp. to Distribute DeForest Products—Well Qualified to Co-operate With the Retail Trade

The Progressive Musical Instrument Corp., 311 Sixth avenue, New York, well-known jobber of musical merchandise, announced to its trade this week that it had been appointed a distributor for the products of the DeForest Radio Tel. & Tel. Co. The company is planning to inaugurate an aggressive sales campaign in behalf of DeForest Radiophones and several unusual merchandising ideas will form an important part of this campaign.

This company is ideally equipped to give DeForest radio products splendid representation, as the executives of the company are well known in the musical field, and the company at the present time is distributing a very large amount of musical merchandise among the leading phonograph dealers. A complete stock of DeForest products already has been delivered and dealer accounts are being established rapidly. The unique merchandising plan sponsored by the DeForest Radio Tel. & Tel. Co. in the introduction of Radiophones in the music industry has met with marked success and the Progressive Musical Instrument Co. is making plans to co-operate with the manufacturer in every possible way.

H. DON LEOPOLD IS ADVANCED

Popular Brunswick Record Manager Will Assume New Duties in Chicago—Attained Marked Success With New York Branch

Harry A. Beach, manager of the Eastern phonograph division of the Brunswick-Balke-Collender Co., announced recently that H. D. Leopold, for the past six months record order department manager of the New York branch, had been promoted to an important post in the advertising department of the Brunswick Co.'s executive offices in Chicago. Mr. Leopold, who completed his duties in New York on December 8, leaving for Chicago immediately, is one of the most popular and capable members of the Brunswick phonograph division and is generally recognized as an exceptionally efficient record man.

Many New Orchestras Recording for Victor Co.

Various Popular Organizations Specializing in Dance Music Have Been Placed Under Contract to Make Victor Records—Some Other New Recording Artists

In line with its policy of continually augmenting its library of distinguished artists in the classical field of music and its roster of outstanding celebrities in the popular and novelty field of music, the Victor Talking Machine Co. has recently announced a number of very important additions to its staff of artists.

The newcomers in the operatic and classical library of Red Seal artists include Richard Crooks, Rosa Ponselle, Landowska, Sura Cherkasskay and the St. Louis Symphony Orchestra.

In the field of popular music the most important new acquisitions are Waring's Pennsylvanians, Barney Rapp and His Orchestra, the Garber-Davis Orchestra, Silverman and His Orchestra, Moss & Frye and the Bethel Jubilee Quartet, all well-known aggregations.

In addition to the artists and celebrities mentioned above, some of whose records have not yet been released, but all of whom have already made recordings, the other important newcomers into the Victor catalog who have made their debut during 1923 are as follows:

In the Red Seal field—Charles Trowbridge

Tittman, Claire Brookhurst, Jose Mardones, Miguel Fleta, Hazel Gertrude Kinscella and Della Baker.

As popular artists—Lou Holtz, Belle Baker, Will Rogers, Henry C. Gilliland, Eck Robertson, the Duncan Sisters, Sissle & Blake, George Hamilton Green, Brooke Johns, Eddie Hunter, Georgie Price, Victor Arden and Phil Ohman.

In the orchestra division—Charles Dornberg and His Orchestra, the Collegians, Whitey Kaufman's Original Pennsylvania Serenaders, Arthur Gibbs and His Gang, Memphis Five and Jack Chapman and His Drake Hotel Orchestra.

This, so far as is known, is the first public recapitulation of the Victor artists who have been acquired during the current year and it certainly indicates, in a very impressive way, that the Victor Co. is continuing in a vigorous and comprehensive manner to steadily and extensively augment its library of music by recording the talent of the leading artists and musicians from every division of the realm of music.

Effective Lighting Helps Window Display

Edgar L. Mills Descants on Scientific Principles of Window Lighting and Tells How Talking Machine Displays Can Be Aided

The present-day efficiency in window dressing or in displays of any kind depends in a measure upon the skill with which that display is lighted. It is entirely possible to arrange a fine window or show case and yet to get small results from it because the light may be dull or yellowish in cast. Or the light may glare, so as to force onlookers to glance quickly away. Or the display may be darkened by the surroundings to such an extent that the goods do not show off well at all. Or, again, plate glass reflections thrown inward by the sunlight, or powerful street lights, may completely confuse the outlines of the articles shown, or produce a dazzling effect most uncomfortable to experience.

In order to remedy these conditions, lighting or illuminating engineers have given the matter a great deal of study and have worked out principles of successful lighting which should be considered and employed. In fact, the merchant who lights his displays properly has a distinct advantage over those who neglect this important selling factor.

It is now acknowledged that display portions of a retail business, and especially the windows, represent the most valuable space in the whole establishment. This being the case, it is extremely important that the lighting effects be such that the displays will work for all they are worth twenty-four hours in the day.

Size and Character of Window Govern Lights

The experiments of the engineers referred to prove that windows of different shapes and sizes call for different kinds of lighting units. For example, if the window is deep, but rather low, the light must be softly diffused downward. Many windows are of the double-deck variety and are not more than five or six feet in height. Such windows are best lighted by rather small electric lamps of about 50 watt capacity and having scooped-shaped reflectors which will flood a window of the size and shape described with even and bright light. Show cases, bulletin boards and both outside and inside signs which are not too large will be illuminated successfully by reflectors of this character.

On the other hand, a low window which is quite shallow and does not reach back very far calls for a lamp of about the same size with a different shape reflector. In this case one

of the hooded type is better, distributing the light in such a manner as to avoid a glare. The small, hooded light is not only desirable in the low, shallow window, but it is also very appropriate for illuminating wall cases and wall fixtures, which all too often are left in the shadows.

The need for such a light is indicated where we require concentration. Many shallow windows and cases are met where the depth is only about from 60 to 70 per cent of the height. Ordinarily, the lighting of such windows is difficult, but the hooded light will bring the contents of the window into pleasing prominence. The light in this case is all directed downward, and so the installations are in the upper part of the window or case.

Larger windows employ the same principle, only larger reflectors are used. These reflectors are not all alike for the large windows. One kind throws the light into about the middle of the window space and is especially designed for a display which is trimmed high up. Another reflector throws the light to the window base and is intended for use when the display is arranged on a low or flat plan. These different reflectors may be procured and used at will. And there is also a very interesting color attachment by means of which the window space may be diffused with golden, violet, pink or purple light at will.

Overcoming Reflections

It would seem as though this would take care of all of the needs of the light situation, but not so, for we have not yet met those difficulties caused by reflections. Some dealers have been much distressed by this sort of thing—their windows being almost spoiled for display purposes. For this reason, a light which will overcome the trouble is a real boon. One has been perfected which, by means of a 500 watt lamp Mazda "C," will completely flood the window with an expanse of soft, agreeable illumination.

Next, the reflector is so arranged that this same lighting unit throws a spot light, wherever desired, of startling clearness. This spot light beam is claimed to develop 50,000 candle power, so it is obvious that any article displayed in the window upon which this spot light is trained or turned will show up in the plainest manner

possible. Moreover, any reflections from the outside are completely neutralized and passers-by will be halted almost in spite of themselves. This new lighting principle is most interesting, as those employing it literally flag the public, and an establishment so lighted will stand out from among a whole street full of other establishments with the ordinary lighting equipment.

This flood light with a center beam is especially adapted to both white and colored lighting in display windows, to the lighting of special, interior show cases, or for the protection of an establishment during the night. A firm which has had its safe broken open more than once now wheels the safe into the sight of the street and turns a spot light on it. Burglars would hardly dare work under such conditions. These lights are also valuable for anything in the way of a spectacular demonstration or where it is desirable to gain special attention to one or more objects in the midst of lighted surroundings.

Economy in Good Lighting Fixtures

Some will claim that they cannot afford to put in more efficient lighting fixtures. But the question arises as to how much in actual dollars and cents is lost by not doing it, and whether the business prestige sacrificed is not a heavy price to pay for a tendency to cling to the old and out-of-date.

In many places such as the business office or where certain kinds of goods are to be examined close at hand, an indirect light is most agreeable to the eye, being restful and soothing, and having the advantage of being shadowless.

Whatever the needs of the occasion, there is the right kind of light to fill the bill, and with a long season ahead when night settles down early and there are many dull days, when artificial illumination is needed, the matter of lighting so as to actually develop business because of it is a matter which should receive a full measure of attention. There is no time like the present and the only way to do a thing is to do it.

Privacy in radio communication, by means of a standard land line printer-telegraph machine, was demonstrated recently by Chicago experts before the annual convention of the Association of Railway Electrical Engineers.



Tidings of the Season to
all our patronage

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif.
86 Third Street, San Francisco, Calif.

Victor supremacy is the supremacy of performance

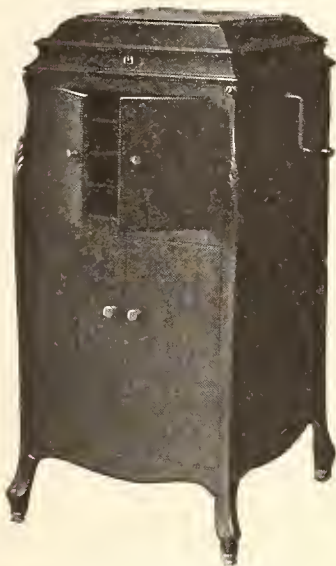


Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak

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



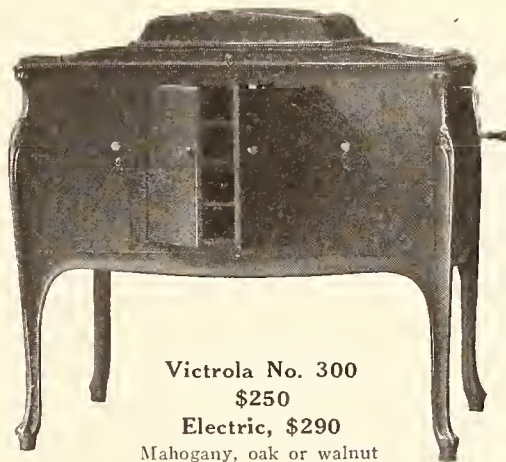
Victrola No. 105
\$180
Mahogany or walnut



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



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 300
\$250
Electric, \$290
Mahogany, oak or walnut



Victrola No. 410
\$300
Electric, \$340
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks
Victor Talking Machine Company
Camden, New Jersey

LAMBERT FRIEDL WITH ADLER MFG. CO.

Prominent Wholesale Executive Appointed Vice-President and General Sales Manager of Southern Manufacturing Concern—Will Market Complete Trade-marked Line of Phonographs—Headquarters in New York

Lambert Friedl, manager of the talking machine department of John Wanamaker, New York, and one of the most popular and capable members of the talking machine trade in the East, has been appointed vice-president and general sales manager of the Adler Mfg. Co., Louisville, Ky. Mr. Friedl resigned his present position on December 1, but will probably stay with the Wanamaker institution for a short while pending the appointment of his successor. He is leaving with the good-will of the entire Wanamaker organization, where he won the



Lambert Friedl

esteem and friendship of his co-workers during the year he was in charge of the department.

The Adler Mfg. Co. is well known in manufacturing circles, as for a number of years it has manufactured a complete line of pianos, organs and phonographs. The company maintains a very large plant at Louisville, which is recognized as one of the most complete and up-to-date woodworking factories in the South. Cyrus L. Adler, president of the company, is prominent in commercial and civic activities in

Louisville and has been the dominant factor in the tremendous success achieved by the company. Mr. Adler visited New York several times to confer with Mr. Friedl and as a result of these conferences arrangements were closed covering a long period of years.

As vice-president and general sales manager of the Adler Mfg. Co. Mr. Friedl will maintain headquarters at 881 Broadway, New York. He will be in complete charge of the company's phonograph merchandising and his plans provide for the manufacturing and marketing of a trade-marked line of instruments that will be original and distinctive throughout. These phonographs will be distributed through district sales representatives in the large cities, selling through responsible dealers. With the completion of his plans Mr. Friedl expects to get in touch with well-known wholesale men in the metropolitan centers with the idea of developing his distribution. Cabinet designs are being made under his personal supervision and the mechanical equipment will also be individual in many respects.

In securing the services of Mr. Friedl as vice-president and general sales manager the Adler Mfg. Co. is to be congratulated, for Mr. Friedl is one of the most experienced and successful members of the wholesale talking machine trade. For many years he was associated with the Columbia organization, having been manager of the company's Pittsburgh branch, and for a number of years manager of the New York branch. In the latter position, the most important in the Columbia branch organization, he attained phenomenal success, winning the hearty good-will of the dealers in metropolitan territory and attaining record-breaking sales totals for this product. In his new field of endeavor Mr. Friedl will have ample opportunity to utilize his exceptional knowledge of talking machine merchandising and distribution, and will be in a position to work in close co-operation with his host of dealer friends all over the United States.

ANNOUNCES UNIQUE SALES PLAN

General Phono. Corp. Introduces Original Sales Idea—Will Give New Odeon Record to Any Member of the Trade Requesting It

One of the most unique selling plans introduced in the record trade this year is a campaign announced this week by the General Phonograph Corp., New York, in behalf of Odeon records. In order to give the trade an opportunity to appreciate and understand the musical merits of these records and their sales possibilities, the company has offered to give to every member of the trade who requests it a new Odeon record featuring the "Blue Danube Waltz" and "Schubert Serenade." The record is presented without charge and it is expected that this unusual sales drive will serve to introduce Odeon records to the trade in every city and town throughout the country.

NEW EDISON PHONOGRAPH CATALOG

To Be Released During Latter Part of December for Consumer Distribution by Dealers—An Attractive Piece of Catalog Publicity

Thomas A. Edison, Inc., will issue the latter part of December a new type of catalog, featuring the various models of the New Edison. This catalog is printed with a handsome cover in blue and brown, the sole decoration on the cover being the new trade-mark slogan "The New Edison—Comparison With the Living Artist Reveals No Difference." The first page inside is devoted to a special message signed by Thomas A. Edison, which reads "I should like to have you listen to my phonograph—The New Edison—in side-by-side comparison with any other phonograph before you purchase." The next page is devoted to the same idea, namely, an enlargement of the idea of why the

Let's Do It!**Let's Make****1924**

**A New Year,
A Better Year,
A Happier Year,
A Progressive Year,
A Hundred Per Cent Year,
And**

Let's Make

**Our Minds Keener,
Our Hearts Kinder,
Our Impulses Wiser,
Our Bodies Stronger
In 1924!**

Edison Co. feels it behooves the purchasing public to make a comparison with other instruments before making a final decision. The entire responsibility is placed upon the prospective buyer to decide for himself what he believes to be the best instrument.

On each of the following pages one model of the New Edison is illustrated and beneath the illustration are specifications relating to the model pictured. The final sentence on each page is "The New Edison Costs No More Than Ordinary Phonographs." There are fourteen models featured and a price list is inserted in the back. The inside is printed in brown duo-tone ink over a light blue tint block which covers practically the entire page.

COLUMBIA CHRISTMAS RECORDS

Under the heading of "Columbia Christmas Records," the international record department of the Columbia Phonograph Co. issued recently a handsome two-colored window hanger, featuring Christmas records in various languages. An appropriate illustration formed the centerpiece of the display and among the records in the "E" series that were listed were selections in the following languages: Bohemian, Danish-Norwegian, Finnish, French, German, Greek, Hollandish-Dutch, Hungarian, Italian, Lithuanian, Polish, Russian, Slavish, Swedish and Ukrainian.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL


Sales Value

Every model in the Sonora line gives the purchaser maximum value and absolute satisfaction. The SONORA Dealer can merchandise this quality product with assurance and confidence for he is selling

*The Highest Class Talking Machine
in the World*


The Sonora Phonograph-Ohio Co.,
417 Bulkley Bldg., Cleveland, Ohio
Distributors for Ohio and Kentucky

In
**CLEVELAND
and OHIO**



His Master's Voice

—for



His Master's Voice

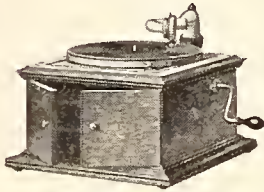
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—it's the
**CLEVELAND
TALKING
MACHINE CO.**

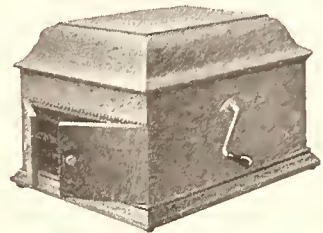
His Master's Voice

1105 Oregon Avenue Cleveland, O.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

Dealers in Victor products handle a known quantity—a line of products that has demonstrated its worth by a quarter-century of actual accomplishments.



Victrola No. 100
\$150
Mahogany, oak or walnut



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



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



Victrola No. 330
Mahogany, \$350; Electric, \$390
Walnut, \$415; Electric, \$455



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Record Specialties Open New Sales Field

Health Records and Those Designed for Amusement and Education of Children Are a Big Source of Revenue if Intelligently Exploited

There is a wide open sales field in the talking machine record business to-day which comparatively few retailers are taking advantage of to the greatest extent possible. This field consists of the various record specialties which have made their appearance on the market, and which are now handled by many retailers throughout the country. These consist of exercise records and various types of recordings designed especially for the amusement and education of children.

Successful Health Record Drive

Every man, woman and school child is a prospect for the former—health records—and the dealer who handles one or more lines of these recordings has an opportunity of augmenting his profits to a considerable degree if intelligent sales effort is put behind them. A plan of procedure in bringing its health records before that portion of the public which would be most likely to quickly see the advantage of exercising to music was recently put in effect by the Davidson Bros. Co., live dealer of Sioux City, Ia. The method used, as outlined for *The World* by Fred J. Shamp, manager of the talking machine department, follows:

"We desired to bring our health records to the attention of the lunch clubs of the city. In order to do this we first of all had a young lady, who, incidentally, happened to be related to a prominent member of the Rotary Club here, make arrangements for a demonstration at a luncheon of that club. This first effort was so successful that demonstrations have since been given in the Lions and Kiwanis Clubs by request of these organizations. It was handled in this way:

"Our demonstrator went through the first record alone, after having made a few appropriate remarks, descriptive of the nature and purpose of the records. When the playing of the first record had been completed the demonstrator requested the members to take off their coats and go through one of the exercises with her, and before she was through practically every man in the dining-room was going through the exercises. They went through all except the floor exercise, which obviously could not be done in a public dining-room.

"These organizations did not permit us to have any sign or make any reference announcing where the records came from, but one of our salesmen who has been connected with the house for twelve years went along to operate the talking machine, and in this indirect way we think every one in the place knew who was staging the demonstration. No attempt to sell records was made at that time, but a number of sets have been sold to club members since the demonstration, and we haven't the slightest doubt but that it was one of our best publicity stunts."

There is a successful plan in a nutshell—one that can easily be staged by any dealer with energy enough to go out after business. This stunt has the added advantage of making an appeal direct to the business men of the community, who, in the majority of cases, are eager to keep the waistline down but do not care for too strenuous work and loss of time involved in regularly attending a gymnasium class. And, in addition, the dealer should not overlook the women and children in his advertising and sales drives. The window is probably the best me-

dium of bringing these records to the attention of the masses. A live demonstrator, some athletic young man or woman of the community, would prove a big drawing card.

The Demand for Children's Records

The children's records on the market, as almost every dealer knows, consist of two kinds—educational and recreational, although of the latter it may also be said that they possess a distinct educational feature. With this fact in mind the lines along which the retailer's campaign must be planned are plain. Every mother and father desires that their children develop mentally, and if the dealer can put the message strong enough that these records will serve that purpose under the guise of amusement his appeal, whether through advertising in newspapers, window displays, direct-mail or personal solicitation, will hit home to the parents of his community and sales will follow. In his sales-promotion work the dealer, however, must not overlook the children themselves. Interest the children in your product and the chances are that they will not rest until they have influenced their parents to the point of making a purchase. In this connection, also, the retailer can sell small talking machines, of the portable type, to go with the records. These small instruments are comparatively inexpensive and, because of the fact that children, when playing the records, find it difficult to reach the turntable of the larger instruments and the added danger of marring the finish of the more expensive models, little difficulty will be experienced in "selling" the adults on the idea of purchasing a small talking machine.

Special Children's Departments

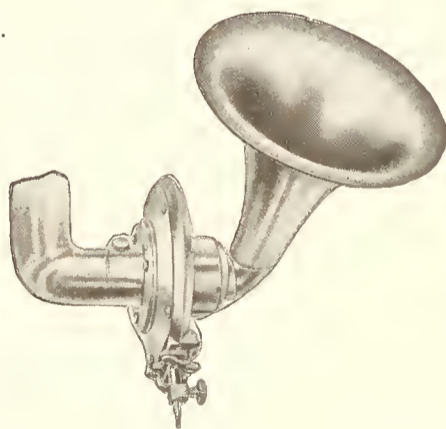
Some live establishments have even gone to the extent of setting apart a space in the store expressly for the display of these kiddie records and machines. The cost involved in setting aside a booth or part of the store and arranging the decorations and furnishings so that they will both appeal and be comfortable to the children is very small compared to the advantages which will be derived from such a course. One of the largest department stores in the East to do that very thing is Frederick Loeser & Co., of Brooklyn. This department was described in the Brooklyn section of the last issue of *The World* and dealers who contemplate doing something of a similar nature will do well to read it. The department is already a big asset to this store, as one will be to every other establishment. The children seem to take particular delight in visiting the store with their parents, and while the latter are purchasing their "grown up" records they play and look over the special talking machines and accessories which make such "grand" toys for fun-loving kiddies. Advertising by this firm has also intensified the interest of the parents and the number of sales already made in addition to the quantity of inquiries received has made this a paying proposition. A saleswoman of the maternal character is kept busy entertaining the children and explaining the merits of the products to the prospects.

Sales of Novelties Come Easy

Sales of specialties or novelties such as these are very easy to make, if, as has been stated, intelligence and energy are put behind the merchandising plan. After all, the talking machine dealer is out to make money. That is what he is in business for, trite and self-evident as the statement may sound. And it cannot be emphasized too strongly that where formerly adults and children of an advanced age were the only logical prospects for the retailer, to-day through these novelties a broad, new field is ready for development.

ADD-A-TONE

A Revelation in Sound Reproduction



NOT A LOUD SPEAKER

JUST the best sound-box with an amplifying arrangement assuring perfect reproduction of the voice and music without "blast" or distortion. Put up in a handsome box and sold in the best phonograph shops in all parts of the globe.

Incomparable for Dancing

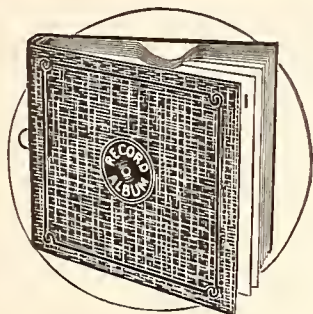
"If you haven't heard the **ADD-A-TONE**
you haven't heard your machine."

UNIQUE REPRODUCTION CO., Inc.

32 Union Square

NEW YORK

Cable Address: **ADD-A-TONE, N. Y.**



Good Will

More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—and best wishes for a banner year in 1924.



A postal will bring this sign to you in the next mail—write

PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for
All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Write us for Quotations on Special Grade No. 6 Album

Peerless Album Company

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

636-638 BROADWAY
NEW YORK

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, DECEMBER 15, 1923

LOWER TAXATION WILL INCREASE PROSPERITY

PRESIDENT COOLIDGE, in his annual message to Congress on December 6, declared himself emphatically in favor of a general reduction in Federal War Taxes, in accordance with the plan outlined by Secretary of the Treasury Mellon, and presented the following sound ideas on the subject: "Being opposed to war taxes in time of peace, I am not in favor of excess-profits taxes. A great service could be rendered through immediate enactment of legislation relieving the people of some of the burdens of taxation. . . . High taxes reach everywhere and burden everybody. . . . They diminish industry and commerce. They make agriculture unprofitable. They increase the rates on transportation. They are a charge on every necessary of life. Of all services which the Congress can render to the country I have no hesitation in declaring this one to be paramount. The country wants this measure to have the right of way over all others."

The members of the talking machine trade will do well to join wholeheartedly with the business men and the public of the country generally in supporting the President and the Secretary of the Treasury in putting through the plan for the proposed reduction of Federal taxes amounting to something over \$300,000,000. It will take heavy pressure to keep the question from being hidden in Congress by a political smoke screen.

A direct reduction in taxes is not only going to save the business interests of the country considerable money, but will put the public generally in a better frame of mind and should have the psychological effect of stimulating sales. There is no question but that many individuals whose tax saving under the proposed cut will not exceed \$5 a year will feel that they are entitled to spend \$50 in celebration of the event.

Various Senators and Congressmen with an eye to the folks back home have already announced that they will fight energetically for the passage of the Soldier Bonus Bill and intimate that the proposed saving in taxes, if put into the bonus instead of being lifted from the shoulders of the public, will take care of the financial demands of the veterans or at least that proportion of them that seek the bonus. The fight for the bonus as it stands now,

regardless of the rights or wrongs of the question, is unquestionably a political move, and the business men should see to it that it is kept to itself and not coupled with the tax reduction question.

The main thing is that pressure must be brought to bear on Senators and Congressmen to insure the putting through of the tax reduction program, regardless of what is done about the bonus. It is certain that the politicians in Washington are not going to let upward of \$300,000,000 get out of their grip without a fight. The orgy of spending has been too joyous to be curtailed.

LEARNING A LESSON FROM HOLIDAY ACTIVITY

AS this issue of The World reaches its readers the annual holiday buying rush is in full swing, and it is already evident that this year, as in previous years, talking machines and records are holding their own as Christmas gifts. There is a valuable lesson in this annual holiday campaign, especially as regards the talking machine business, if dealers will only realize it. For weeks, and in some cases for several months, prior to Christmas the trade generally makes comprehensive plans for determined business drives. Every method of bringing talking machines and records to the public is utilized, and no pains or expense are spared in making these drives a success from the standpoint of sales volume.

The questions arise: Why shouldn't this aggressive sales policy be continuous? Why should it be confined to a season? Why shouldn't the volume of business during the post-holiday period be larger than it customarily is? Just as in the Summer months when dealers somehow cease all strenuous efforts in securing trade business gets into the doldrums during the early months of the new year, simply because little or no effort is made to go after sales. Advertising is kept to a minimum; selling efforts become order taking, and there is a general relaxation which makes poor business inevitable.

There must be something wrong in a merchandising system which permits of the discontinuance of effort when it is most needed. It sounds like a platitude or needless reiteration to emphasize that dealers must make consistent and continuous drives for business in order to succeed, but, nevertheless, it is the truth. Meanwhile business conditions were never better than they are at the present time, according to reports from all over the country, and if there are any complaints the condition is purely local and not general. Anyway, it is those dealers who are constantly striving for more and better business who are getting it. They are not the calamity howlers, they are the workers, and it is the workers that always win, provided there is intelligent direction behind the physical effort, and this prevails whether in selling, managing or controlling departments.

Before the next issue of The World reaches subscribers we will have entered the New Year, and a new chapter will have been opened in the history of the industry. What business records the talking machine dealers shall write on this page depends entirely upon themselves. There can be no resting upon past laurels. Each month of the new year must be made more profitable than the same period of 1923, and, in order to do this, the business campaign for 1924 must be launched, not in the Springtime, but just as soon as the holiday campaign ends, in order to take advantage of the momentum gained this year.

FEWER CHANGES IN CABINETS IN PROSPECT

ONE promised feature of the 1924 business to which both wholesalers and retailers are looking forward with a certain degree of satisfaction is the likelihood that there will be comparatively few changes in cabinet styles for the next few months at least and that the catalogs of the manufacturers, so far as the machines are concerned, are considered more or less stable and fixed for a considerable period.

It is true that changes in design reflect the progress of the industry and indicate that it is keeping abreast of the demands of the public. During the last couple of years these changes have been frequent and, although unquestionably designed for the better, have kept the retailers, and for that matter the wholesaler, in a state of anxiety regarding what to order and what not to order for the purpose of meeting future requirements.

The problem has not been that of taking care of stock made obsolete by the introduction of new styles, for the changes have not been sufficiently radical to bring about that condition. The dealer

has hesitated, however, about ordering as generously as he might in the fear that there might be something introduced in the near future that would prove more readily salable and be a better proposition for him and his trade.

From the manufacturing angle, too, frequent changes in styles are calculated to interrupt factory routine and contribute in a certain degree to the scarcity of desirable models. It is a recognized fact that several thousand machines of one particular model can be turned out much more rapidly than a similar number of machines made up of a half dozen models, all requiring readjustment of machinery, working forces, etc.

The majority of the leading lines are now well balanced, with machines calculated to meet practically every normal demand of the buyer and, although there probably will be some minor changes designed, it is doubtful whether there will be any marked changes in styles themselves in the near future, at least.

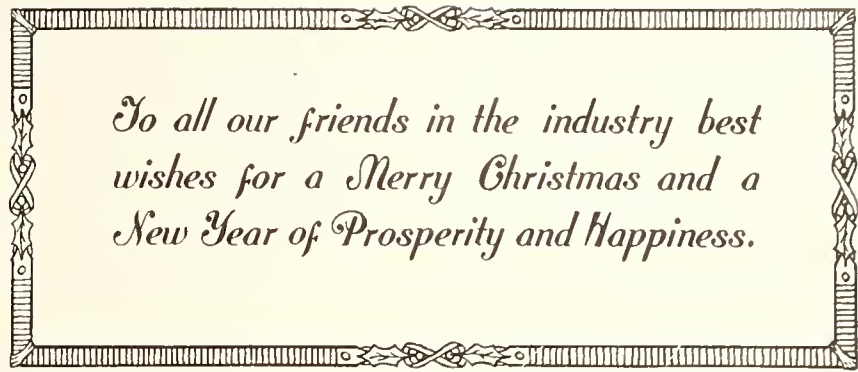
SUPPORT FOR THE PRICE MAINTENANCE BILLS

MEMBERS of the talking machine industry should take more than a passive interest in the campaigns now being developed among many groups of business men for the purpose of supporting the price maintenance bills scheduled to come up before the new Congress which opened last week.

The bills in question are the Kelly-Stephens Bill, known as H. B. 11, and the Merritt Bill, known as H. B. 13494. Although the two measures have been introduced by two Congressmen the aims of both are to provide needed protection to the manufacturers of trade-marked products through granting them the right to fix and maintain resale prices on their products. The bills, moreover, have been designed to avoid the possibility of encouraging monopoly, which should serve to kill the favorite argument of those who in the past have opposed such measures.

The Music Industries Chamber of Commerce has come out strongly in support of the measures, favoring both of them in the hope that at least one of the bills will be successful in passage. It might be well for the members of the talking machine trade to again endorse the price maintenance measures; as has been done on previous occasions, and then to get back of the bills actively, either through their own trade associations or in co-operation with the Chamber of Commerce.

A price maintenance law will not prove a panacea for all the ills of the industry, but it will at least serve to put a check on the



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

price cutter and the gyp artist and play a part in keeping a stable market for the products of standing and hard-earned reputation.

TRADE OPTIMISTIC OVER OUTLOOK FOR 1924

AS indicated by the symposium of opinions on existing conditions and future prospects in the talking machine trade presented in another section of The World this month, members of the industry as a whole—manufacturers, wholesalers and dealers—are in the main thoroughly optimistic regarding what 1924 promises for the trade.

The prophecies are based not alone on conditions within the industry itself, which are in the main favorable, but on the general business situation throughout the country, for it is realized that as the nation itself prospers so will the various industries therein develop along substantial lines.

As a matter of fact, the talking machine industry, and for that matter the music trade as a whole throughout the country, has enjoyed a greater volume of business in proportion than have some other lines of trade with which fair comparisons can be made. This situation is traceable to two things: first, the greater appreciation of music in every form that is evident everywhere and, secondly, the willingness and ability of the public to spend money for the purchase of music-producing instruments.

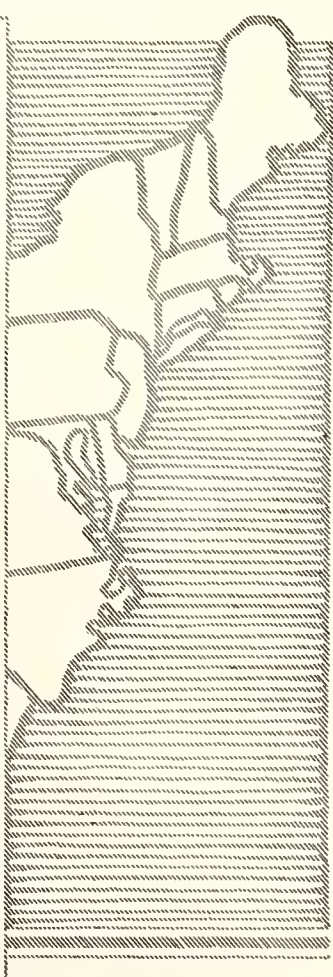
General predictions regarding business made a year in advance are often quite futile, but there are certain basic conditions upon which calculations may be founded with comparative safety and these conditions as they exist just now are distinctly favorable. Business clouds may appear during the coming twelve months, but there is little or no evidence of them right now, and what the trade makes of its opportunities depends largely on itself.



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

New Customers Vital to Business Growth

Steady Influx of New Patronage Is the Life Blood of the Talking Machine Business—Practical Hints on Securing New Customers

"In my opinion one of the greatest problems for the dealer in the talking machine field to-day is the securing of new customers for machines." There is much food for thought in this statement by one of the most successful retail talking machine men in the East. Every dealer should sit down for a few moments and analyze himself and his business in this respect. Are you doing the business you should do in the sale of machines? Is your prospect list alive? Are you constantly adding new names of people who are really in the market for an instrument? And, if you have a good prospect list, are you actually going out to sell? These are a few of the questions with which every talking machine dealer should be concerned to-day. Side-stepping the issue will do no good. Almost every day it is being demonstrated in a manner leaving no room for doubt that the dealers who are going out for business in a systematic and determined manner are the ones in the territory they serve who are most successful. Those retailers who are constantly bleating about "business going to the 'bow-wows'" are the ones, in nine cases out of ten, who believe in the easy-chair route to sales. Of course, economic conditions may have a certain influence on business, but, taken as a whole, there is too much talk about "general slackness" and too little real mental and physical selling effort.

Get Into the Homes!

Get into the homes of the people in your neighborhood. Maybe it isn't as easy as sitting in the store waiting for the plums to fall into your lap—rare occurrence, indeed—but it is much more effective. In the columns of *The Talking Machine World* times without number there have appeared articles describing the experiences of successful merchants in the canvassing field. Don't say that your territory happens to be different and the same tactics will not go. It isn't different! The dealer who gets that fact firmly fixed in his mind and then gets to work will be on the right track and there will be no cause for regret. People are the same the country over, making slight allowance for local conditions. And the situation with which the dealer on Main street in Squeedunk is faced is not one whit different from the conditions faced by the retailer on Nth avenue, Bigburg. The slight difference in outlook between the small town and the big city or sectional peculiarities offer no obstacle, because, at least, the dealer should be familiar with the peculiarities of the people, taken en masse, with whom he does business.

A Case in Point

The methods of a certain live dealer, A. H.

Mayers, of New York, which are described in the following paragraphs should point the way for talking machine dealers in large cities as well as small towns. There is a certain merchandising principle involved which is universal in its application. This firm, by the way, is successfully bringing the message of the talking machine to about the most difficult people in the world to approach—the New York apartment dweller—blasé, indifferent and phlegmatic. The firm of A. H. Mayers has a prospect list numbering about 20,000 names. How did they get it? Not by sitting in the store, surely, although many of the names were secured in the store. Hard work did it. In short, whenever a person comes into the store and does not buy he or she is listed as a prospect if questioning discloses an interest in a machine. And this whether the inquirer does or does not own a machine. In addition, many of the names were secured by a thorough canvass of the entire neighborhood. The list is classified to the extent that owners of instruments are kept separate from non-owners. Then there is also a separate list made up of record customers and prospects. This latter is a mighty essential thing to the dealer who mails out record supplements and other literature. There is too much waste in postage and time in sending out literature to people who will no more visit the store to buy records and other things than a cow will ever be able to fly. Each week record supplements are sent to record prospects. To machine prospects a steady stream of literature goes forth and, in addition, the good old ringing of door bells does the work of reducing the prospect list by striking out the names of prospects who have become customers through the purchase of a machine.

Canvassing Isn't Easy

It is not an easy thing to get past the outer door of a New York apartment, but A. H. Mayers has overcome this problem through a very simple plan. According to A. A. Mayers, who has charge of the Broadway store of this concern, it pays to spend money to make money and it is very much worth while to spend a little money so that the salesman and canvassers are insured of a hearing. Here is how it is done. Novelties! Just little trinkets and handy little accessories for the home, inexpensive, but effective. For example, one of the stunts recently tried by Mr. Mayers was to purchase a quantity of milk bottle tops, a patented device enabling the housewife to pour milk from the bottle without spilling it all over the place. The salesman visited their prospects and in-

stead of beginning a sales talk in the usual manner they would ask if cow's milk was used. In most instances the answer was "yes." They then would present the novelty milk bottle top with the compliments of the firm. If the opportunity occurred they would do their best in trying to interest the prospect in a new machine. At any rate, the salesman received a courteous reception and they secured valuable information as to whether a machine was owned, its condition and the attitude of the prospect towards the purchase of a later model. In homes where there was no instrument, if any interest at all was exhibited in a talking machine, follow-up calls were made. Out of the ordinary, it is true, but just the same it brought home the bacon and the cost of the novelties was trifling compared to the returns in sales and good-will. Another stunt which this live dealer will soon put in effect is the distribution of 2,000 wood rulers to the school children in that neighborhood. The children will naturally take the rulers home and inasmuch as they will bear the imprint of the dealer a certain percentage of the adults will become familiar with the name of the live merchant in their neighborhood.

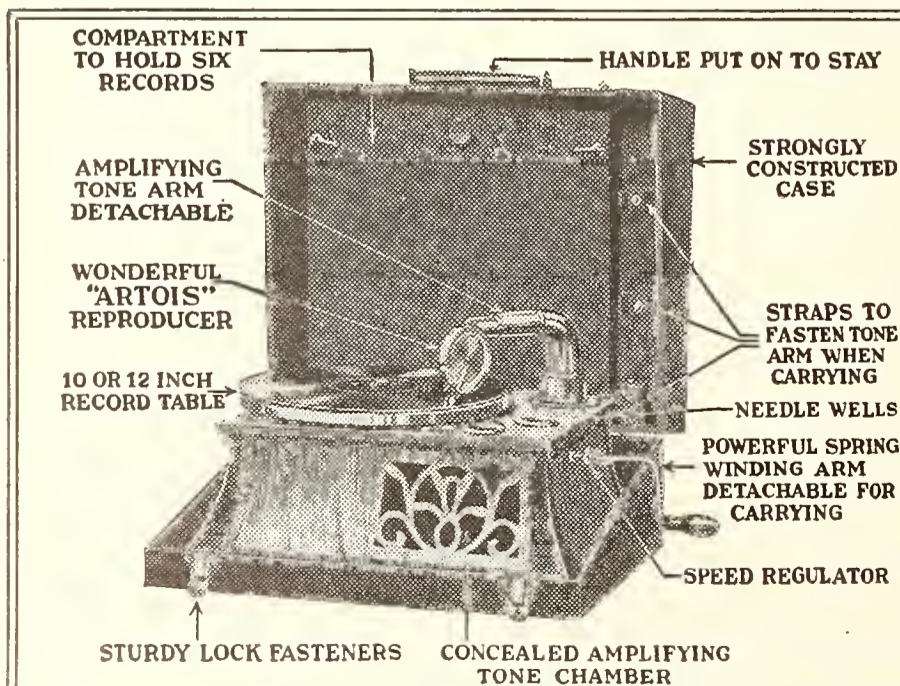
Indirect publicity, as in the case of the distribution of the rulers to school children, is bound to have a certain amount of influence with the children themselves, many of whom own and play musical instruments, but it is impossible to gauge the benefits accruing, which are cumulative.

Plenty of Prospects

There are plenty of prospects, but it is up to the dealer to dig them out. In this connection it is safe to say that no plan of adding names to the mailing list as well as actually bringing in new business is quite so effective as canvassing and outside selling. These are days of unparalleled competition among retail dealers. The consumer has a wide selection to choose from and there is little chance that any particular retailer will be selected by the prospective purchaser unless the name and business of the dealer are most familiar to the prospect—it pays to be known.

HYNDS, INC., CHARTERED

WILMINGTON, DEL., December 4.—Hynds, Inc., of this city, has been granted a charter of incorporation under the laws of this State with a capital of \$100,000. The concern will engage in the manufacture of musical instruments and radio receiving sets and accessories.



The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

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.



Linking Up With Folk of the Footlights

W. Bliss Stoddard Tells How Live Dealers Made Capital of the Appearance of Favorites of the Stage, Screen and Concert Hall

There is a mysterious glamour about the people of the stage, concert hall and screen that makes whatever they use eminently desirable to other people, and the talking machine dealer who does not turn this to his own advantage is losing great opportunities for enviable publicity. The endorsement of a machine or a record by any footlights favorite immediately increases its popularity.

L. Grunewald, Ltd., New Orleans, La., never loses an opportunity to link its lines with visiting artists and has thus won a reputation for up-to-the-minute equipment. Two examples of this occurred recently. During Style Show Week Irene Castle, the famous dancer, gave public exhibitions of gowns and ballroom dancing. The firm immediately placed on view records of a number of the dance numbers. They also secured a picture of Miss Castle, which they ran in one of their advertisements, together with a fantastic dance design, and suggested that as such an eminent dance authority had chosen these selections no better ones could be found for dancing in the home and advised the purchase of records containing these numbers.

An even more successful stunt was pulled off by them during the visit of Belle Baker, an Orpheum headliner. Among the songs rendered by her were the new "I've Got the Yes, We Have No Banana Blues" and "Jubilee Blues" and as these had been recently released the firm secured the presence of Miss Baker at its store on Saturday from 1 to 2 p. m. and from 5 to 6 p. m. on Saturday, during which time she autographed all copies of these records sold. Crowds came to see the famous star, scores bought the records which they were delighted to have autographed by her and large numbers had an opportunity to see all the late records, as well as many standard ones, and while they were there took occasion to order what they wanted, so that the general as well as special sale of records was given a big boost. As in the case of Miss Castle, a photo of the vaudeville star was secured and run in their regular

advertisement, together with an announcement of the personal appearance of Miss Baker and the fact that she would autograph free her own particular song records.

Fitzgerald Music Co. Ties Up With Film Folks

The Fitzgerald Music Co., Los Angeles, Cal., in a somewhat similar manner utilized the popularity of Peggy Hamilton, the film star. The young lady created quite a sensation by appearing at a costume ball at the Hotel Biltmore, Los Angeles, in a court gown of white satin, the entire front of which was hand painted in a design which was an exact replica of the design on the Hotel Biltmore ballroom ceiling. With this gown was worn a Colonial wig each puff and curl of which was a different tint—green, pink, blue, gold and silver—manufactured by a local hairdresser. Fitzgerald discovered that Miss Hamilton had a phonograph, for which they were the agents, in her Los Angeles home and that she was very partial to it. Accordingly they secured the ball gown and wig and placed them on a wax figure retouched to resemble the little actress, and placed them in their window, beside one of their phonographs, with the caption "Miss Hamilton has this phonograph in her own home and prefers it to any other." Hundreds stop daily to see the costume and on reading her endorsement of the machine are prone to give it more favorable consideration on that account.

How Small-town Merchants Fall in Line

But what of the small-town merchant? Is he to lose out on much valuable publicity because these well-known artists do not come to his town? By no means. In these days of the silver sheet Harold Lloyd and George Arliss, Geraldine Farrar, Mabel Normand and Alice Brady come to Stringtown-on-the-Pike, as well as to Chicago and New York, and by finding their favorite make of instrument (and the manufacturers are only too anxious to give out the necessary information) it is an easy matter to display a picture of the star and inform the public both through window displays and the

newspapers that Miss Beauty, now appearing at the Palace Theatre, uses the Blank phonograph in her own home. The thing to do is to make the display timely, i. e., to have it in the day the picture is first shown, if not the day previous—as the sales value is far greater while the public is under the glamour of this particular artist.

Capitalizing All the Great Artists

One small-town music dealer capitalizes the names of all the great artists very effectively. The town is located only fifty miles from St. Louis and frequently when a great artist like Jascha Heifetz, or Mary Garden, or Sir Harry Lauder appears in that city the fact is advertised in the local papers. But whether this is done or not the proprietor keeps up with the appearance of the stars by reading the metropolitan dailies and whenever some particularly distinguished one is scheduled to appear he secures a program of the event in advance. This is easy to do, as all the concert bureaus are glad to send out programs upon request—and, in fact, to place any name on their list and send advance notices of all the concerts of the season. With this information in hand he reproduces the program on a large card, which he places in his window. Then he goes through his stock and selects records of the selections to be played, or sung, or spoken, and sets them in racks close to the glass with ribbons running from the records to the printed program. A second card suggests:

MARY GARDEN WILL APPEAR

At the Odeon, St. Louis, Friday, November 16

Do not fail to hear this wonderful artiste if opportunity occurs. BUT, for the benefit of those who cannot attend, we suggest the purchase of these records to be sung by the diva. By so doing you will be enabled to have a Mary Garden concert as often as you wish, without the trouble and expense of a trip to the city.

DANCE ORCHESTRA GIVES CONCERT

Garber-Davis Orchestra Appears at Lancaster, Pa.—Victor Artists Get Big Welcome

LANCASTER, PA., December 6.—The J. A. Troup Music House, of this city, Victor dealer, recently held a very successful concert in its recital hall, featuring Jan Garber and the famous Garber-Davis Orchestra, of Atlanta, Ga., exclusive Victor artists. Mr. Garber received an ovation from a capacity audience at the Troup recital hall, and after the concert was finished autographed a large number of Victor records for dance enthusiasts.

H. S. Maraniss, traveling representative for the Musical Instrument Sales Co., New York, Victor jobber, was responsible for securing the Garber-Davis Orchestra for the Troup recital and worked out every detail incidental to the event. This orchestra promises to be one of the sensations in the dance recording world, and at the ball given by the Talking Machine Men, Inc., in New York last month, Mr. Garber's organization was acclaimed by 1,500 dance enthusiasts as the hit of the evening.

B. FUTERNIK BRANCHES OUT

PHILADELPHIA, PA., December 7.—Benjamin Futernik, well known in talking machine trade circles in this city, has just opened a branch store. Mr. Futernik has been in the business for twenty-two years and has also developed his son and daughter into real talking machine enthusiasts. His present store at 140 North Eighth street will be retained and the new store, at 46 North Eighth street, will be operated as a branch. It will be under the supervision of his son and daughter. It is Unico equipped and exceedingly attractive.

January 1st 1925 ~ Where Will You Stand?

Let the keynote of the Year 1924 be "Success with Sonora". Then there will be no question as to where you will stand the first day of 1925.

"The Highest Class Talking Machine in the World" has gained thousands of new admirers during the past year and each will be a booster for 1924.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley



Greater City Phonograph Co., Inc.

234 West 39th Street

Tel. Fitzroy 1446-7-8

New York City

Music Dealers Welcome This Wonderful Radio Merchandising Opportunity

The new Kennedy Radio Model V presents wonderful merchandising possibilities to *one* music dealer in each community.

It is the most recent development of the Kennedy Engineering Staff and sets a new standard in simplicity of operation—*one dial controls all tuning*. Anyone can operate this new Kennedy Model—without previous knowledge of radio. Any piano and phonograph salesman can sell it—without special training or technical experience.

Model V is furnished in a solid mahogany cabinet, very pleasing in design and desirable as a piece of furniture. The sloping panel has been placed at just the right height and angle to assure the greatest ease, comfort and precision in tuning.

Aside from Model V, here illustrated, the new Kennedy Radio Furniture Models may be had in prices from \$285.00 to \$825.00, completely equipped. These more elaborate models follow correct period furniture designs and fit in with the most exquisite and tasteful surroundings.

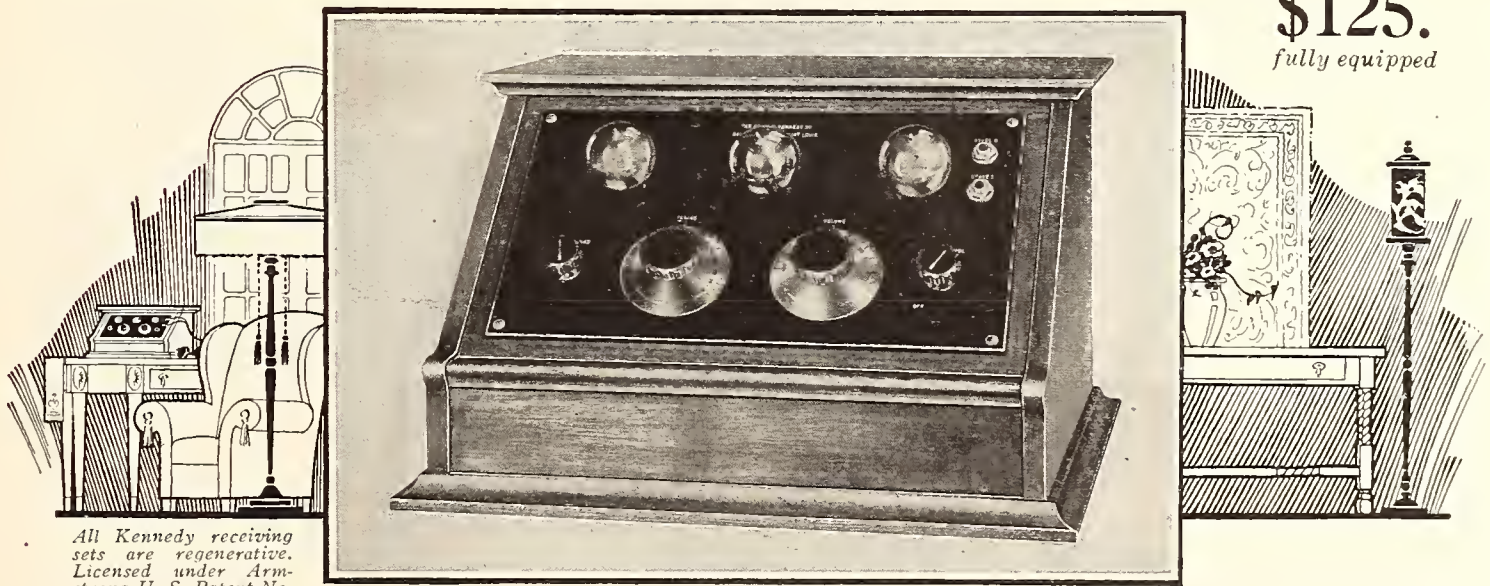
The Kennedy merchandising policy is distinctly favorable to music dealers. It calls for the appointment of ONE music dealer in each community and assures a profit-building opportunity that is most desirable. Exclusive Kennedy music dealers are rapidly being selected—if your territory is still open we shall be glad to negotiate with you.

THE COLIN B. KENNEDY COMPANY

SAINT LOUIS

SAN FRANCISCO

\$125.
fully equipped



All Kennedy receiving sets are regenerative. Licensed under Armstrong U. S. Patent No. 1,113,149.

K E N N E D Y

The Royalty  of Radio

These New Columbia

THERE is a twofold beauty in the New Columbia models that makes it easy for you to sell them.

First, there is the wonderful beauty of tone made possible by the New Columbia Reproducer. The most critical music lover will listen with amazement and marvel at the fidelity of tone and the absence of blare and blast.

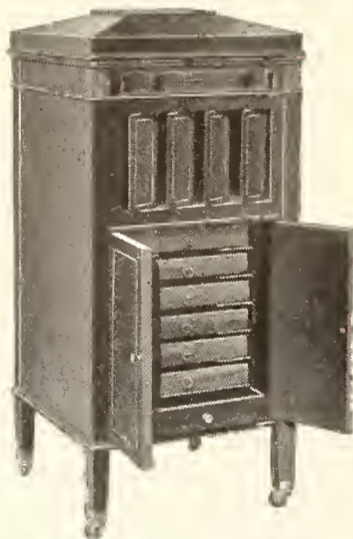
Then there is the beauty of the cabinet itself. To see the New Columbia is to appreciate its value as a piece of fine furniture.

Think of this twofold beauty of the New Columbia as you plan for the coming year. Stock the complete line with assurance. The New Columbia will prove a sales-maker and a profit-maker for you.



Model 550—\$200

Has new three-spring motor with Automatic Start and New Non-Set Automatic Stop and new Reproducer. Finished in Brown Mahogany or Walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



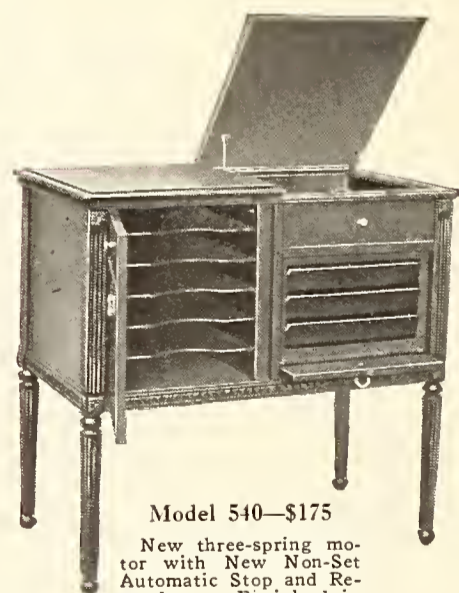
Model 450—\$175

New four-spring motor with New Non-Set Automatic Stop and new Reproducer. Shelves with complete set of albums for records and an extra record capacity in the back of the cabinet. Finished in Red Mahogany, Brown Mahogany and Walnut, with all exposed metal parts in nickel. Exclusive tone-control leaves.



Model 440—\$150

New Reproducer. The new three-spring motor, with New Non-Set Automatic Stop. Albums for record storage. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



Model 540—\$175

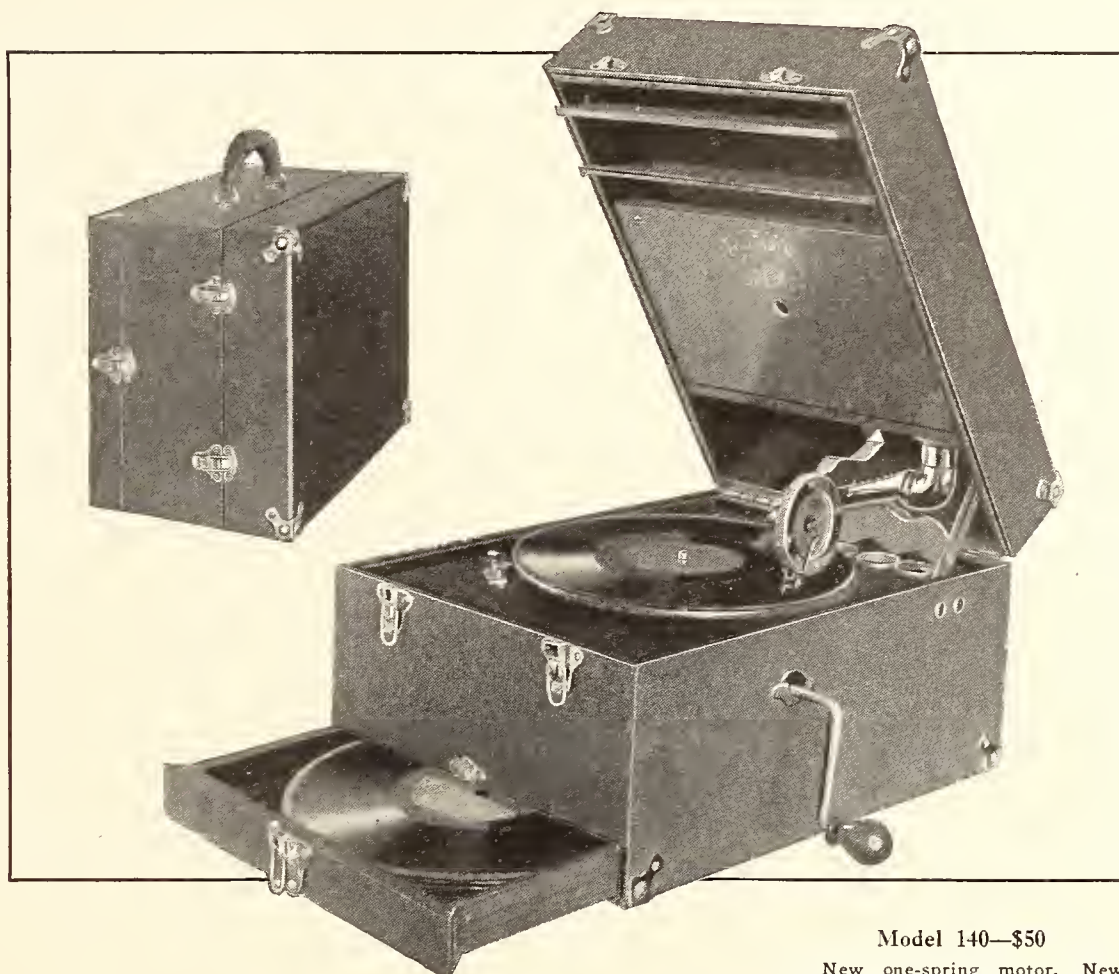
New three-spring motor with New Non-Set Automatic Stop and Reproducer. Finished in Brown Mahogany or Walnut, with exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



COLUMBIA PHONOGRAPH

Models Invite Buyers

This is the New Columbia Portable which sells for only \$50. Without doubt it is the finest portable phonograph ever made. Are you displaying it to your trade?



Model 140—\$50

New one-spring motor. New Reproducer. Finished in black fabrikoid with nickel trimmings. Record drawer with a capacity for eight records. Exclusive tone-control leaves.

FROM the standpoint of construction and excellence of musical reproduction, the New Columbia Portable is in a class by itself.

Never have you listened to such splendid volume and tone from a phonograph of this sort. A demonstration to a customer is a sales argument that is irresistible.

There is a big sales field for this New Columbia Portable. It makes an ideal birthday, wedding or Christmas gift. It will delight the boy or girl who is away at school. Just the thing to take on a week-end party. Fine for the home, too. Take it into the sick-room or the nursery. You will also find that the Port-

able will appeal to people who live in furnished apartments and do not own any furniture, or whose living quarters have not the space for the larger models.

The New Columbia Portable is equipped with the new one-spring motor, the new reproducer and tone-control leaves. It is finished in black fabrikoid with nickel trimmings. There is a record drawer with a capacity for eight records.

It will pay you to push the New Columbia Portable. So display it—demonstrate it to those who own a phonograph as well as those who do not. You'll find it pays.

COMPANY ❁ ❁ NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

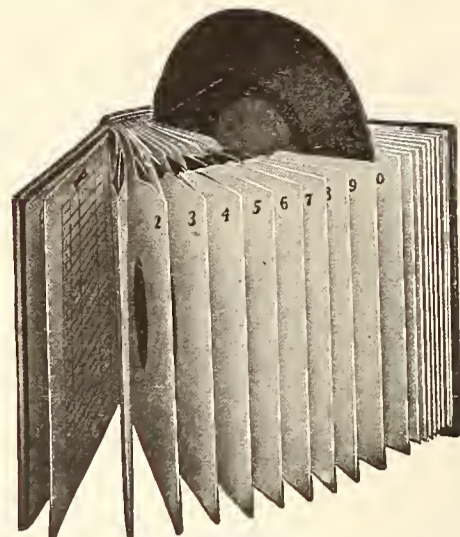
To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

NEW VICTOR ARTISTS OF THE YEAR

Imposing List of Artists Who Have Made Their Debut Among Talking Machine Owners This Year Through Medium of Victor Records

The Victor Talking Machine Co. announced this month the release of records by a number of new orchestras and artists, among which are the following:

Waring's Pennsylvanians, which is composed of men who started as a quartet of musicians when they were students at the Pennsylvania State College and who obtained great popularity when they played for the "College Proms" at that university. Later on they made trips through many parts of Pennsylvania and later augmented their organization with other young musicians, until the present group of twelve clever musicians was formed. Their work is best known to the public through their engagements in the theatres of the larger cities throughout the country, including Detroit, Chicago and Los Angeles, in which latter city they were chosen to open up the new four-million-dollar Metropolitan Theatre. They are now more or less continually "on the road" and plan soon to repeat their transcontinental trip.

Barney Rapp and His Orchestra, who attained great popularity in dancing circles at the Pavilion Royal and the Boardwalk, New York City; the Palais Royal, Hartford; the Sinton

Hotel, in Cincinnati, and the Chase Hotel of St. Louis. They are now playing at the Brown Hotel in Louisville with equal success.

The Garber-Davis Orchestra, which first arose to prominence in Atlanta, but which is now filling many engagements in New York City and the metropolitan district. It has appeared in vaudeville and plans to continue to do so, playing also at dance halls of the larger kind.

Silverman and His Orchestra, of which David H. Silverman is the leader, won its reputation at the Hotel Jefferson in St. Louis. Mr. Silverman is a musician of considerable repute, having

FAVOR TALKING MACHINE SHOW

Committee Appointed by New York Talking Machine Men, Inc., to Investigate Possibilities of Show Favors Plan—Big Meeting in January

A New York talking machine show was the principal topic of discussion at the December meeting of The Talking Machine Men, Inc., of New York, at the Café Boulevard on Wednesday, December 5. A report favoring such a show was made by a committee consisting of Lambert Friedl, chairman; Harry A. Beach, Henry Conn, J. J. Davin, Otto Heineman, Maurice Landay, Irwin Kurtz and M. Max.

Mr. Friedl, manager of the Wanamaker talking machine department, declared that the committee was inclined to favor such a proposition,

begun his professional career as musical director for the F. L. Talbott Enterprises.

Moss and Frye are two very clever colored comedians who have won outstanding success in vaudeville.

The Bethel Jubilee Quartet, a body of colored singers, hailing from Columbia, S. C., attained prominence during a religious revival. Reverend Wiseman, who leads the quartet and sings the bass parts, conducted a choir of eight hundred voices at revivals and it was from this number that the present quartet was selected. "Negro spirituals" are admirably sung by this body.

provided that the retail dealers in the city co-operated in every way. He pointed out that without co-operation of this character the project would be a failure. Otto Heineman, head of the General Phonograph Corp., seconded Mr. Friedl's opinions, reiterating the necessity of dealer backing, as also did Harry Beach, general manager of the Eastern division of the Brunswick Co. Further action will probably be taken at the next meeting.

Announcement was made by Irwin Kurtz, president of the Association, that the first meeting of the new year will be held on January 9, and every member of the talking machine trade and affiliated music industries will be invited to attend. Richard W. Lawrence, president of the Music Industries Chamber of Commerce, will address the meeting and there will be other speakers of equal prominence.

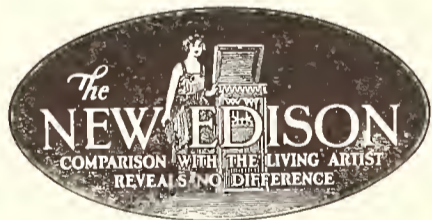
Representatives of M. Witmark & Sons, music publishers, provided entertainment by presenting several of their latest numbers, including "That Brand New Gal of Mine," "More," "Bahama," "I'm Sitting Pretty in a Pretty Little City" and "I'm Goin' South."

Sol Lazarus, chairman of the ball committee, reported that the annual ball held in the Hotel Pennsylvania, an account of which appears in another section of this issue of The World, was one of the most successful ever held by the Association, and E. G. Brown, secretary-treasurer of the organization, stated that although the returns were not all in, the net profits of the affair would be in the neighborhood of \$1,000.

C. C. Kleber, of the Vox Corp., and R. H. Arnould, of the Manufacturers' Phonograph Co., were elected to associate membership.

GOTHAM EDISON DEALERS BUSY

The Phonograph Corp. of Manhattan, when interviewed by a representative of The World, reported very excellent business throughout the Fall and a splendid outlook for the holiday season. Practically every dealer served by this company has been running on low inventory right along, so that the stock turnover has been going on at a gratifying rate. The principal demand is for the new baby console model of the New Edison. Each month this Edison jobbing organization continues to add quite a number of new dealers to its roster.



An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us by our Edison dealers during the past year. During 1924 we will leave nothing undone to earn and justify the continuance of this loyalty and confidence.

It is our earnest wish that every Edison dealer will enjoy a very Merry Christmas, followed by a New Year of prosperity and happiness.

THE PHONOGRAPH CORPORATION OF MANHATTAN

(Metropolitan Distributors)

ORANGE

NEW JERSEY





OD

An Imported Recording



YOU probably know Odeon Records. You probably know that they are recorded abroad by the foremost musicians of Europe, and pressed in the United States by the General Phonograph Corporation.

Do you realize what this means? These recordings are the favorite records of the critical European music lovers. They reach a standard of perfection never attained before.

GENERAL PHONOGR

OTTO HEI

25 West 45th Street

Makers of the F





ON

Yours For The Asking

As a very definite proof that there are no better records in the world than the Odeon, *may we send you with our compliments* our new record of the "Blue Danube Waltz" and "Schubert Serenade"? It is a good record but not too good to be representative of Odeon. So write today *on your letterhead* for this free record.

And when you get it we ask that you compare it with *any* instrumental record.

APH CORPORATION

N, President

New York, N. Y.

s Okeh Records



Creating 100 Per Cent Sales Organization

Every Employe and Executive, From the Office Boy to the President, Should Be a Prolific Source of Live Prospects and Sales

There is no standing still in business. The aggressive talking machine merchant is constantly on the lookout for new prospects—he realizes that they are the life-blood that keeps business on the move. Hence the average talking machine merchant is coming to perceive that as a matter of fact he has two sales forces in his warerooms. The first of these is, of course, the men who do the actual work of selling; the second consists of every other employe from the porter up to the head of a department not directly concerned with the selling end. Quite recently *The World* described in detail the organization of what Lyon & Healy, Inc., of Chicago, calls its inner sales force. In this article it was stated that a total of \$400,000 gross business had been traced to this source within a period of about a year. This, of course, is a striking example of the efficiency with which such a force can be organized and made to function successfully. But it is by no means an isolated case. Such well-known houses as Sherman, Clay & Co., in San Francisco; the Knight-Campbell Music Co., in Denver, and many other concerns throughout the country maintain similar forces and find them relatively as profitable in increasing the gross volume of business transacted.

Employes as Prospect Hunters

The importance of having all the music merchant's employes constantly securing prospects for the actual selling organization to handle should not be minimized, nor is there any merchant, whether his organization be large or small, who can afford to neglect this method to keep in touch with his clientele.

There is no employe who cannot be a source of prospects. Each of them is the center of his own little world and is in daily contact with a comparatively large number of people. What is most advantageous of all is that in most cases he knows such people well, knows their desires and peculiarities, knows their financial resources and their ability to purchase and thus is able to give the house a much more intelligent report upon them than can be obtained by any of the ordinary means of creating prospects. Furthermore, the prospect which comes from the employe is, in nine cases out of ten, prejudiced in favor of the house to begin with, for here the elements of good-will and friendship have a wider scope to play a large part in ultimately closing the sale.

Responsibility Rests With Dealer

It depends strictly upon the merchant himself whether or not he can build up such an organization among his employes. The first factor in doing this is to thoroughly satisfy the average employe that he will be properly rewarded for every sale that comes to the house by this means. The second is to make sure that such prospect cards are handled in the fashion that strict justice will be done and that every employe will be protected in his rights upon every prospect he turns in. There is nothing which will do more to disturb such relations between house and employes than a dispute over the commission in such a sale and nothing that will more quickly break down the enthusiasm and the desire to help than grudgingly to give a commission after such a quarrel.

The expense involved in this method is com-

paratively small. It is much less expensive to pay an employe a commission upon a sale which comes through him than it is to pay the ordinary amount of overhead involved in the average prospect created by ordinary means. Of course, it is not meant by this that creating prospects through employes' personal contacts can take the place of ordinary advertising or whatever means the house may use in its sales methods. But such a system can most adequately supplement this work and create a much wider range of contact than is ordinarily the case, a condition which must ultimately be reflected in an increased volume of sales.

One of the greatest factors in preventing a talking machine merchant from intensively working the territory in which he does business is neglect of obvious opportunities to maintain contact with the purchasing public therein. The merchant who does not imbue all of his employes with selling enthusiasm is showing a most patent neglect and is suffering continuously in lost sales because of it.

DE PREZ CO. ADDS COLUMBIA

SHELBYVILLE, IND., December 4.—The John E. De Prez Co., of this city, has just taken on the new Columbia line and Columbia New Process records. The firm will actively push the sale of Columbias in Shelbyville and vicinity.

William N. Peterson, of Willmar, Minn., has opened a repair shop for pianos and talking machines in the basement of the quarters of the Edison Shop there.

Sell the
Victrola 410 This Fall—
then Re-order from
Your NEWARK Jobber

COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



How Retailers Are Merchandising Radio

Tie-up With Radio Musical Programs Sells Records—Eliminating Tuning-in—Canvassing Route to Sales and Other Suggestions

Radio, because of its rapid rise to popularity, has now become a force in the musical and entertainment world which the talking machine dealer must take cognizance of. Whether the dealer handles radio or contemplates handling it makes no difference. The very fact that thousands of radio receiving set owners, the majority of whom also own talking machines, are receiving nightly musical programs through the ether is in itself of inestimable importance in promoting the cause of music in that it brings forcibly to the attention of radio enthusiasts and music lovers selections which under ordinary circumstances would never be heard by them. It is publicity of the most forceful character and no live talking machine retailer will overlook the possibilities of capitalizing on this opportunity. Anything that helps to sell records is putting money into the trade and although there are many dealers who feel that radio is hurting their business, there are others who have found that by tying up with it they are gaining in record sales.

Capitalizing on Radio Programs

That there is a real opportunity of stimulating record business by tying up with the radio musical programs is being proved by many dealers. For example, right here in New York there is a dealer who is making sales every day through a very simple and inexpensive little publicity stunt. Each evening this dealer goes over the various radio programs and selects those numbers which have been recorded by the company whose line he handles. Bright and early the next morning the following notice appears in the window: "Wireless! Did you hear (name of selections) over the radio last night? We have a record of it. Come in and hear it." The number of people who apparently have heard the selections listed broadcasted is astonishing, and here is the important part of the situation: With very few exceptions the people who come into the store for the purpose of listening to these selections on the phonograph go out with one or more records. Also, new customers have been added to the store's

list of patrons. This is only one means of tying up with radio and making it an active force in creating record business. The window is undoubtedly an excellent medium by which to cash in on radio programs. There is advertising in the local newspapers and many other equally effective methods of reaching the radio and music public with a message which will bring in the profits.

Selling Radio

Two of the largest talking machine dealers in New York are making extensive merchandising plans to increase radio sales. What these dealers are doing is interesting, inasmuch as other dealers who are contemplating a similar step may get some valuable hints.

One of the concerns is Landay Bros. One of the busiest stores operated by this company is the Forty-second street, New York, branch. The third floor of the store is being given over to the radio department. Sets are displayed in booths. They are tuned in with the programs so that it will only be necessary to turn on a switch to hear the broadcast program. No fooling around with dials and knobs and thus forcing the attention of the customers to the necessity of adjusting the instrument to the various wave lengths. While the actual operation of adjusting is thus eliminated in the demonstration, care is taken to thoroughly instruct each patron on the manner in which the adjustments can be made. According to Arthur Hill, manager of this store, there is no reason why radio should not be sold in practically the same manner as and to the same people who purchase talking machines. He pointed out that there is no necessity for a readjustment in the art of selling, nor is there any reason to fear that radio will detract from talking machine business or cause any upheaval in the trade. "The talking machine retail trade is eminently fitted to handle radio as it should be merchandised," declared Mr. Hill, "and there is no reason why talking machine dealers should not consider radio as another means of increasing their profits and widening the scope of their business.

If we don't take advantage of radio, some other business will."

Canvassing for Radio Sales

Canvassing will be the principal method of merchandising radio at the store of A. H. Mayers, New York, according to A. A. Mayers, manager. This concern has a prospect list second to none in point of number of names, each of which is a live prospect or a customer. Canvassers will visit both owners and non-owners of talking machines in the interest of radio. It is the opinion of Mr. Mayers that the door bell route to radio sales will be just as productive of business as it has been in the case of talking machines.

Demonstration Rooms for Radio

One thing seems universally agreed upon by talking machine dealers who handle radio and that is that sound-proof booths are absolutely essential in order to get the best results. The radio demonstration depends for success largely upon the quality of the transmission of the program and favorable results are impossible when the honking of automobile horns, the purring of motors and the noises of the street permeate the atmosphere. Anyone who has tried to listen to a program when there are outside noises will realize the truth of this. Nothing will turn the thoughts of a prospective customer away from radio more surely than a demonstration under adverse conditions. A comfortably appointed room with outside sounds eliminated as much as possible is the dealer's one best bet in demonstrating radio.

Keep Away From Technical Talk

Another angle of the radio merchandising game which talking machine dealers declare is harmful to the possibilities of making sales is the infusion into the sales talk of too much technical information. Experience has already proved that what the average prospect for a radio receiving set is most interested in is the clearness and faithfulness of the receiving of the program. The salesman who tries to show his technical knowledge to prospects who are not inclined in that direction will find that he has a hard road to travel. On the other hand, technical knowledge of the line handled, as well as general information regarding the mechanical details of various radio outfits and accessories is absolutely essential for the salesman. This is so for the very simple reason that the radio salesmen will find that there are many prospects who have a leaning toward mechanical and technical details and in order for the salesman to establish himself in the confidence of this type of prospect he must be in a position to answer any questions of a technical nature which may be asked and to volunteer information which is certain to interest the mechanical bug. Radio is a broad field and the opportunities are there. These few hints are all based on the experiences of successful retailers who handle both talking machines and radio and who have experimented to find the best method of presenting this instrument to the public.

ELLIOTT & YOUNG TO MOVE

HUNTINGTON PARK, CAL., December 4.—Mr. Elliott, who operates exclusive Columbia shops in Long Beach and Huntington Park, has just secured a ten years' lease on a new location in the heart of the business district, directly adjoining the new Woolworth Building, now under construction. The local branch is known as Elliott & Young Music Shop, and in the new location which will be occupied beginning May 1, 1924, the Columbia line of phonographs and records will be displayed in a musical atmosphere second to none in the Southwest.



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 1923-1924
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

Not to be opened before Xmas!



GREETINGS
FROM The Kid
TO Everyone!

1923
DISTRIBUTORS
SILAS E. PEARSALL COMPANY
NEW YORK CITY
10 EAST 39th ST.



BRIGGS

Indifference and Inefficiency Kill Sales

Where Service Is a Minus Quantity Sales Will Be Conspicuous by Their Absence—Braid White Gives a Very Apt Illustration

The other day a well-known talking machine jobber was asked by a lady related to his family to come with her to look at some reproducing pianos, from among several of which she hoped to choose one to suit her. The lady has money and musical taste. She was willing to pay whatever price might be necessary in order to obtain just what she wanted and had actually made up her mind to an investment of from three thousand to three thousand five hundred dollars.

This jobber was at one time in the piano business; in fact, was a well-known piano salesman with a high-grade house in a large Eastern city. He knows the piano business from end to end and understands all the ins and outs of piano selling. Still, he did not wish to influence his relative in any way, but was willing to go with her and see what he could do in the way of suggestion and selection.

The Place of Darkness

Visits were paid to three stores. At the first store they found no one to greet them till they had walked through to the back and asked if they could see a salesman, whereupon a young woman called lustily into the rear and succeeded in disinterring a man from the darkness of the back room. He took the prospective purchasers upstairs and showed them an instrument which, however, was very much out of tune, and besides did not attract their favorable attention in other ways. The salesman did not ask them what music they would like to hear, but put on a popular piece and started the thing going. The result was very unmusical, the visitors thought, and they could get no intelligent answers to their questions; so they departed.

Out of Stock—and Tune!

At their second visit they were told that no instrument of the make they asked for was on the floor, since all of that make had been sold. The salesman did not enlighten them upon the nature of such stock as he had still unsold until he was actually asked. Thereupon he showed them three other instruments, one of which was disconnected and one of which would not work, owing to some other defect. The third was

out of tune and besides was not entirely new, so that its mechanism was in part obsolete. The salesman insisted on playing such music as he personally liked and only upon direct request did he bring out a catalog and permit the prospective purchasers to choose some selections for themselves. Only one of these, however, was available and, all in all, the second visit proved to be as unsatisfactory as the first.

The third visit was hardly more satisfactory, since the salesman inserted a roll of some jazzy music and then went away and left the visitors listening while he paid a visit to another room. Upon his return the prospective purchasers had made up their mind that they did not like any of the instruments they had heard and did not feel inclined to hear any others at that store.

The net result was that a business man wasted an afternoon, a lady with money and the desire to spend it found no one willing to show her reasonably intelligent service in return for her money, and three well-known stores exhibited themselves in an extremely unfavorable light. What are we to think of such a state of affairs?

Better still, what bearing has a story like this upon the talking machine business?

The Moral's Point

Of course, it has a very marked bearing upon the phonograph business. For, if we stop to think, we see at once that what is here told might have been told of phonograph merchants in any community one might name, allowing for inherent differences in the details. It happened that a talking machine man who had been a piano man, saw some examples of very bad retail service before his eyes; but it was no more than chance which brought forth such inexcusable examples in piano rather than in talking machine stores.

It is true, in fact, that the worst enemy the retail music business has ever discovered is the enemy of inefficient, unintelligent, indifferent salesmanship, the enemy whose name is poor, grudgingly given service. To-day, both in the piano and the talking machine ends of the music business it is true, as never before, that intelligent service is the foundation of successful retail selling, and this because to-day intelli-

gent demonstration is essential to salesmanship, which, indeed, rests upon it. The reproducing piano obviously cannot be sold on its looks or on its price. It must be sold on its performance, just as its performance, its ability to do certain specific things, forms the foundation of all the advertising of it which is done on so lavish a scale by its various manufacturers. Unintelligent retail service on this instrument is therefore a fatal bar to success.

Demonstration Is Everything

Now, precisely the same is true of the talking machine. Is there any instrument which even so wholly as this one depends upon intelligent demonstration? Of course not. The reproducing piano can at least be played upon its keyboard. But the talking machine is useless until it has been connected with a record. And even then the connection is of little effect unless it be made intelligently. In this sense, the word "intelligent" signifies that the acts which make up a demonstration shall be carried out at the bidding of a will which comprehends the essentials of talking machine salesmanship. The first essential is that the salesman shall be able to ascertain what it is the prospective purchaser really desires to hear and what, in fact, that person's idea of music in the home via the talking machine really comes to. With every individual this idea is different. The salesman cannot hope to impose his own ideas upon the prospect save at the grave risk of destroying the latter's interest entirely and so of frustrating the very desire which brought the prospect to the store in the first place.

Weakest Point Should Be Strongest

If one were to ask for a short explanation and description of the weakest feature of the retail music business one could hardly make better ones than the jobber has done whose words to the writer have here been paraphrased. The talking machine merchant has no claim to bestow praise on himself and his confrères; for talking machine stores not infrequently show the worst offenses against intelligent sales service. The very worst feature of the talking machine business is to be found at the very point where the strongest feature ought to be lodged, namely, in the direct contact with the public.

There is no advantage in fine national advertising, in magnificent catalogs of vocal and instrumental music, in splendidly designed and constantly improved machines at moderate prices; there is no advantage in any or all of this if the personal treatment of the customer is not efficient and courteous, and, above all, intelligent. To know one's goods and what they are capable of doing may not be the whole of salesmanship, but in the talking machine business it is very nearly all.

INSTALLS AUDAKS IN OAKLAND

OAKLAND, CAL., December 1.—The Olin S. Grove Phonograph Shop, of this city, recently added six Audaks, a record demonstration device doing away with the necessity of booths, which is meeting with growing popularity among dealers. This concern is enjoying a rapidly growing patronage and the Audaks are expected to facilitate service, especially now that the holiday rush is in full sway.

COTTON FLOCKS

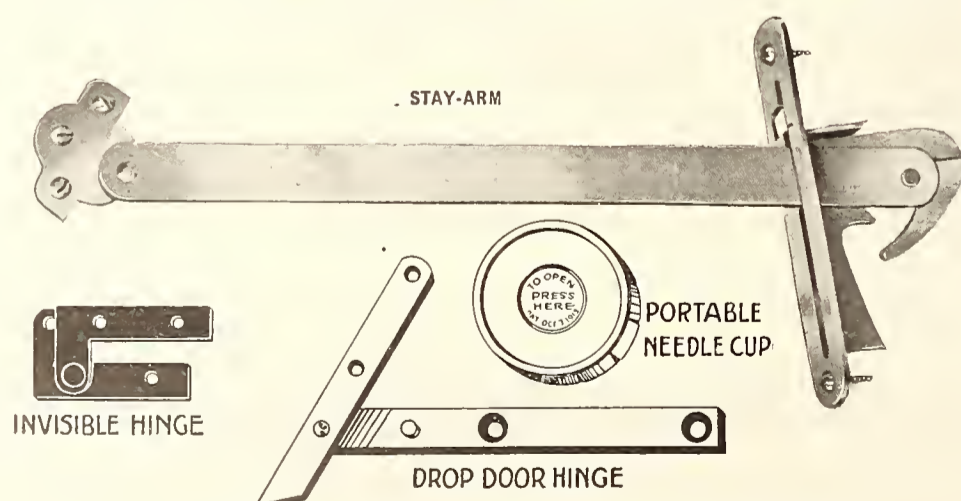
.. FOR ..

Record Manufacturing

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

FULL LINE of HARDWARE

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



We have been catering to the hardware needs of the talking machine industry 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.

The Camp-Fone (at \$25)

as a

Winter Proposition



Camp-Fone weighs only 15 pounds. Measures 14x11½x6, closed. Retails at \$25; Middle West, \$27.50; Far West, \$30.00. Quick sales and liberal profits for live dealers.

Although originally designed as a vacation instrument, it is estimated that 80% of "Camp-Fones" purchased are for use as table machines in the home.

We have found that dealers that feature and display "Camp-Fones" all year round have good sales regularly and irrespective of seasons.

Can you afford to let these profits get by?

We recommend that you feature the "Camp-Fone" as a home instrument. Its portability enables it to be carried and used in any room of the house as desired. We have prepared a very attractive folder on the "Camp-Fone" for the home. We can supply you with a quantity for mailing purposes.

Immediate Deliveries

From the Following "Camp-Fone" Jobbers

Musical Products Distributing Co., 37 East 18th St., N. Y. C.
 A. C. Erisman, 175 Tremont St., Boston, Mass.
 Iroquois Sales Corp., 210 Franklin St., Buffalo, N. Y.
 Record Sales Co., 1965 E. 66th St., Cleveland, Ohio.
 Artophone Corp., 1213 Pine St., St. Louis, Mo.
 Artophone Corp., 317 Kansas City Life Bldg., Kansas City, Mo.
 Vocalion Company of Chicago, 529 South Wabash Ave., Chicago, Ill.
 Mooney-Mueller-Ward Co., 101 S. Meridian St., Indianapolis, Ind.

Lind & Marks, 540 Bates St., Detroit, Mich.
 Cheney Sales Co., 419 South 16th St., Omaha, Neb.
 Moore-Bird Co., 1720 Wazee St., Denver, Colo.
 J. K. Polk, Inc., 294 Decatur St., Atlanta, Ga.
 Munson Rayner Corp., 643 South Olive St., Los Angeles, Calif.
 Munson Rayner Corp., 86 Third St., San Francisco, Calif.
 Stone Piano Co., 826 Nicollet St., Minneapolis, Minn.
 Armstrong Furniture Co., 59 N. Main St., Memphis, Tenn.

Made by the makers of Walter Camp's "Daily Dozen"

HEALTH BUILDERS, Inc.

DEPARTMENT W 12

334 FIFTH AVENUE

NEW YORK, N. Y.

Every Night I Cry Myself To Sleep Over You

"You can't go wrong
With any FEIST song"



Ev-ry night I cry my-self to sleep o-ver you, —

A FOX TROT BALLAD—with a punch in both melody and lyric

© LEO FEIST INC. N.Y.C.

STEADMAN ADDS VOCALION LINE

Direct-mail Announcement to Customers and Prospects Follows Addition of Aeolian-Vocalion Machines and Records

YONKERS, N. Y., December 4.—The addition of the Aeolian-Vocalion line of machines and records by the Steadman Music House, of this city, one of the largest and most successful music concerns in this section of the State, was heralded by some extensive publicity, including a letter of announcement to all customers and prospects on the mailing list. In order to make the best use of the record supplements and other publicity material in connection with this acquisition, enclosed in the same envelope with the letter was a stamped, addressed return post-card with the following brief request: "Please enter my name on your mailing list to receive supplements of Victor and Vocalion records." Only those who are interested enough to return these cards will receive the supplements, thus eliminating waste and cutting down mailing expenses. The Steadman Music House now handles Victor, Edison, Sonora and Vocalion instruments as well as musical merchandise.

DENNIS BROS. ADD VICTOR LINE

Prominent Granite City, Ill., Furniture House Enlarges Music Department

GRANITE CITY, ILL., December 3.—Dennis Bros. Furniture Co., this city, recently secured the local agency for Victor talking machines and records. The talking machine department is located on the first floor of the large ware-rooms occupied by this concern and the installation of a number of new demonstration booths and other modern fixtures and conveniences has made this a feature of the establishment.

BIG MID-WEST COLUMBIA DEMAND

A. B. Creal, regional representative of the Columbia Phonograph Co., New York, has just completed an extensive trip throughout the Middle Western States and reports that dealer acceptance of Columbia New Process records and new Columbias throughout the section visited indicates that the supply will not keep up with the demand during the Winter months.

EDUCATE THE PUBLIC BY CHRISTMAS SUGGESTIONS

The Baldwin warerooms in Cincinnati are showing a very attractive window to create early Christmas sales or to suggest at least the idea of records as a gift. The white ivory paneling of the wood-work of the rear and sides of the window is decorated with sprays of Autumn leaves. In the center rear two strips of crepe paper, like tapestry, covered with Autumn leaves, are hung down and one across at the top against the white background.

As if this arrangement were to act as a frame a plain model Walnut Victrola console assumes a place against the background, fitting right into this setting. The floor of hardwood oak is strewn with Autumn leaves here and there, also miniature Victor dogs, the well-known trade-mark.

Boxes of records, the "Treasure Chest," are displayed on slanting low racks (invisible), with fringe of paper in Autumn shades around the edge of the boxes. A showcard to the rear left-hand side, done in red with white lettering, announces the fact that the "Treasure Chest," containing six double-faced records of songs of many lands, would make an ideal Christmas present.

BARBER STORE DAMAGED BY FIRE

BRATTLEBORO, VT., December 9.—A midnight blaze in an adjoining structure caused quite some damage by smoke and water to the talking machine stock of Barber's Music Store, a retailer of the Victor and Edison lines, in this city. Despite this setback at a most important time of the year business is being conducted as usual, and Mr. Barber is making every effort to replenish the damaged stock.

TAKES ON THE COLUMBIA LINE

The A. Gressett Music House, Meridian, Miss., recently added the Columbia line and is doing an excellent business, both in machines and records.

A. F. MACOUN IN NEW POST

Now Manager of Hahne & Co.'s Talking Machine Department in Newark, N. J.—Succeeded by Miss Edith Drake at Ludwig Bauman's—Formerly With Landay Store

NEWARK, N. J., December 4.—A. F. Macoun, formerly manager of the talking machine department of Ludwig Bauman & Co., Market street, this city, and more recently connected with the new Broad street store in the same capacity, is now manager and buyer of the talking machine department of Hahne & Co., also of this city. Mr. Macoun has had wide experience in the retailing of talking machines and is an executive of ability.

Miss Edith Drake is the successor of Mr. Macoun at the Broad street Ludwig Bauman store. She also has had considerable experience in the retail talking machine field, having been connected with that department of L. Bamberger & Co., of this city, and one of the largest department stores in the East, for a period covering four years. She was also at one time in the talking machine department of the local Landay store.

DEATH OF ANTHONY F. TROESCHER

Anthony F. Troesch, one of the founders of the Brunswick-Balke-Collender Co., which was organized forty years ago, died at his home, No. 135 Central Park West, New York, November 21, in his eighty-first year. Mr. Troesch was first president of the Brunswick-Balke-Collender Co., of New York, and served continuously until his retirement ten years ago. He was born in Germany, August 13, 1842, and came to this country with his parents when ten years old. They settled in Cincinnati, and when sixteen he joined the firm of J. M. Brunswick and Balke Co. He was instrumental in the merging of the latter concern with the Hugh W. Collender Co., thereby laying the foundation for the present Brunswick-Balke-Collender Co.

Mr. Troesch is survived by two sons, Albert A. and Robert F., and one daughter, Mrs. Marie Clausen. He was a member of the Liederkrantz and Billiard Clubs of New York.

WANAMAKER AT AD. EXPOSITION

One of the most interesting exhibits at the Advertising Exposition, held last month in the Seventy-first regiment armory, New York City, was an exhibit of a completely furnished living-room in a modern home. The most interesting part of the display, which was in charge of Mrs. Frances H. Seaver, director of the Home Budget Service of the New York Wanamaker store, was a combination talking machine and radio outfit. This instrument featured the regular console Victrola in which had been installed a Paragon radio receiving set. In addition there was a grand piano and other furniture suited to a living-room.



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.

NOT ON YOUR PAY-ROLL! YET YOUR STAR SALESMAN—

AUDAK

THE MODERN SYSTEM FOR
DEMONSTRATING
AND SELLING
PHONOGRAPH RECORDS

Without The Use Of Booths

AUDAK sells more records per customer—per dollar of selling cost—and per hour of selling time. It greatly increases record interest and adds to sales volume.

All this without occupying any valuable space in your store.

"Your Swiftest Silent Salesman"

Ask your customers this question:
"Will you play these records IN THE OPEN on our SANITARY Audak equipment, or would you rather go into an ENCLOSED booth?"

The answer will always be—

"THE AUDAK, IF YOU PLEASE!"

It's in your interest, Mr. Dealer, for the public to prefer the AUDAK system of buying records—



THIS AUDAK UNIT X-T SUPPLIED COMPLETE AS SHOWN, READY FOR USE ON REMOVAL FROM CRATE



A CORNER IN STORE SHOWING SEVERAL X-T AUDAK UNITS

Here are a few of the conspicuously successful firms now using AUDAK to sell more records at a better profit:

- | | |
|---|--------------------------------------|
| Wanamaker's, New York and Phila. | Euclid Music Co., Cleveland. |
| Kaufman's, Pittsburgh, Penna. | Aeolian Co., New York |
| Bloomington Bros., New York. | Forbes & Wallace, Springfield, Mass. |
| Frederick Loeser & Co., Brooklyn, N. Y. | Stix, Baer & Fuller, St. Louis, Mo. |
| Landay Bros., New York. | Rothschild & Co., Chicago. |
| Lord & Taylor, New York. | The Boston Store, Milwaukee, Wis. |
| Paul Record Store, Kansas City, Mo. | R. H. Macy & Co., New York City. |
| J. L. Brandeis & Sons, Omaha. | Brunswick Shop, Detroit. |
| J. R. Millner & Co., Lynchburg, Va. | The Emporium, San Francisco. |
| Gimbel Brothers, New York and Phila. | And many others. |

AUDAK is recognized as the means toward greater record sales and the reduction of the high cost of selling them—bringing the increased profit to the dealer, which to-day, he must have

REPRESENTATIVES IN PRINCIPAL CITIES

WRITE FOR OUR NEW CATALOG!

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

Rural Dwellers Make Excellent Prospects

Farmer's Mode of Living and Isolation Favor the Sale of Talking Machines and Records—Successful Methods of a Live Dealer

In thousands of villages and towns throughout this vast country there are talking machine dealers who, if they confined their sales strictly to the small handful of people in their communities, would be compelled to either get out of business or go somewhere else where there are more people. However, the people residing in the town or village itself represent the least of the opportunities for business of the dealer. The larger and possibly more productive field is the farm territory. True, the houses are scattered and there may not be as many people per square mile, but this is more than balanced by the overwhelming chances in favor of making sales. Everything pertaining to the farmer's mode of living has a favorable bearing on the sales opportunity, according to the viewpoint of the dealer. There is the isolation, lack of amusements, long Winter evenings with little or nothing to do, the need for something that will influence the children to remain on the farm instead of running to the cities as soon as they are out of their teens, and a host of factors which react in favor of the talking machine dealer.

Large Territory Must Be Covered

Naturally, because of the sparseness of the population, the dealer or his salesmen who desire to make a paying proposition of catering to the farmers must cover a wide territory. Some dealers systematically cover a territory from thirty to fifty miles from the town in which they are located. This is not a very difficult task with an automobile and the expense involved in the upkeep of a machine is a small factor to a real live salesman. Another thing, the salesman who desires to work the rural sections should not only take along a talking machine, but he must carry a pretty good stock of records as well. Often he will come across a farmer who already owns a machine, but who may desire some records, and it would be well if the salesman can take care of this business. Every sale counts in bringing up the annual volume of business.

How a Live Wire Gets Rural Trade

There is no use in spouting a lot of platitudes about how the dealer should do this or that to

succeed; therefore, a complete outline will be given of the methods which a dealer in upper New York State has found productive of business with the farmers in his territory. M. Slason & Son, of Malone, N. Y., may be considered among the most successful dealers who conduct an extensive business with rural dwellers—this in spite of the tendency of the farmers to send to the mail order houses for whatever they happen to need. In the first place, M. Slason & Son keep a prospect list of all the live prospects in the large territory which they cover. Since Canada is but a few miles to the North, the territory is divided into three parts—



How Slason & Son Go Over Territory

East, South and West. One man covers each territory. Coupé automobiles of a popular make are supplied to make easier the work of the salesmen in all kinds of weather. The cars are good enough in construction to withstand the strain of hard usage and at the same time they are attractive enough in finish to attract favorable attention. Once each month the sales manager, G. G. Spear, covers the entire territory to see how things are going and to make first-hand observation of the problems of the salesmen.

Why Farmers Are Good Prospects

F. W. Tierney, of M. Slason & Son, gives some interesting reasons why the farmer makes a first-class talking machine prospect. He states that: "Among our rural people we find that the thought of enjoying good music during the long Winter evenings does a whole lot toward making a sale. Also the fact that in a home

where there is no music or entertainment the young people want to get out and go to the cities.

"The farmer very seldom buys a machine costing less than \$100. It is worth notice that among this class of trade the standard music on records outsells either the classic or popular. Such things as jigs and reels and old-time songs are most in demand. The proportion is about as follows, as near as I can figure: Jigs, reels and old songs, 50 per cent; dance records (popular), 40 per cent; classical records, 10 per cent.

How to Get the Business

"We have a mailing list and send out the record supplements and other literature regularly. We have worked up a nice mail order business through impressing our customers with the fact that we are glad to send records by parcel post, giving them better and quicker service than they can get through mail order houses. When an instrument has been sold we supply customers with a number of addressed envelopes for use in making their payments. We have very little trouble with collections. As a rule when the farmer has the money he pays promptly. In the Winter, however, collections from our rural customers may be a little slow, but as a general thing we have their payments pretty nearly on time."

Persistency Makes Sales

This concern has found that persistency is of vital importance in making sales to farmers. Some of the prospects in its files are five or six years old. One or two calls a year are made on these "hard-to-sell" prospects and Mr. Tierney declares nine out of ten of them are eventually sold. Personal contact has been found by far the best way of keeping in touch with prospects and the salesmen are in touch with them at all times. Another point stressed by this live dealer is the necessity of friendliness and a neighborly attitude. Distance or "uppishness" invariably proves the best way to kill sales. These few hints on making rural business pay are the result of many years of successful selling to this class of people and retailers who are similarly situated can profit by them. At any rate, rural dwellers should not be overlooked in the sales campaign.

AGGRESSIVE METHODS OF PEPPER CO.

Large Stockton, Cal., Music Concern Uses Extensive Newspaper Advertising in Pre-holiday Business Drive on Musical Instruments

STOCKTON, CAL., December 4.—The Pepper Music Co., one of the largest and most successful music houses on the West Coast, made an early start in its annual drive for holiday business. A newspaper campaign started in November by this company is probably the most extensive ever undertaken by a retail dealer here. In a recent issue of the Stockton Daily Evening Record four complete pages, in the form of an insert, were used to bring the various musical lines handled before the public. The insert was printed on green stock, so that it stood out from the rest of the paper. The first page was devoted to a picture of the store and a very brief history of the concern. On this page also appeared a list of the lines handled, which include a wide selection of the leading makes of pianos; Victor, Brunswick, Edison, Sonora, Columbia, Cheney and Pathé phonographs; Buescher, Martin and other lines of saxophones and band and string instruments. The two inside pages were devoted to illustrations and descriptions of many of the instruments handled, while the last page featured Sonora phonographs.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.



Radiola Grand

WITH the Radiola Grand, radio takes on new meaning. The simplicity of tuning in—just a knob or two to turn. The big distances it covers—picking up far-away stations with volume enough to fill a room. The perfection of tone with which the loudspeaker—carefully built in like the horn of a fine phonograph—gives forth the music and speech. All this—combined in a cabinet of skillful workmanship and tasteful design—places radio in the home where beauty counts—and performance.

Points to note:

All the batteries—dry cells—are hidden away inside.

You can regulate the volume of sound by a control that governs the loudspeaker.

For long distance, plug in the headphones. Coast to coast reception is no unusual record for Radiola Grand!

Famous for true reception, undistorted. For keen sensitivity. And for beauty.

"There's a Radiola for every purse"

Radio Corporation of America

Sales Department
Suite: 3007
233 Broadway
New York

District Sales Offices
10 So. LaSalle Street Chicago, Illinois
433 California Street San Francisco, California

Radiola Grand and Mahogany Stand with "B" batteries and 4 Radiotron WD-11 dry cell vacuum tubes \$350.00

DEALERS: Write today for the RCA catalogue, full description of the Radiola Grand, and the RCA selling plan.



This symbol of quality is your protection

Radiola

REG. U. S. PAT. OFF.



This symbol of quality is your protection



The NEW Columbia is superior

*Hearing
is believing*

There is no blare nor screech. The New Columbia Reproducer prevents these unpleasant sounds. Prove this for yourself by playing any class of music. You'll be convinced.

COLUMBIA PHONOGRAPH COMPANY
New York

A PALATIAL TRADE EMPORIUM

Atmosphere of Old World Reproduced in Southern California Music Co., Los Angeles, Store—A Triumph of Artistic Effect in Every Respect

Those members of the trade who are under the impression that the really elaborate talking machine stores are found mostly east of the Mississippi will doubtless be duly impressed with the accompanying photograph of the en-

ceiling being hand painted and particularly elaborate in character. The whole effect is most impressive and the store has been commented upon by many visitors to Los Angeles.

The president of the Southern California Music Co. is Edward H. Uhl, formerly general manager of the Rudolph Wurlitzer Co., Chicago, who purchased a controlling interest in the Los Angeles concern only a few months ago.

The business of the company is one of the most substantial in the State and has always

MESSAGES ON BUSINESS CARDS

Landay Bros.' Executives and Salesmen Have Business Cards That Tell a Story and Call Attention to the Products Handled

Landay Bros., who operate a chain of retail talking machine stores in New York City and its environs, never overlook a bet when it comes to constructive publicity and ways and means of bringing their stores and the line handled to the public. The business card of an executive or a sales representative is a small thing in itself, but Landay Bros. have achieved an outstanding success in the talking machine field by paying attention to apparent trifles. The business cards of the Landay executives are in the form of a small folder, about the size of the regulation card. The front of the "folder" contains the phone number of the store, a small neat illustration of a talking machine, the name of the executive and his position with the firm and the address of the store which he represents. Naturally, anyone receiving the card opens it and immediately he is faced with this: "Seven Landay Stores," followed by a list of the stores. On the second half of the inside of the card is a list of the lines handled, and at the end is the message: "Victrolas and Everything in Music." These cards tell a story and are, therefore, just so much effective advertising.

NEW BANNER MOVIE SLIDES

The Banner record division of the Plaza Music Co., 18 West Twentieth street, New York City, announces to the trade a new series of illustrated comedy advertising slides in colors for motion picture houses. These illustrations are in the nature of humorous sketches in which both the Banner record and local retailer are given publicity. Inasmuch as their use adds to the entertainment of movie audiences, Banner dealers should experience little trouble in arranging for their use, at a nominal cost, in local motion picture houses.

WOMEN HOLD WORLD'S PURSE-STRINGS

While men may earn the money, by far the largest proportion of it is spent by women, according to Mrs. Christine Frederick, writer and household efficiency expert, in an address at the Advertising Exposition held recently in New York. Mrs. Frederick gave some interesting statistics showing the various items of which women are the largest purchasers. Women buy 76 per cent of all talking machines sold, while the remaining 24 per cent are purchased by men, according to these statistics.

Piser & Co., Sonora and Victor dealers, 2887 Third avenue, New York City, have inaugurated a vigorous pre-holiday advertising campaign in one of the newspapers catering to that section of the city.



Artistic Entrance to Southern California Music Co. Showing "Talker" Department in Rear
trance to the elaborate store of the Southern California Music Co. in Los Angeles, Cal. The view shows the elaborate phonograph department in the center and rear, while on the right is shown an elaborate brass grille separating the main store from the elevator and stairway leading to the upper floors, and on the left the stairway leading to the balcony.

The decorations follow the Italian style, the

adhered to what are considered the best principles in music merchandising.

PREMIER RADIO CORP. BANKRUPT

The Premier Radio Corp. of America, 78 Fifth avenue, New York City, has filed a petition in bankruptcy, listing liabilities of \$24,701 and assets of \$8,337, the main item being stock.

SYRIAN AND ARABIAN RECORDS

IMPORTED AND DOMESTIC

Of the Best Artists

"Macksoud," "Baidaphone" and "Odeon"

10, 11 and 12 Inches. Double Faced

Liberal Discount to Dealers. Ask for Catalogue

A. J. MACKSOU D

77 WASHINGTON STREET

NEW YORK, N. Y.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES ON RECORDS



P. S.—An additional Little Tots' Book is in the making. Expect great things!

A Tip From New York!

OF New York's fourteen leading department stores, twelve have prepared special Christmas booths to feature **LITTLE TOTS' RECORDS** thru the entire month of December!

The merchandising experience of these great stores is sufficient "tip" that **LITTLE TOTS'** is a worth while article to sell—always!

We're working 24 hours a day to fill last minute orders

Complete Book **\$1.00**
Three 7 inch double faced records with picture and verse cards in a **LOOSE LEAF** Album.

In Canada \$1.35

Individual Records **25c**

7 in. double faced with picture and verse card.

In Canada 35c

Be sure to Write for Catalog and Prices!

REGAL RECORD CO. Little Tots' Record Division
20 W. 20th St., New York

Specific Letters Are the Biggest "Pullers"

The Direct Mail Letter of Solicitation Should Be Sales Talk on Paper—Logical Development of Text of Paramount Importance

Direct mail campaigns must be specific if they are to accomplish any real results. The commonest mistake of dealers who institute publicity campaigns for business is that the letter part of the drive is usually too general in character and the volume of business accruing so disappointing that the dealer makes a solemn vow never to waste any more money on direct mail publicity. The fact is, however, that if a mail campaign does not bring results there is something radically wrong with the manner in which the drive was conducted or with the type of copy used. Experience has demonstrated often enough that business can be secured through the mail if the drive is carefully planned and properly carried out.

The Principles Involved

A direct mail drive has for its purpose exactly what is expected of advertising, namely, to arouse the interest of the prospect to the point where he or she will visit the store sending out the letter. If any of the factors that attract attention, arouse interest and induce action are missing the campaign is very likely to be a partial failure and the result even may be a total failure. The general letters which so many retailers send to prospects and customers are faulty for the very reason that they are general in character. Instead of drawing attention specifically to certain products which the dealer is trying to sell there is too often a lot of verbiage not germane to the subject at issue. In consequence of this the letter makes no distinct impression on the mind of the recipient inasmuch as there is nothing which is likely to arouse the interest of the prospect in the product handled by the retailer and the letter is relegated to the wastepaper basket.

The Specific Letter Sells

The specific letter, which correctly embodies the three fundamental principles of advertising, treats of the product or products which the dealer handles. For example, assume that a dealer has in stock a large number of upright instruments of a certain model which he is anxious to dispose of. The only method by which he can sell them to the public through letters or any other kind of advertising is by concentrating the text of his message on these particular instruments—their beauty of construction, reproducing qualities, price and terms. In the direct mail campaign the sales talk should be logically developed and the shorter and more simply written is the letter the greater are the chances of cashing in on the drive. The main object, of course, is to develop the interest of the prospect to such a pitch that action naturally follows, this consisting either

of a visit to the dealer's establishment or by communication with the store by mail, phone, etc. Once this desirable result is accomplished the rest is up to the sales organization, each member of which should be entirely familiar with the drive so that prospects can be approached in an intelligent manner. Reproduced below are examples of letters which have proved their worth and which embody the principles outlined:

Dear Sir:—WHAT IS HOME WITHOUT MUSIC? That charming, cheery and melodious effect produced which takes away dull care and brightens the home surroundings.

If it is in the musical line, we have it. Our large attractive store in Hackensack, easy of access by all means of transportation, brings us in close touch with your home. We want you to get acquainted with us and make this your musical headquarters, and that is why we are directly bringing our store to your attention.

You will find in our showrooms a complete line of pianos of well-known makes, such as A. B. Chase, Emerson, Lindeman & Sons, Milton and Brambach. The prices range for uprights from \$395 up, players from \$545 up, and baby grands from \$635 up. Reproducing pianos from \$975 up.

In our talking machine department we are showing the newest models of Victrolas, including the art and console designs, at a new range of prices from \$25 upward.

We also carry a complete stock of Victor records, musical instruments, sheet music, music rolls, and accessories.

Music lovers will find here everything to suit their taste and fancy. If the ready cash is not available, we arrange terms to suit. Yours respectfully, BROWN'S MUSIC SHOP.

The object of the letter sent out by Brown's Music Shop, which is a new store, was to build up a prospect list and broadcast the fact that the store had been opened. Although 5,000 letters had just been sent out at the time of this writing returns were already beginning to come in. These, no doubt, will be augmented by a follow-up letter which will soon be mailed.

In a letter mailed to newlyweds, upon information obtained from the marriage license bureau, the returns on which to date have been sufficient to encourage the continuation of the campaign, the following leading paragraphs had a particularly timely appeal:

"Dear Sir—In starting your new home do not overlook the happiness and joy of music. Music is that necessity of life that cheers you when you are blue, consoles you when you are sad, soothes you when you are tired, and gives you all the comforts and joy of 'Home, Sweet Home.'

"To get the greatest satisfaction from music it is worth while to secure the advice of 'specialists.'"

This was followed by a description of what was termed a "Happy Home Outfit," consisting of a talking machine, records, record brush,

needles and all the other necessary accessories.

Selecting the Prospects

It is obvious to anyone who has been in the talking machine business for any length of time how useless it is to try to make an indiscriminate appeal. It is a great temptation for the dealer to select his prospect names from the telephone or city directory. This is unsatisfactory and usually the results are so far below par that the campaign represents a loss. The dealer works in the dark. He knows little of the type of people among whom he is soliciting business. He does not know whether any of the people to whom he sends his letters are interested in a talking machine or whether they would consider the type of instrument he is offering. The only solution of this problem is an up-to-date prospect list and this means not only the names of people who may be interested in a talking machine, but also sufficient information regarding them to enable the dealer to determine who are the most likely to respond to his mail appeal. It is much more profitable to send out one hundred letters to people who are in the market for an instrument or records than to send out a thousand letters blindly in the hope that some of the people receiving them may be interested.

COLUMBIA WINDOW CONTEST

Employees of New York Branch, Teamed in Pairs, Trying Skill in Model Store

The local branch of the Columbia Phonograph Co., New York, is holding a window-dressing contest among its employees. The participants in the contest are divided up into sixteen teams, two persons to a team. Each team has an opportunity to decorate the display window in the model store of the branch, the display remaining for two weeks, at the expiration of which time another team is permitted to try its skill. The rules of the contest provide that each team is allowed an expenditure of not more than \$2.50 for material to be used in the display. However, it is at liberty to use any stock and advertising matter which may be in the possession of the local branch. Judges of the contest decide upon the most attractive display during the period of thirty-two weeks, and a suitable prize is awarded to the winning team.

The contest has a twofold purpose; first, it arouses a spirit of healthy competitive interest among the personnel of the branch, and, in the second place, results in a number of good ideas which Columbia dealers may avail themselves of in preparing their window displays.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



Do New York's Exclusive Dealers sell Emerson Records?

REPRINTED FROM DAILY NEWS New York's Picture Newspaper

NEW YORK, FRIDAY, NOVEMBER 16, 1923

BOUGHT BY OVER 700,000 PEOPLE

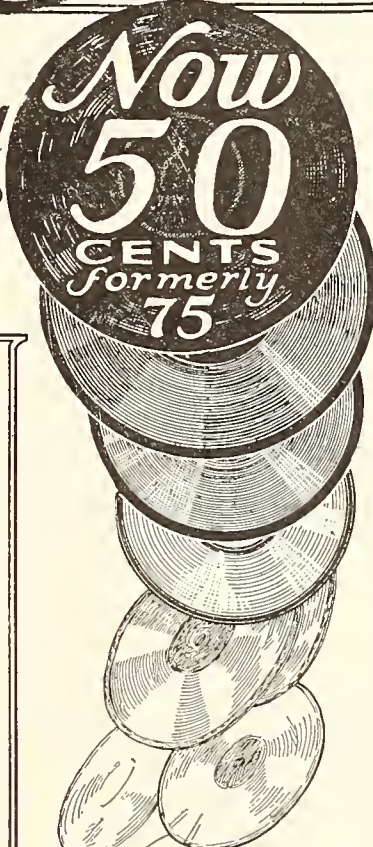
Here's the answer

Emerson Records The new double face 10 inch Gold Seal

AT YOUR DEALER

- DEPARTMENT STORES. Gimbel Bros. Abraham & Straus... MANHATTAN... Between 11th and 125th Sts... BRONX... BROOKLYN

The same High Standard noiseless surface Record



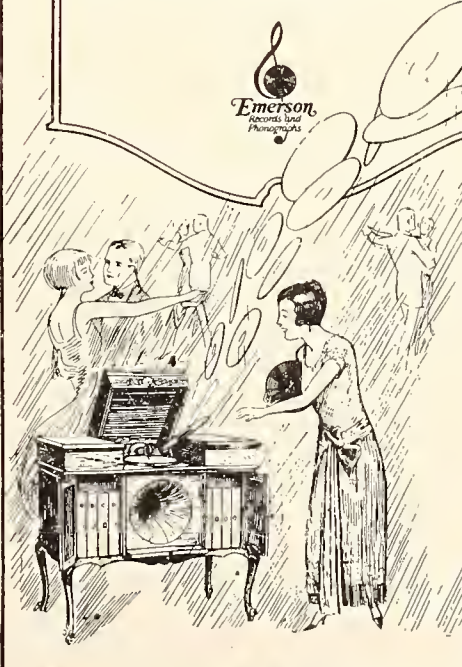
THE same world-famous artists, full tone-quality, smooth, clear reproduction, that for years have symbolized

'Emerson Fame' the same splendid entertainment, recognized and favored by music lovers, everywhere—

ALL these combined, distinguishing qualities of this Nationally Popular Record have been maintained and rendered

'An Emerson Achievement' by the NEW LOWERED RETAIL PRICE 50 cents

Go to day to your Emerson Dealer and listen to the full volume, rhythmic dance music, of the Emerson Instrumental Records, or hear the new Irving and Jack Kaufman vocal selection, and you will instantly realize why the Emerson Record for more than ten years has been the standard of excellence.



LATEST SONG AND DANCE HITS

- 10682 Last Night on the Back Porch
10679 Somebody's Wrong
10679 What Do You Do Sunday, Mary Foolish Child
10683 An Orange Grove in California Little Butterfly
10677 Sitting in a Corner Twilight Shadows
10681 I Love You Roaming to Wyoming
10657 Just a Girl that Men Forget That Old Gang of Mine

'If it's a Real Hit, it's First Out on the Emerson' Ask Your Dealer for Complete Emerson Catalog of American, German, Jewish, Italian, Russian and Polish records.

AT YOUR DEALER

- R. Catalano, 998 Flushing Ave. Capitol Talking Machine Co., 1730 Pitkin Ave. Antonio Centeno, 209 Johnson Ave. F. De Carlo, 281 Court St. M. Del Terzo, 127 Stone Ave. Charles Fern, 125 Nassau Ave. Fifth Ave. Graf Shop, 708 5th Ave. Fisherman's Music Store, 410 Saratoga Ave. Fort Hamilton Musical Exposition, 416 50th St. Frelch Talking Machine Co., 225 Columbia St. H. Gerwitz, 125 Sutter Ave. R. Giltelson, 418 Knickerbocker Ave. L. Goldapple, 25 Myrtle Ave. L. Gouli, 842 Fresh Pond Road. The Harmony Music Shop, 231 Smith St. Heichtrich Talking Machine Co., 402 Bushwick Ave. M. Karlinsky, 261 Sutter Ave. Krakauer Bros., 1653 Pitkin Ave. Lafayette Music Shop, 269 Kingston Ave. J. Layetaki, 201 Meeker Ave. L. Leibowitz, 45 Seigel St. G. Leone, 165 Stone Ave. J. G. Levy, 1103 Broadway. Liberty Music Sales Agency, 308 Graham Ave. Frederick Losser, Fulton St. Messina, 715 Third Ave. Metropolitan Music Store, 150 Graham Ave. Mullen Bros., 589 Washington St. Mullen Bros., 679 Franklin Ave. Mulligan's Music Shop, 266 Smith St. A. L. Nanni's Dent Store, Fulton St. Phillip Nobel, 409 Sutter Ave. Northside Music Shop, 137 Bedford Ave. Owan & Beers, 1074 Flatbush Ave. Orpheus Music Shop, 537 5th Ave. Prospect Music Shop, 255 9th St. Mrs. J. Ponzias, 151 Wythe Ave. J. Racow, 302 Grand St. S. Reiff, 3915 3rd Ave. Mar. Resnick, 331 Fulton St. E. Risalvato, 158 Johnson Ave. C. Rosella, 224 4th Ave. S. Rosen, 8 Tompkins Ave. Russo Bros., 87 Havermeyer St. Schvigel Bros., 2421 Myrtle Ave. E. A. Schwelger Inc., 1525 Broadway. Geo. Seltmann, 1733 Broadway. P. Seltmann, 1822 Fulton St. Charles Silverberg, 178 Myrtle Ave. Sietnick, 672 Manhattan Ave. L. Speall & Scaccia, 130 Wilson Ave. Emanuel Steinhilber, 9211 5th Ave. Felix Strauss, 187 Court St. F. V. Trush, 550 7th Ave. Wagner Photo Shop, 749 Grand St. J. Warnow, 924 Sutter Ave. M. S. Waroshill, 517 Myrtle Ave. Waxman's Music Shop, 1562 Myrtle Ave. Weisner Talking Machine Co., 241 Bway. Weisner Talking Machine Co., 281 Bway. Williamsburg Talk. Mach. Co., 59 Graham Ave. J. D. Wilson & Son, 1235 Broadway. Wolfman Talking Machine Co., 589 Grand St. Wyckoff Talk. Machine Co., 325 Wyckoff Ave. Young & Sons, 2124 Fulton St.

Free Offer

MAIL THIS TODAY Emerson Phonograph Co., Inc. 109 114 West 20th St., N. Y. C. Gentlemen: Kindly send me FREE 100 Emerson needles and complete catalog of Emerson Records Name Address

Study of Humanity Builds Big Business

Live Retailer in New York's San Juan Eliminates Sales Risks Through Constant Study of His Customers and Business Ability

Selling talking machines and records isn't the same everywhere, according to L. Dreazen, proprietor of Dreazen's Music Shop, located in the negro section of New York City. The problems which this live dealer solves daily would make the neighborhood retailer in a quiet residential section of the city throw up his hands in despair. Yet, Mr. Dreazen, through remarkable business ability and the gift of telling at a glance the type of person who enters the store, enjoys a trade second to none in a store of its size in the city. How he has built up a most remarkable business and what he has learned in handling difficult customers, as well as his methods of selling, are interesting, aside from

the value of these practical methods to other dealers who are faced with some problems of a similar character.

Must Study Customers

"Although my store happens to be in the negro section of the city, and while I have a large colored clientele, I also have an extensive following of white people. None of my customers is of the type overburdened with money and securing money due me is probably my most difficult problem, especially where the negro trade is concerned. This is due mainly to the happy, care-free dispositions of these people. And I want to say right here that despite my large business I seldom fail to get what is coming to me and repossessions are rare. Why? Simply because I know the people with whom I am doing business. I have studied them for twenty years. I know the characteristics of an individual as soon as he starts to talk. It isn't difficult when one applies himself to studying the little quirks and twists of human nature. No matter where the talking machine dealer is located and no matter what kind of people he serves, he must study them for two reasons; first, to know how to handle them so that he can sell intelligently, and, second, to protect himself against loss, although deliberate tricksters are not numerous.

Methods of Collection

"Of course, I sell on the instalment plan and the down payment I receive in most cases is none too large. I have two collectors on the job regularly who visit each customer weekly. The peculiar bent of the negro makes necessary weekly collections. And, furthermore, the collector must be at the home of the customer when he comes home with the pay envelope, otherwise his chances of getting any money are slim. From my customers I can secure information which few other dealers possess. For example, I know where each member of each family works, when they are paid and when they get home from business. My collector is there when he or she comes home and I must say that by this means we have little trouble in getting the money."

Canvassing Brings Business

Mr. Dreazen believes thoroughly in the canvassing method of securing business. One canvasser is employed regularly and in addition a number of insurance men are on the job. The latter have entré to homes where the ordinary canvasser would not be able to enter and they also have the opportunity of observing whether there is a talking machine in the homes of their clients. The opportunity of actually selling is there, too. These men work on a commission basis, receiving payment only when they make sales. The regular canvasser covers a wide territory and has been successful in adding many regular customers to the already long list of this progressive dealer.

Service Pays Well

The negroes of his section have unlimited confidence in Mr. Dreazen. They know that he will give them a square deal and for this

reason his clients purchase all their musical requirements from him. That service pays well here as everywhere is amply demonstrated by the fact that negroes travel all the way from Newark, N. J., and Orange, N. J., to do business with him. They formerly lived in the neighborhood served by the store and when they moved out of town the confidence built up by thoughtful service manifests itself in this continued patronage. This does not apply only to the negroes, but also to the white clientele. Mr. Dreazen enjoys an extensive trade in Brooklyn and Long Island, all purchases being made from the New York store.

Some Exciting Moments

Occasionally a customer tries to quit the city before the instrument has been paid for, taking the machine along. It doesn't work, though, because Mr. Dreazen keeps a close watch and invariably finds out what is in the wind before it is too late. If necessary he traces the person to his or her new home and either repossesses the machine or secures the money due. He is constantly on the outside, going through his territory. One morning he happened to be strolling through a street on which he knew he had several customers. He noticed a moving van backed up to the curb and the men in the act of taking a talking machine from the house in which lives one of his customers. He recognized the instrument as one which had been sold by him a month previously and on which a considerable amount of money was still due. To make sure, however, he questioned the moving men, whom he happened to know, and they told him that the party was moving to the South. His first move was to make sure that the instrument would not be shipped and his second move was to send one of his collectors to visit the purchaser for some plain talk. This is only one of a number of interesting and sometimes exciting moments in the life of this dealer, but it illustrates the point that the merchant who knows his trade and acts accordingly will not be fooled many times by thoughtless or dishonest customers.

PLAZA BULLETIN MEETS REAL NEED

The new illustrated accessory catalog recently forwarded to the trade by the Plaza Music Co. has brought further requests for this publication. It has several features which have a wide appeal. Among these is the fact that the publisher has only included what it calls "featured products," and includes all standard supplies for talking machines. The illustrations, dimensions, price list and other data make the catalog one of ready reference.

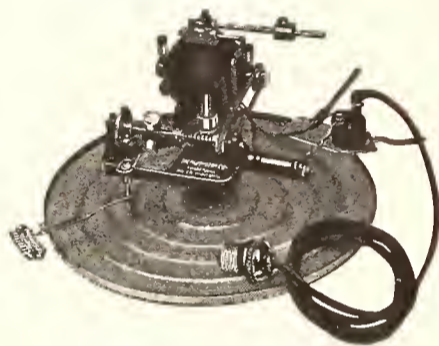
NEW VICTOR MONTHLY HANGERS

Beginning with November, the Victor Co. is supplying retailers with record hangers, listing all the records released during the month. These hangers are in addition to those listing the records released weekly.

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 ready to run.

Sample, mounted on motor board, 12x12 $\frac{3}{4}$, \$25.00 C.O.D. Money back if not satisfactory.

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

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

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

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

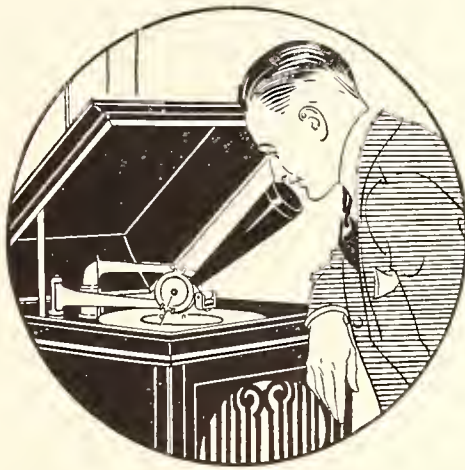
MOTORS	CASTINGS	TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS	Stylus Bars
TONE ARMS	Grey Iron		Screw Machine Parts
REPRODUCERS	and Brass for		Talking Machine Hardware

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Murray Hill 800

Your Customers Can
Record Their Own Voices—and
Hear Their Own Voices



The **Pathé**
REG. U.S. PAT. OFF.


*Home Voice Recorder on all 1924
 Pathé DeLuxe Models Makes
 Present Phonographs Obsolete*

Home recording is possible because 1924 model Pathe Phonographs are instruments of better construction and design, and have perfect, smooth, powerful motors and reproducing devices superior to anything ever offered.

The Pathe Voice Recorder makes permanent aluminum records.
 They last indefinitely—they are played with ordinary fibre needles.

The New Pathé DeLuxe Models with this additional exclusive feature—give

Double Value — Double Enjoyment — Double Service—and
Double the “Punch” back of your Sales.

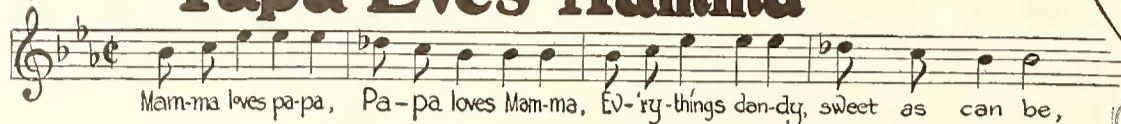
*Write today for the most liberal proposition
 ever offered to the dealer*

Pathé Phonograph and Radio Corporation

20 Grand Avenue

BROOKLYN, N. Y.

Mamma Loves Papa Papa Loves Mamma



CARUSO ROYALTIES HALF MILLION

Court Records Show Victor Paid \$585,727 to Tenor's Heirs in Two Years

Royalties totaling \$585,727 were paid to the estate of Enrico Caruso, for the years 1921 and 1922, on contracts with the Victor Talking Machine Co., for whom Caruso made records. This was disclosed in an accounting filed last month in the Court of Chancery at Trenton by the widow, Mrs. Dorothy Park Benjamin Caruso. Under the contract the Caruso estate is entitled to 10 per cent royalties for an indefinite number of years.

Mrs. Caruso, who was ancillary executrix of the estate in New Jersey, filed with the accounting a petition that her distribution of the Victor royalties be approved and that thereafter the Victor Co. distribute the royalties to the beneficiaries without her intervention as administratrix.

An agreement provides for the payment of royalties annually. Another Naples court decree, dated June 16, 1922, authorizes the pay-

ment of royalties as follows: One-eighth each to the sons, widow and brother, and of the remaining four-eighths, two-eighths to the widow as tutor for Gloria, the tenor's daughter, and the remaining two-eighths to be deposited in the bank to Gloria's account.

MANY ADD CHILDREN'S RECORDS

"Little Tot Records" Made by the Regal Record Co. Find Places in Leading Metropolitan Stores—Special Departments Installed

The Regal Record Co., Inc., 18 West Twentieth street, New York City, manufacturer of "Little Tot Records," now has its children's product on sale in thirteen of the fourteen metropolitan department stores. Twelve of these New York stores either have built special booths for the demonstration of these records and the display of the accompanying albums or they have set aside specially equipped booths for those purposes. Most of these booths are decorated in a manner to appeal to children. The nursery illustrations and gay colors are used freely.

Among the stores that are featuring "Little Tot Records" are Stern Bros., Hearn's, McCreery, Gimbel Bros., Bloomingdale's, Abraham & Straus, Frederick Loeser & Co., John Wanamaker, L. Bamberger & Co., A. I. Namm, Lord & Taylor, Hahne & Co., Adams, Flannigan Co. and Koch & Co.

The majority of these stores have found the demand for "Little Tot Records" and the possibilities in sales so large as to make it necessary to appoint special salesmen for the demonstration of these goods and to give service to the users of the children's booths.

In conjunction with the exploitation campaign on "Little Tot Records" during the holiday season the Regal Record Co. has prepared thousands of circulars for consumer distribution. These invariably have the imprint of the retailer, are multi-colored and in most instances carry illustrations for children.

Besides the four albums, with three records in each, the manufacturer also releases from time to time additional records in specially designed envelopes. These can be inserted in the albums, which are arranged in loose-leaf manner. Among the added records are several Christmas numbers which the retailers are finding quite popular at this season.

The four albums each carry a separate title, "Merry Song Book," "Happy Day Book" and "Jolly Game Book." All three of these books carry records with orchestra accompaniment; the other book is one containing stories and is marketed under the name "Story Hour Book."

R. A. BRANIGER OPENS BRANCH

R. A. Braniger, who for several years has operated the Columbia Grafonola Shop in Hollywood, Cal., has opened a branch in Santa Ana, Cal., where he will handle Columbia phonographs and records exclusively.

EXTENSIVE R. C. A. MUSICAL PROGRAM

American Orchestral Society Signed Up to Broadcast Fifteen Concerts From Station WJZ During the Winter Season

The Radio Corp. of America has completed arrangements by which the American Orchestral Society will broadcast from station WJZ, New York, the entire series of fifteen concerts which the organization, in co-operation with the New York Philharmonic Orchestra, has scheduled for the Winter season. The first concert was held on November 25, and the remaining programs will be sent through the ether at regular intervals until April 8, 1924. The Orchestral Society numbers over 100 instruments, the entire ensemble to play the first two of the three groups into which the series has been divided. These are five concerts played by the society for the New York Philharmonic Orchestra and a series of five concerts composing the annual series given by the society to the People's Institute. The third group will be the Children's Afternoon Concerts, given by an orchestra of fifty-five picked members of the New York Philharmonic.

SONORA POSTERS BEST OF THE YEAR

Sonora posters were selected as the most attractive and effective produced during the year at the annual convention of the Association of National Advertisers held recently at the Westchester-Biltmore Country Club, Rye, N. Y. Four of the posters were selected and placed in a prominent position in the hall where the meetings were held and they received honorary mention from the committee in charge.

MAIN SPRINGS FOR ALL MOTORS

Best Quality - Quick Service - Low Prices



Each spring packed in a separate, numbered box. Each spring made of best crucible steel, tested and carefully inspected before leaving our factory.

Send us your order to-day.

	Price each	Price each	Price each
	each	lots of 50	lots of 100
For Victor Motor			
No. MSW 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	50c	48c	45c
No. MSW 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	75c	72c	70c
No. MSW 19—New Style, 1 inch x .022x13 feet long, crimp end on inside.	50c	47c	45c
No. MSW 20—New Style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	75c	72c	70c
For Columbia Motor			
No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 22—29/32 inch wide, .023x11 feet long, pear shaped hole.	45c	43c	40c
No. MSW 3—1 inch wide, .023x10 feet long, pear shaped hole.	50c	48c	45c
For Heineman Motor			
No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 6—1 inch wide, .025x12 feet long, pear shaped hole.	50c	48c	45c
No. MSW 23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	80c	77c	75c
For Brunswick, Krasberg, Saal, Sonora, Stevenson, Silvertone, Aeolian, Cheney, United, Meiselbach or Thomas Motors			
No. MSW 8—1 inch wide, .026x13 feet long, oblong hole.	55c	53c	50c
No. MSW 9—1 inch wide, .026x16 feet long, oblong hole.	65c	63c	60c
No. MSW 10—1 inch wide, .026x18 feet long, oblong hole.	75c	73c	70c
No. MSW 25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	45c	43c	40c
We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.			
Other Standard Makes			
No. MSW 17—3/4 inch wide, .025x10 feet long, pear shaped hole.	40c	38c	35c
No. MSW 18—7/8 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c

These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express. Combination orders may be made to obtain quantity price.

COLE & DUNAS MUSIC CO.

430 S. Wabash Ave. Chicago, Ill.

Headquarters for Everything in Musical Merchandise. Write for our new bargain bulletin; 1000 different items at special prices.

ITALIAN Popular Music



Recorded in Italy by the Best-known Italian Artists

AND



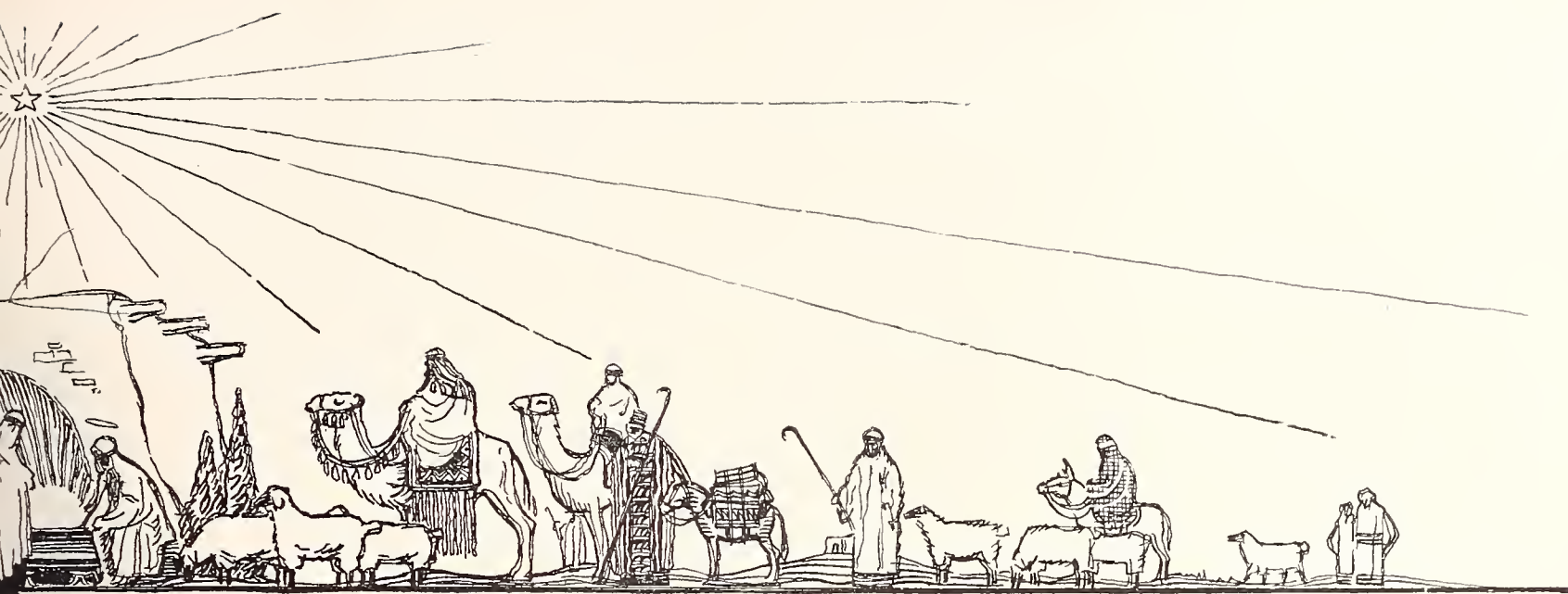
MONTHLY RELEASES
WRITE FOR CATALOGUES
Out-of-Town Agents Wanted

Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.



"An Old World Christmas"
From the painting by Buehr



A real old fashioned Christmas Greeting

Your generous co-operation has made it possible to build up a national organization and to celebrate with you this Christmas, our ninth anniversary.

We deeply appreciate the friendship you have shown and the staunch support you have given us in times of depression. 1923 has been a profitable year and indications point to 1924 as being a year of great prosperity for the entire industry.

We extend to you our sincerest wishes for A Very Merry Christmas and A Happy and Prosperous New Year.

W. H. Murray
President

GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET, NEW YORK CITY

Columbia Demonstration Record Big Success

Over a Million of These New Process Records Sold—Great National Publicity Campaign Scoring Splendid Results—Dealers Most Enthusiastic Over Record Return Privilege

Although final sales figures have not yet been completed and will not be available for a few weeks there is every indication that the campaign sponsored by the Columbia Phonograph Co. in behalf of its new demonstration record was one of the most successful sales drives in recent years. Over 1,000,000 of these demonstration records have already been sold, and from coast to coast Columbia branch managers and Columbia dealers have been telephoning and telegraphing additional orders for immediate delivery.

The publicity campaign behind this demonstration record was carefully worked out in every detail and covered magazines and newspapers reaching millions of readers and homes. The campaign started on November 17 with a full-page advertisement in the Saturday Evening Post of that week. A full page in four colors appeared in the American Weekly of November 25, with a circulation of 4,500,000; full pages were used on November 25 in rotogravure sections of newspapers throughout the country with a combined circulation of 8,000,000 readers and black and white full-page advertisements appeared on November 25 in Sunday newspapers with a circulation of 1,500,000. In order that Columbia dealers might tie up effectively with this mammoth campaign the Columbia advertising department prepared a striking window poster in colors, and dealers everywhere have been displaying this poster to attract the attention of passers-by. Proofs of the full pages appearing in the American Weekly and the Saturday Evening Post were sent to the Columbia branches for distribution among the dealers and were used to excellent advantage.

As a result of this far-reaching advertising campaign and the splendid co-operation afforded Columbia representatives in bringing the demonstration record to the public's attention the success of the drive was immediately apparent. Orders for large quantities were received by the branches from the best dealer accounts in their territories and before the campaign was well under way it was evident that the main problem was one of production and not one of sales. In fact, the Columbia factories have been working to capacity to handle the requirements of the trade for the demonstration record, but, with all of this activity, it has been practically impossible to keep pace with the demands of the dealers.

This demonstration record was introduced in order to call to the attention of prospective record purchasers the distinctive merits of Columbia New Process records. It has succeeded admirably in fulfilling its purpose and Columbia branch managers are unanimous in expressing the opinion that this demonstration record will serve as a vital factor in stimulating the sale of New Process records throughout the coming year. The demonstration record in itself comprises a double ten-inch recording, featuring on one side an operatic selection by Charles Hackett, famous tenor and exclusive Columbia artist; a violin solo by Toscha Seidel, well-known concert violinist and exclusive Columbia artist, and a symphony orchestra number. On the reverse side is a popular dance hit by Ted Lewis, one of the country's foremost dance orchestra directors and an exclusive Columbia artist. Each demonstration record is enclosed in a special envelope of a distinctive color, giving the complete story of the record and its purpose.

In addition to this tremendous advertising campaign devoted exclusively to the demonstration record the Columbia Phonograph Co. used in November countrywide publicity in behalf of Columbia phonographs and records. On November 4 a full page in four colors appeared in the American Weekly, and throughout the

month three-inch advertising on current hits was used in approximately 750 newspapers, averaging three insertions per week in each paper. In foreign language newspapers advertising occupying eighteen inches and three inches was used, and a general schedule in leading weekly

optimistic reports received by the sales department from branches and dealers throughout the country. The company has been congratulated everywhere upon the liberality and practicability of its record return privilege, announced in the November issue of *The World*. It is predicted that this return privilege will assist the dealers materially in making the coming year an exceptionally profitable one, insofar as record sales are concerned. The new Columbia record labels are meeting with popular favor wherever they have been shown and the new trade-mark

This special demonstration

Columbia

New Process RECORD for 25¢

Charles Hackett
Columbia Symphony Orchestra

Toscha Seidel

Ted Lewis and His Band

Showing the laminated construction of Columbia New Process Records. The outer or playing surfaces are made of a substance over which the needle travels almost inaudibly. The center core is built much harder to resist warping.

Columbia

Columbia New Process Demonstration Record Featured Illustratively in Advertising

negro newspapers was also included in the month's appropriation.

The December advertising program prepared by the Columbia Co. is even more pretentious and important than the November schedule, constituting a powerful incentive to Columbia sales totals during the month. On December 2 a full page in four colors appeared in the American Weekly, and on the same date full pages were used in the rotogravure sections of the leading Sunday newspapers or black and white full pages in Sunday editions where rotogravure is not used. On December 1 a full page appeared in the Saturday Evening Post, to be followed by another page on December 15. On December 16 a full page in four colors appears in the American Weekly, together with full pages in the Sunday rotogravure sections or black and white where rotogravure is not used. Throughout the month the three-inch advertising on popular hits is appearing in approximately 750 newspapers, with regular advertising in the foreign language newspapers and a campaign in the largest negro weeklies.

It is gratifying to note that the Columbia Phonograph Co.'s confidence in the future, as evidenced by its tremendous advertising schedule the past few months, is reflected in the

is being used to advantage by the dealers in their general publicity. The Columbia Phonograph Co. is getting ready for a healthy, prosperous year and it will undoubtedly receive the hearty co-operation of its dealers in attaining this goal.

PLATT CO. TO HAVE NEW BUILDING

LOS ANGELES, CAL., December 3.—Plans for an eight-story Class A store and studio building for the Platt Music Co., at Hollywood boulevard and Cherokee street, have just been completed and the Milwaukee Building Co., a local construction firm, will soon start the erection of the structure. The structure will cost approximately \$400,000. The first floor of the new building will be occupied by the music concern and the upper floors will be designed and leased for studio purposes. When completed the Platt Co. will have a fine, modern store.

The Melody Music Shop, 111 Madison street, Memphis, Tenn., has been enjoying considerable success in the sale of Brunswick phonographs and records and the lines of musical instruments which it handles. Intensive advertising has been responsible.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

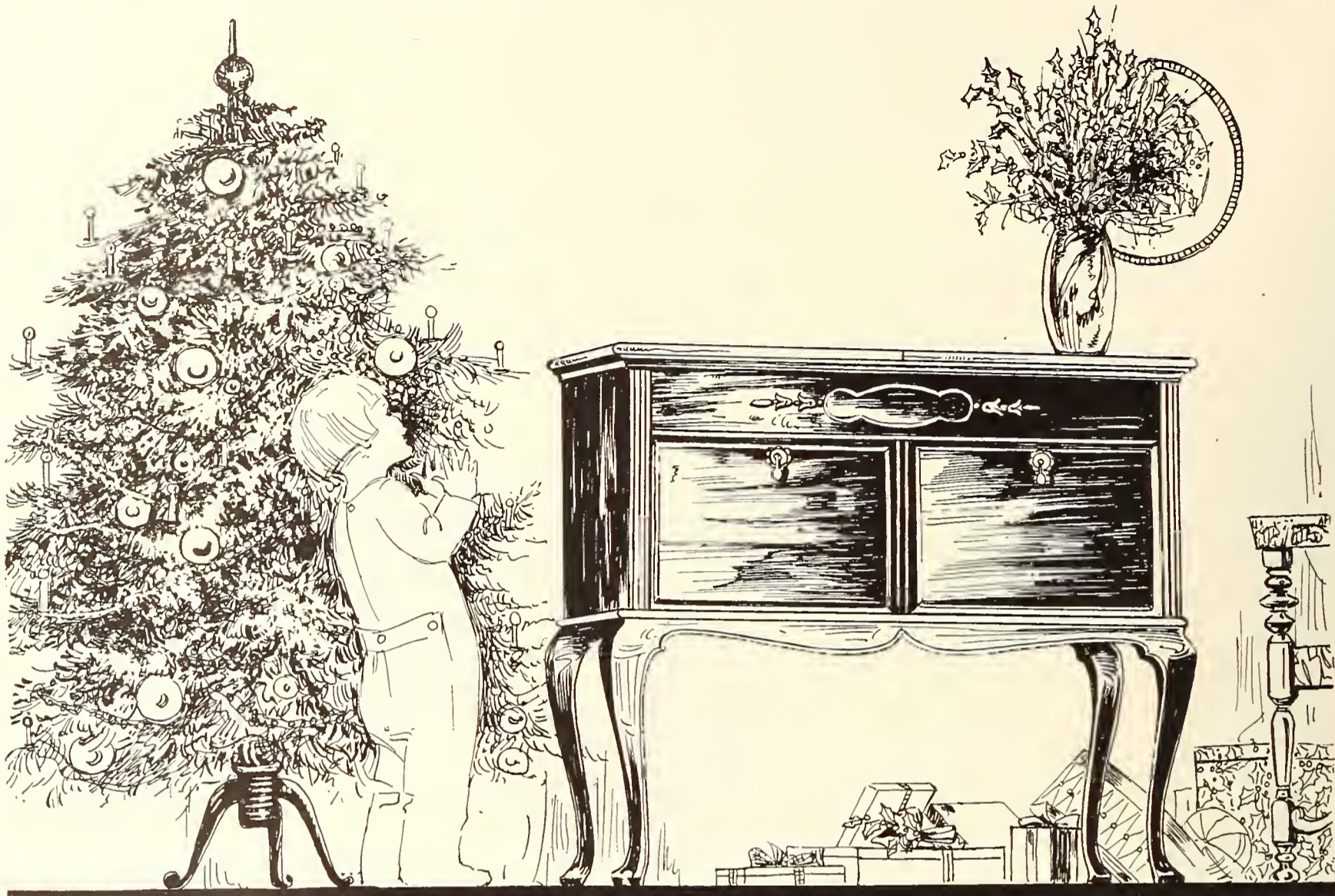
Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.



For Every Home on Xmas

The AEOLIAN-VOCALION

The grace and conservative design of the Queen Anne Period Style No. 1642 gives it one advantage over many period models: it will look well in any room no matter how simple or elaborate the decorations may be.

Style No. 1642 Queen Anne, List Price: \$225.00

Dimensions—Height 35", width 38", depth 22". Motor—Multiple spring, constant speed, non-vibrating and mounted free from contact with resonating parts. Equipped with speed regulator. Vocalion Automatic Stop—of an entirely novel and improved type; superior to and simpler than any other on the market. Reproducer—The Vocalion Improved Sound Box. Equipped with Graduola, and gold hardware and supplied with albums.

Hearing is believing and the mellow, musical tone of this instrument is a worthy advance in the field of phonographs made possible by the developments of the world's leading experts on reproduced tone who have cooperated in the creation of the AEOLIAN-VOCALION.

The remarkable Graduola Tone Control is to the phonograph what the artist's touch is to other instruments.—It is an exclusive Aeolian-Vocalion feature.

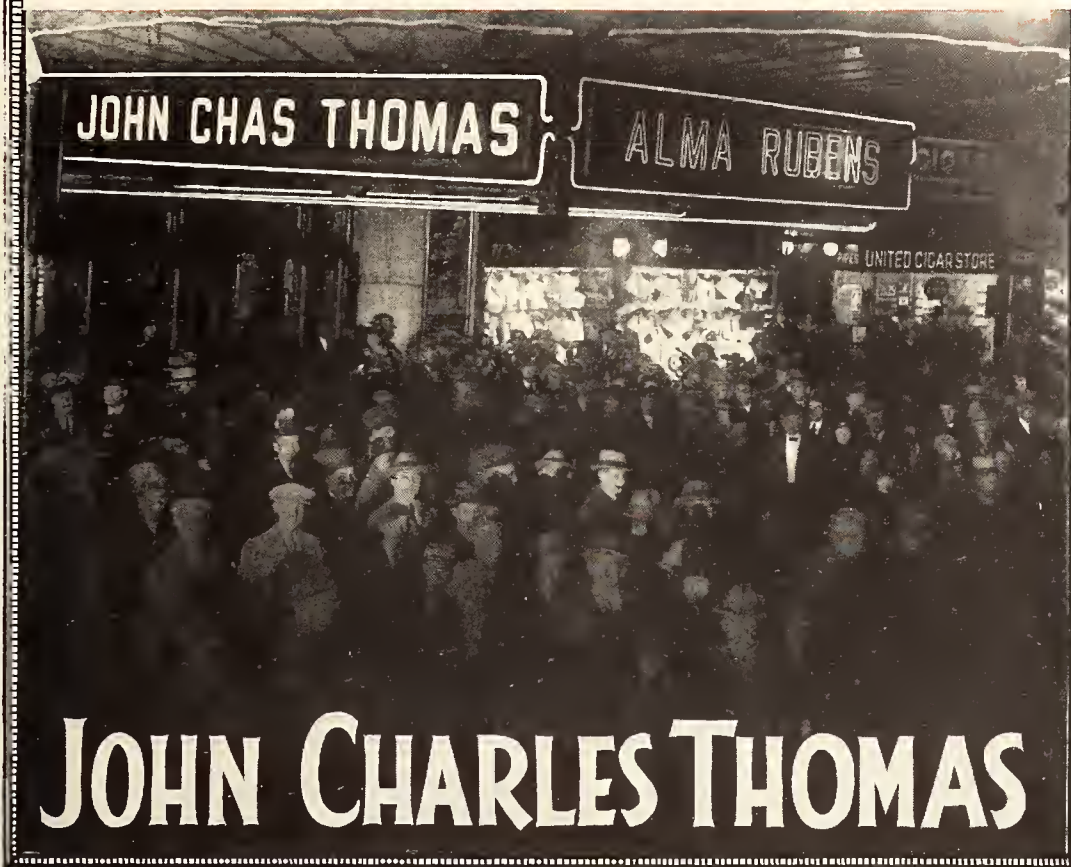
THE UTMOST IN PHONOGRAPH PERFECTION

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

SUCCESS



JOHN CHARLES THOMAS



Police hold back the crowds at the opening of "Under the Red Robe," where John Charles Thomas appeared on the screen and sung in person

Photograph loaned through courtesy of the International News Reel Company

America's popular baritone records exclusively for

VOCALION RED RECORDS

Before one of the most brilliant audiences ever assembled in New York, with crowds jostling each other to get into the theatre for the opening of "Under the Red Robe," John Charles Thomas appeared in person and sang the prologue from Pagliacci.

This artist is to be before the public in a tremendous publicity program this season and every Vocalion Red Record dealer should get behind the John Charles Thomas Records.

His recordings are so truly mellow that they will mean other Red Record sales for you.

Why not make a Xmas drive on John Charles Thomas records? They are appropriate for gifts and will be welcomed in every home.

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th 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.
SONORA 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.

LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
GUEST PIANO CO.,
Burlington, Ia.
D. H. HOLMES CO.,
New Orleans, La.

STONE PIANO CO.,
Fargo, N. D.
STONE PIANO CO.,
Distributor of Vocalions and Vo-
calion Red Records
826 Nicollet Ave., Minneapolis,
Minn.
STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.
MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK



HALF PAST TEN

'SOP-TIM-BOM'

NOVELTY CHINESE WALTZ SONG

You can't go wrong with any FEIST song

Ev-ry time the clock strikes half past ten, All my thro'ts go rush-ing back a-gain

MADE IN U.S.A.

NEW PUBLICITY FOR THE VOCALION

Special Series of Prepared Advertisements Meets With Strong Favor of Dealers as Do Holiday Hangers and New Glass Signs

A particularly striking broadside showing a number of specially prepared advertisements for the use of Vocalion dealers in their local papers in developing business for the holidays, as well as for other periods of the year, has recently been issued by the Aeolian Co. and has been particularly well received by the trade. The broadside shows eight complete advertisements, together with illustrations of several of the more popular Vocalion styles. The advertisements are so arranged that there is room for the name and address of the dealer and for the insertion of certain other material which he may desire to use.

Matrices and electros of the advertisements and cuts are furnished free to dealers and from the number of requests that have already been received the advertisements have made a strong appeal.

A special hanger has also been designed for the use of dealers in going after Christmas business. The cut shows a console model Vocalion appropriately placed under the Christmas tree and calls attention to the fitness of the instrument as a Christmas gift. The hangers are printed both on heavy paper and on cardboard for window and indoor display.

For the use of dealers in their windows, on counters, and elsewhere in their stores, the Aeolian Co. has provided an attractive framed glass display sign in several colors, including gold leaf, and so designed that it may be lighted from the back.

The sign is both dignified and handsome and is offered to dealers at a price that is considerably less than the manufacturing cost.

QUICK GROWTH OF HARTFORD DEALER

HARTFORD, CONN., December 7.—Fifteen years of development is the record of the Feinblum-Peizer Music Shop, of this city, which recently moved into large and attractive new quarters. This is now one of the finest Columbia shops in the State. Intensive canvassing has been largely instrumental in the consistent development of this concern's business. The organization of the company has been increased from two to eighteen, sufficient indication of the progress of this live dealer.

J. J. BEARD CO. WINS PRIZE

PAWTUCKET, R. I., December 5.—The first prize in the Fall Window Display Contest held among the furniture stores of this city was won by the J. J. Beard Furniture Co., which handles Columbia phonographs and New Process records here. The prize-winning window featured a Columbia phonograph in a living room.

NEW COLUMBIA DANCE ORCHESTRA

Reisman Orchestra Will Make Columbia Records Exclusively—Director Prominent in Musical Circles for Many Years

One of the newest dance organizations to join the Columbia library is the Reisman Dance Orchestra, which will record exclusively for the Columbia Phonograph Co. The director of this orchestra, Leo Reisman, although a young man in point of years, has been identified with musi-



Leo Reisman

cal activities for many years, having started his musical career at the age of ten.

He organized and directed the first band at the English High School in Boston, after having played the solo violin at the Bijou Dream, at that time a Keith vaudeville house in Boston. At the age of seventeen this promising young musician played in the Baltimore Symphony and led the orchestra at the Hotel Belvedere, Baltimore. Since then he has directed orchestras at the United States Hotel, Saratoga, N. Y.; the Copley-Plaza and the Hotel Lenox, Boston; the Ritz-Carlton, New York and in "Good Morning, Dearie," on the stage at the Globe Theatre, New York. The Reisman Orchestra also helps along a college education by playing at Harvard, Dartmouth, Williams, Massachusetts Institute of Technology, Brown, Wellesley and Radcliffe.

MUSICAL EAR OPENER IN COLLIER'S

An interesting article entitled "Handing You a Musical Ear Opener," by Robert Haven Schaffer, appeared in the December 1 issue of Collier's, one of the leading popular weekly publications. The article, written in colloquial style, described the delights to be derived from a talking machine and player-piano by proper listening and a non-technical knowledge of music—excellent hints to salesmen to strengthen the selling talk where certain types of customers are concerned.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., and Mrs. Dolbeer were recent week-end visitors to New York, where they enjoyed the theatre.

We Serve New York!

THE Metropolitan district is a mighty busy one during the holiday season, but, we have been supplying it with the popular

OKeh Records

The Records of Quality

for years and we know the moods of this fruitful OKeh market. We are, therefore, amply stocked and fully prepared to meet the demands of its unusually lively Christmas rush.

Place your emergency orders with us! We are equipped to fill them quickly, accurately, and completely!

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



Buy
OKeh
Needles

They
Keep
Record Sales
Alive!

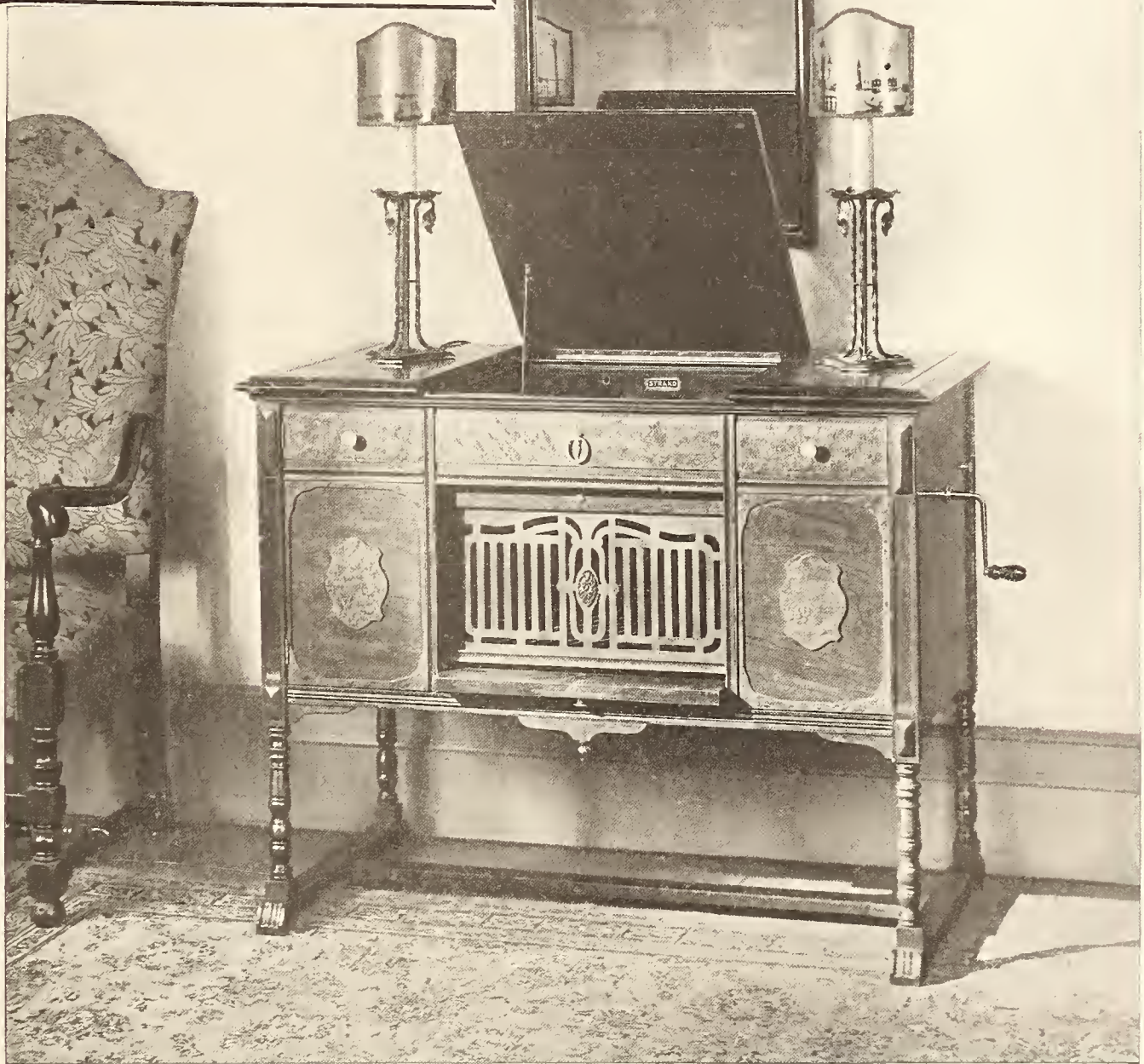
STRAND
Reg. U. S. Pat. Off.

for beauty, for tone, for price

Quality merchandise at low list
and long discount

"It's the dealer's turn now"

For one example, this Strand Model 40
costs the dealer \$100



These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Sweetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. **Write or wire.**

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

National Figures Extend Christmas Greetings

Prominent Men and Women in Political and Amusement World Make Gennett Christmas Records—Something New in Recording—Countrywide Pre-holiday Publicity Campaign Under Way

A radical departure from the usual run of Christmas and holiday records has been conceived by the Starr Piano Co., of Richmond, Ind., manufacturer of Gennett records and Starr phonographs. A series of ten ten-inch double-sided records containing Christmas greetings from prominent personages has been made and a most extensive distribution and advertising campaign is now well under way. The numbers include "My Christmas Wish," by Mitzi Hajos; "Christmas and Father," by "Abe Martin," the well-known cartoon character conceived by Kin Hubbard; "Christmas Greetings," by Bebe Daniels, famous movie star; "Christmas in Hollywood," by Shirley Mason, another well-known movie star; "The Lord's Prayer," by William Jennings Bryan, and "The Twenty-third Selection," also by Mr. Bryan; "Always Christmas," recitation by William D. Nesbit, and "God Bless Us All," another recitation by Mr. Nesbit; "Andy Gump's Holiday Greeting," by Andy Himself (Sidney Smith); "The Dream of the World," by Merideth Nicholson, novelist. The reverse side of each record also contains an appropriate Christmas selection.

Special containers, in green, gold and red, with the words "Christmas Greetings" on the cover, together with holly decorations, have been prepared for these recordings. On the back of the cover page of some of the containers appears a photograph of the artists who made the records and others contain the text of the greeting. Also, some of the records are autographed by the artists.

The special pre-holiday advertising campaign which has been inaugurated by the Starr Piano Co. in behalf of these records is probably the most extensive ever undertaken by the company for such a brief period. Newspapers throughout the country tell the story directly to the public; special folders and dealer advertising have been placed at the service of retailers desiring to make use of it, and some excellent and timely window display material, including large photographs of the artists, hangers, special record supplements, etc., has been prepared.

Although all Starr dealers are being supplied, only one department store in each city has been permitted to place the records on sale. In these

establishments special departments have been installed on the main floors and window displays and publicity are being utilized. It is the opinion of Starr Co. executives that the manner in which these records are going over indicates that a new idea launched at the proper time can be made a tremendous source of revenue,

First Vocalion European Records Announced

Arrangements Made by O. W. Ray While in Europe Makes Available to Americans Through Vocalion Records 12,000 Recordings by Noted European Artists

The results of the European tour made last Spring by Oscar W. Ray, general manager of the Vocalion record division of the Aeolian Co., have been strongly evidenced in the recent announcement of the first listing of a number of European recordings on Vocalion records, these initial listings to be followed by others in regular order.

The first of the new foreign records were released late last month, and included selections from the catalogs of the Polyphon Co. and of the Milano Laboratories in Italy, two of the most noted European concerns who have placed at the service of the Vocalion recordings of artists of prominence both in Europe and the United States.

While Mr. Ray was abroad he made definite and important agreements with both the Poly-

both for the retail trade and the distributor.

Largely responsible for this innovation in records is C. R. Moores, of the Starr Co., who made arrangements with the various artists and personally supervised every detail of the planning and execution of the project, spending many months exclusively at this task. Mr. Moores, by the way, has been prominently connected with the talking machine business for a number of years and, prior to his connection with the Starr Co., he was associated with jobbing interests in the Middle West, where he is well known to the retail trade.

phon and Milano laboratories and also with the Vocalion Recording Laboratory in London for the use of their recordings which will tend to make available to the dealers and the public in the United States some 12,000 new numbers, including a special list of German Christmas records that have been forwarded to Vocalion distributors with appropriate advertising matter for the holiday season.

The Vocalion Laboratories are now busily engaged in producing records to be added to the foreign list, these to be offered in conjunction with the regular Vocalion catalog. The new records are offered in a number of foreign languages, including Polish, Russian, German, Italian and Hebrew, and are expected to open up a most profitable sales field for Vocalion record dealers.

"JEP" BISBEE MAKES EDISON RECORDS

Country Fiddler Discovered by Thomas A. Edison and Henry Ford During Camping Trip Makes Records of Old-time Jigs and Reels

"Jep" Bisbee, the eighty-eight-year-old fiddler, whom Thomas A. Edison and Henry Ford discovered while on their camping trip in Michigan last Summer, has made records of many of the old-time selections and dance numbers which have brought him fame during a half-century of fiddling at the country dances in and around Paris, Mich., and is again back home. Edison records of jigs, reels and square dances have been made by the old fiddler, who, accompanied by his family, was brought to the Edison

laboratories in Henry Ford's private car. While in Orange he was the guest of Mr. Edison. The records, it is understood, will be presented to Mr. Ford, who will distribute them among friends. The aged fiddler was presented with a Ford automobile by Mr. Ford. Mr. and Mrs. Bisbee will be asked to dance an old-time jig before the motion-picture camera for Mr. Ford's especial benefit.

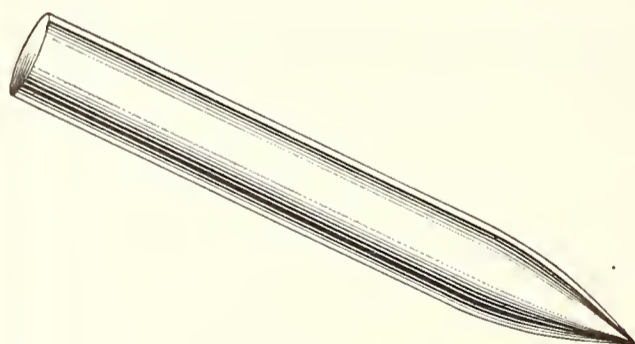
M. I. S. CO.'S PRACTICAL ORDER BLANK

Victor Jobber Uses New Type of Order Blank to Advantage—Plus Record Sales Suggestions Receive the Attention of Dealers

The Musical Instrument Sales Co., New York, Victor wholesaler, has received many letters of praise from its dealers regarding the order blank which the company is using in connection with the Victor weekly record releases. This order blank gives a list of each week's releases, with the bottom section devoted to a postcard order form, which can be used by the dealer in placing orders for the records released that particular week. Opposite the order blank is a "plus record sale" suggestion relative to that particular week as, for example, in the November 30 bulletin it was suggested that record No. 959, featuring "Kiss Me Again" and "A Kiss in the Dark" by Galli Curci was a record worthy of energetic sales effort. These suggestions are being afforded careful consideration by the dealers, as they are timely and practical.

OTTO HEINEMAN VISITS CHICAGO

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, spent a week in Chicago the latter part of November, visiting the offices of the General Phonograph Corp. of Illinois and conferring with S. A. Ribolla, general manager of this company. Mr. Heineman also visited E. A. Fearn, president of the Consolidated Talking Machine Co., Okeh and Odeon jobber, and he was delighted to learn that this enterprising wholesaler is closing the most successful year in its history, an indication of the growing popularity of these records.



"NEEDLE POINTS"

No. 2 The only part of a phonograph that touches the playing surface is the needle. Upon this tiny part, following the grooves, depends the clearness of tone and the life of the record. Perfect reproduction and record longevity are assured by the highest grade carbon steel, uniform points, and uniform tone-sizes of

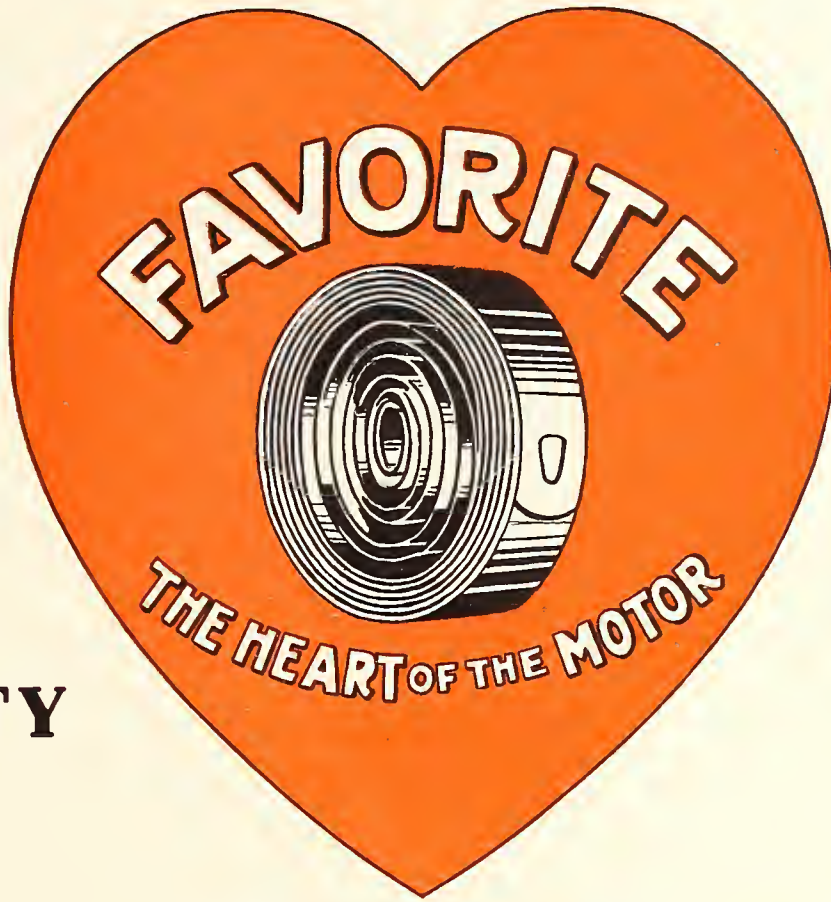
General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

Okeh
QUALITY
NEEDLES



HIGHEST QUALITY

MAIN SPRINGS

MAIN SPRINGS		Price each
2	in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2	in. x 0.25 x 16 ft., for Edison	1.25
1 1/4	in. x 0.22 x 17 ft., reg. for Victor	0.60
1 1/4	in. x 0.22 x 17 ft., Victor, bent arbor	0.60
1	3/16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2	in. for Edison Disc	1.25
1	in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.40
1	in. x 0.25 x 12 ft., oblong bole, western motors	0.40
1	in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg	0.60
1	in. x 0.28 x 10 ft., for Columbia, 2, 3, and 4 Spring Motor	0.38
1	in. x 0.22 x 10 ft., for Columbia, Single Spring Motor.....	0.35
1	in. x 0.20 x 13 ft., for Victor	0.40
1	in. x 0.20 x 13 ft., for Victor, bent arbor	0.40
1	in. x 0.22 x 10 ft., oblong hole, Meisselbach No. 9.....	0.30
7/8	in. x 0.23 x 10 ft., for Blich motor	0.30
3/4	in. x 0.25 x 10 ft., oval hole	0.28
3/4	in. x 0.22 x 8 ft., German motor	0.25
3/4	in. x 0.22 x 8 ft., for Swiss motor	0.22
5/8	in. x 0.25 x 11 ft., for Edison	0.22
1	in. x 0.25 x 19 ft., for Brunswick	0.65
1	in. x 0.22 x 9 ft., for Meisselbach No. 12, oblong hole.....	0.35

COLUMBIA REPAIR PARTS

No.	Description	Price
427	Columbia main springs, No. 2951	\$0.38
3451	Columbia spring barrel head.....Complete	0.75
5008	Spring, barrel winding gear, old style.....	0.75
3834	Spring barrel winding gear, new style.....	0.75
604	Needle cups.....Per 100	1.00
606	Needle cup covers.....Complete	0.40
5106	First intermediate gears.....Complete	0.40
5107	Second intermediate gears.....Complete	0.40
12537	Worm gear for single-spring motor.....	0.30
12336	Bevel pinion single-spring motor.....	0.35
12333	Bevel pinion, regular style.....	0.75
12334	Bevel pinion, latest style.....	0.75
12235	Bevel pinion for old-style double spring.....	0.50
12332	Bevel pinion disk shaft.....Complete	1.00
13496	Male winding pinion.....	0.30
12496	Female winding pinion.....	0.30
3004	Governor shaft.....	0.40
11778	Driving shaft.....Complete	0.50
13796	Governor balls.....Complete	0.08
3570	Governor springs, each 0.02.....Per 100	1.50
6739	Stylus bar.....Complete	0.35
5010	Universal attachment.....	0.35
13228	Winding crank, 3 sizes, 7, 8 and 9 in. long.....Each	0.35
	Columbia Governor Screws.....Per 100	1.00
	Columbia Barrel Screws, No. 2621.....Per 100	1.00
	Columbia Sound Box Thumb Screws.....Per 100	1.50

PARTS—HARDWARE

5000	Crown gear for Blich motor	\$0.25
5001	Crown gear for Melophone motor	0.25
5002	Crown gear for Heineman No. 0.....	0.25
5003	Tone-arm goose neck for Independent arm.....	0.25
5004	Governor pinion for imported motor	0.25
5005	Tone-arm base for Independent arm.....	0.25
	Automatic nickel-plated lid supports	0.22
	Automatic gold-plated lid supports	0.55
	Piano hinges, nickel-plated, 1 1/2 in. long.....	0.22
	Highly nickel-plated needle cups.....Per 100	1.00
	Covers for cups.....Per 100	7.00
	Highly gold-plated cups.....Per 100	2.00
	Needle cup covers, gold-plated.....Per 100	5.00
	Turntable felts, 10-in., round or square.....	0.15
	Turntable felts, 12-in., round or square.....	0.18
	Motor bottom gear for Triton motor.....	0.20

MEISELBACH REPAIR PARTS

MEISELBACH REPAIR PARTS		Price each
P9764	Main springs for motors 16, 17, 19.....	\$0.60
P9765	Main springs for motor No. 12	0.35
CP532	Governor.....Complete	1.90
PI504	Governor shaft, new style	0.75
PI505	Governor shaft, old style	0.75
AP533	Governor ball.....Complete	0.10
CP644	Turntable shaft Nos. 16, 17, 19.....	1.50
CP645	Turntable shaft for No. 12	1.25
AP697	Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698	Spring barrel cup for No. 12.....	0.50
CP1113	Spring barrel shaft and gear	0.90
PI529	Brake lever, bottom plate	0.10
P604	Brake lever, top plate	0.10
AP528	Winding shaft for Nos. 16, 17, 19.....	0.75
AP529	Winding shaft, straight cut, Nos. 16, 17, 19.....	0.95
AP530	Winding shaft, spiral cut, for 10; 12.....	0.35
AP531	Winding shaft, straight cut, for 10; 12.....	0.35
AP591	Brake lever	0.35
CP536	Intermediate gear for Nos. 16, 17, 19.....	0.90
M	Winding cranks, 3 sizes	0.75
140	Speed indicator	0.45

HEINEMAN REPAIR PARTS

CP5226	Governor.....Complete	\$1.90
CP9799	Turntable shaft.....Complete	1.50
AP9924	Governor balls, 33; 77; 44.....	0.10
AP9925	Governor balls for No. 36	0.10
P5004	Governor pinion for No. 0.....	0.25
P5003	Governor shaft.....	0.60
CP9629	Speed indicator.....Complete	0.45
P9764	Main spring for No. 33 or 77.....	0.40
P9765	Main spring for No. 36.....	0.28
P9766	Main spring for No. 44.....	0.60
AP9778	Spring barrel cup for No. 33 or 77.....	0.50
AP9779	Spring barrel cup for No. 36.....	0.50
AP9780	Spring barrel cup for No. 44.....	0.60
P9762	Winding shaft for motor No. 33.....	0.40
P9966	Winding shaft for motor No. 36.....	0.40
5304	Winding shaft for No. 44 or 77.....	0.75
5007	Escutcheon.....Complete	0.15
AP9409	Turntable brake	0.15
AP10072	Winding crank, 3 sizes	0.75

STONE ARMS

No. K	With sound box	\$1.25
No. P	Nickel-plated, without sound box	2.75
No. Q	Gold-plated, without sound box	4.50
No. M	Tone arm, Meisselbach sound box	4.75
No. N	Gold-plated Meisselbach sound box	7.50
No. L	Made of brass tubing, nickel-plated.....	2.50
No. L	Made of brass tubing, gold-plated.....	4.50

SOUND BOXES

No. B1	Bliss sound box, fit Victor	\$1.25
No. B	Balance, fit Victor	0.75
No. F	Favorite, fit Victor	1.75
No. I	"Supreme" nickel-plated, loud and clear	3.00
No. I	"Supreme" gold-plated, loud and clear.....	4.50
No. M	Nickel-plated, mellow tone, for Victor	1.75
No. M	Gold-plated, mellow tone.....	2.25
No. P	Nickel or gold-plated.....	1.00
No. P	Gloria patent, extra loud	3.00
No. H	Imported nickel-plated	0.75
No. 6	Columbia, nickel-plated	2.25

REPAIR PARTS FOR VICTOR MOTOR

REPAIR PARTS FOR VICTOR MOTOR		Price each
5012	Winding gear.....	\$0.60
5013	Turntable gear, straight cut, small teeth.....	0.35
5014	Turntable gear, large teeth, straight cut	0.35
5015	Turntable gear, small teeth, spiral cut	0.35
5016	Turntable gear, big teeth, spiral cut	0.35
5021	Rubber back for exhibition box	0.35
5017	Rubber back for No. 2 sound box	0.35
5018	Governor collar.....	0.15
5019	Spring barrel shaft.....	0.60
5020	Stylus bar for No. 2 box	0.35
5022	Stylus bar for exhibition box	0.35
5011	Attachment for vertical cut record	0.25
	Governor springs, for Victor.....Per 100	1.00
	Governor screws, for Victor.....Per 100	1.00
	Governor balls, new style, for Victor.....	0.08
	Needle arm screws for exh. box.....Per 100	1.50
	Needle arm screws for No. 2 box.....Per 100	1.50

MICA DIAPHRAGMS

1	23/32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/2	in., new Victor No. 2, very best.....	0.18
1	31/32 in., for Sonora.....	0.20
2	1/16 in., for Meisselbach box	0.22
2 3/8	in., for Pathé new style	0.35
2	3/16 in., for Columbia No. 6.....	0.25
2	9/16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

Pathé, very best, loud tone, genuine.....	\$0.12
Pathé, soft tone, ivory setting.....	0.18
Pathé, soft tone, steel setting.....	0.10
Edison, very best, medium tone	0.18
Edison, very best, loud tone	0.15
Edison, genuine diamond	1.25

STEEL NEEDLES

Brilliantone, all tones	Per 1000 \$0.45
Blue Steel Reflexo, per package	0.07 1/2
Wall Kane Needles, per package	0.06

ATTACHMENTS

In Gold or Nickel-Plated		Price
Kent, for Victor arm.....		\$0.25
Kent, for Edison with C box		2.50
Kent, without box for Edison, nickel or gold.....		1.60
Kent, attach. for Victor		0.25
For Columbia, plays vertical records.....		0.35
Kent special adaptor with sound box, gold-plate or oxidized.....		4.95
Favorite Master Adaptor, "Supreme" box N. P.....		4.60
Favorite Master Adaptor, "Supreme" box gold P.....		6.10
Favorite Master Adaptor, "Supreme" box oxidized.....		6.10

MOTORS

Distributors for Heineman and Meisselbach Motors		Price
Meisselbach, No. 17, 3-spring.....		\$15.00
Meisselbach, No. 19, 4-spring.....		17.00
Krasberg, 2-spring		10.50
Krasberg, 3-spring		9.00
Krasberg, 4-spring		13.50
Heineman, No. 36, 2-spring		7.50
Heineman, No. 33, 2-spring		8.50
Heineman, No. 77, 2-spring		9.50
Heineman, No. 44, 2-spring		12.50
All motors complete with 12 in. Turntables		

ILSLEY LUBRICANT

10-lb. Can	\$3.00
5-lb. Can	1.60
1-lb. Can	0.40
4-oz. Can	0.16

Tremendous Stock of Homokord German Records

FAVORITE MFG. CO., 105 E. 12th St., New York City

WANTED AGENTS FOR STATE RIGHTS

Corner Fourth Ave. Telephone 1666 Stuyvesant

WANTED AGENTS FOR STATE RIGHTS



The NEW Columbia is superior

*Hearing
is believing*

There is no blast. The New Columbia Reproducer prevents it by means of its patented "shock absorbers" which take up the excess vibration—the cause of blast.

COLUMBIA PHONOGRAPH COMPANY
New York

KEEPING RECORD STOCK IN ORDER

New Plan for Avoiding Loss and Breakage in Demonstrations and Providing a Check on Best Selling Numbers Through Special Record Clerk Evolved by Western Dealer

In order to secure an accurate check on record stock and on the numbers that are proving the best sellers, a Salt Lake City music house has developed a plan whereby the clerks whose duty it is to demonstrate machines and records do not have access to the record stock themselves but make a requisition through a special record clerk for such records as they require. The record numbers are entered on special slips and signed for, and then charged against the clerk's account until such time as they are returned or a sales slip made out for them.

The plan, which is believed to be quite original in the retail talking machine field, has been working long enough already to prove its effectiveness in preventing record losses. Where heretofore records were handled more or less carelessly, thrown about in disorder and frequently broken by the salesmen, the records are now handled carefully, and either handed in in perfect condition or accounted for. Where a record is lost or broken the clerk must either make a plausible explanation of the incident or pay for it, and although the clerks are not penalized for accidents, some of them have already paid enough for carelessness to cause them to materially improve their methods.

The stock record plan is particularly valuable in keeping track of the records that are most in demand, for each day the stock clerk makes a record of the numbers that have been sold so that the stock may be checked and reordering done where necessary. Another excellent feature of the plan is that the records are always to be found in their proper places and there is not the confusion that often results

when a half dozen busy clerks are taking out and replacing records every few minutes during the day. The saving of time alone in hunting desirable records practically compensates for the salary paid the stock clerk.

MISS MACBETH RETURNS FROM EUROPE

Famous Operatic Soprano and Exclusive Columbia Artist Returns Home—Discusses the Status of the American Artist

Miss Florence Macbeth, famous operatic and concert soprano and exclusive Columbia artist, arrived in New York recently after spending some time in Europe. She was welcomed by



Miss Florence Macbeth

many friends well known in the musical and social worlds, including several representatives of the Columbia Phonograph Co. The newspapers commented generally upon Miss Macbeth's return home and in a chat with one of the newspaper reporters she remarked as follows

regarding American artists: "All the American artist needs to-day is a little more hope and charity and a great deal more faith on the part of his own public and that public needs to find the courage of its own convictions without the persuasion of outside influences. We have everything else we need for a musical nation."

VICTOR CHRISTMAS ADVERTISING

Some excellent advertising copy has been prepared by the Victor Co. for the use of dealers in their pre-holiday campaigns. The theme of the copy, of course, is a Victor talking machine and records as a Christmas gift. Each advertisement is well balanced and illustrated in a most effective manner, and there is ample space for the dealer's imprint. In some of the advertisements space has been left for record lists and for the insertion of prices beneath the instruments. This is part of the dealer publicity service of the Victor Co., and retailers may secure any of the advertisements in electro or matrix form simply by sending their request to the Victor Co. and paying the postage charge.

GEISSLER BOYS WIN HONORS

Kenneth and Allen Geissler, eldest sons of Arthur D. Geissler, president of the New York and Chicago Talking Machine Cos., Victor wholesalers in New York and Chicago, are winning honors in athletics in their respective schools. Kenneth is winning football laurels, having been elected next year's captain of the football team at St. Paul's, Concord, N. H., and Allen this year made the Culver Military Academy team. He has also showed his prowess by capturing the forty-yard swimming championship of the school.

The J. Fortas Furniture Co., Memphis, Tenn., is featuring Okeh records in its new store at 133 North Main street.

BEST SELLERS AFTER XMAS

After Christmas, when consumers' money is scarce, Yale phonographs, retailing at \$10, will be your best sellers. The great numbers of people who now own a cabinet phonograph, as well as those who don't, could be sold a Yale. These phonographs can be used in so many ways; as a table phonograph, as an additional phonograph in a large house, for automobile trips, etc.

To offer an instrument of such durability, beautiful

\$10
YALE
PHONOGRAPHS

tone and impressive appearance for \$10 is really an achievement. It is possible only because the Yale has no frills. All material used is the best of its class. The Yale is a substantial, gracefully designed and scientifically built instrument.

It has a strong, easy-running motor, with spring of best material. One winding plays entirely any twelve-inch lateral record. The reproducer is duplicated only on very much higher-priced machines. There is an eight-inch heavy steel turntable, nickel-rimmed, and covered with best grade of felt, and a cabinet made of mahogany-finish wood, ivory or white enamel. Investigate the Yale!



Write for trade price, details and a sample machine

DAVIS MFG. & SALES COMPANY
763 State Street New Haven, Conn.

NEW ASSISTANT TO TREMAINE

Kenneth S. Clark, Formerly With Community Service, to Join Forces of National Music Bureau to Work on Music Week

Kenneth S. Clark, who has been connected with Community Service since 1919, is within a month to become associated with C. M. Tremaine, director of the National Bureau for the Advancement of Music. He will first take up the duties of assistant secretary of the National Music Week Committee, of which Mr. Tremaine is the secretary. Following the National Music Week, May 4 to 10, 1924, Mr. Clark will assist Mr. Tremaine in the work of the National Bureau for the Advancement of Music. Mr. Clark is a composer and was for five years on the editorial staff of Musical America. During the war he was the army song leader of the Seventy-ninth Division, both in this country and in France. Following his return to America he joined the musical staff of Community Service and for the last two years he has been in charge of that organization's Bureau of Community Music.

DISPLAY ROOM IMPROVEMENT GROWS

New England and New York Dealers Alive to Value of Improved Equipment—Recent Unico Installations in These Territories

The Unit Construction Co., of Philadelphia, Pa., manufacturer of "Unico" equipment for talking machine warerooms, has found considerable activity among talking machine retailers in New York and New England, expressed in actual business received, and in extensive plans for the future. Among recent installations was one for the Alfred Fox Piano Co., well-known retailer of the Knabe line in Stamford and Bridgeport, which has also just opened a new store in New Rochelle. The equipment ordered was extensive and called for seven demonstrating rooms and a large record department for the talking machine end of the business. The decorative treatment of the lobby was particularly attractive and a large Ampico display room was provided for at the rear of the warerooms. The entire work was in old ivory and the finished effect was particularly pleasing.

A complete rearrangement of the talking machine department was made for Sage & Allen, of Hartford, Conn. The entire department was moved to a better location and additional rooms were set up, adding considerably to the facilities of the warerooms.

Another complete rearrangement was made for the Cauldwell Furniture Co., of Malden, Mass., where the original installation of "Unico" equipment was rearranged and augmented in order to provide for the constantly increasing business of the company.

On Long Island the new warerooms of Harry F. Asher, of Mineola, were completely provided with "Unico" equipment, consisting of rooms and record racks efficiently arranged.

VICTOR DEALER ACTIVE MUSICALLY

CARBONDALE, PA., December 4.—J. Harper Fulkerson, well-known Victor dealer in this city, was an active factor in the success of a concert given recently at the High School Auditorium under the auspices of the Carbondale Orpheus Glee Club. Mr. Fulkerson is an honorary member of this club and his various suggestions as to the program and to the general details of the concert contributed materially to the success of the affair.

ORIENTAL MUSIC SHOP CHARTERED

A charter of incorporation was recently granted to the Oriental Music Shop, of New York City. The concern, which is capitalized at \$5,000, will deal in talking machines and records. Incorporators are A. G. Aronson, H. Herson and J. Levkov.

VOICE MADE VISIBLE AND ANALYZED

Now Possible to Know Why Certain Voices Thrill and Others Only Please Us

The voices of some opera singers thrill us; others merely please us. Do you know why?

Scientists have known that the effect of a singing voice depends on two qualities—intonation and vibration, involving the emotional qualities of the tone. But it remained for Dr. Max Schoen, of the Department of Psychology, Carnegie Institute of Technology, to explain why intonation so largely affects voice quality.

By careful analysis Doctor Schoen concluded that we can trace many of our likes and dislikes of singing voices to the manner in which the singer attacks, sustains and releases each tone, or progresses from one tone to another. To demonstrate this theory, he developed a phonograph attachment to the tonoscope—recently illustrated in the Popular Science Monthly—a delicate tone-analyzing instrument that produces a picture of tone vibrations.

The tonoscope consists of a large motor-driven revolving drum, painted white. On the white surface arc painted 18,095 dots arranged in 100 rows. The first row has 110 dots, the third 111, and each succeeding alternate row one additional.

These dots are observed through a fluctuating gas flame that can be moved from row to row as the experimenter seeks the pitch of the singer's voice. The flame is caused to fluctuate by vibrations of the singer's voice on a diaphragm.

As the drum revolves at one revolution a second, the dots become blurred. The row behind the fluctuating flame, however, is seen to move up and down with a jerky motion. When a vocal tone strikes the diaphragm the experimenter moves the flame along the rows until he finds a row that seems to stand still. A scale indicates the exact pitch of the tone.

The name of the Central Talking Machine Shop, Inc., 3 East Forty-third street, New York, has been changed to the Retail Music Corp.



Natural
Re-PRODUCTION
Atlas
AMPLITONE
LOUD SPEAKER

*Sell a Loud Speaker
That's a Musical
Instrument!*

EASY to sell the *Atlas Loud Speaker* to patrons of the music store. Its perfect re-PRODUCING is appreciated by the critics of music. The exclusive "double diaphragm" feature (pat. applied for) represents as great an advance as the disc record over the old cylinder phonograph record. Gives each tone variation its true, natural quality. Distortion and blast eliminated by adjustment which fits the *Atlas Loud Speaker* to the receiver and local conditions of reception.

Write TODAY for Proposition and Illustrated Booklet "O"

Sole Canadian Distributors
The Marconi Wireless Telegraph Company of Canada, Limited
Montreal, Canada

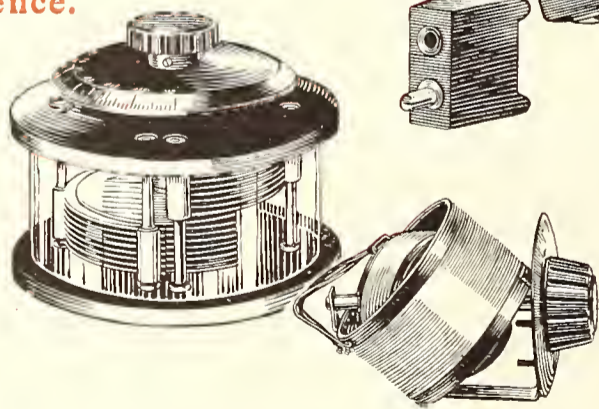
Multiple Electric Products Co. Inc.

ORANGE ST. RADIO DIVISION NEWARK, N. J.



For

De Forest Reflex Radiophone, Type D-10, a 4-tube set using either storage batteries or self-contained dry cells. A cross continent range on indoor loop. Has a reputation for the clearest reception of broadcast in existence.



Some of the famous laboratory tested De Forest parts. Illustrated are the Variable Air Condenser, Variocoupler, Coil Mounting, Honeycomb Coil, Vernier Variable Condenser, Tube Socket, Five-point Switch, Audion, and Rheostat.

De Forest

the Greater Talking Machine Business

TALKING machine dealers were among the first of any industry to recognize the great possibilities of radio. They knew that if the radio receiving set was perfected and beautified it was truly a musical instrument and belonged with their other stock.

They recognized the fact that the phonograph makes an ideal loud speaker for the radiophone.

They succeeded, however, only if they happened to carry one of the comparatively few really reliable radio receiving sets, such as the De Forest Radiophone.

De Forest has always stood in the forefront of progress so far as manufacture and scientific invention are concerned, and now the De Forest Company takes a radical step in their new "Consignment Plan" which takes all the doubt out of the radio business once and for all.

This plan is explained in our new book "Building Your Radio Business with Our Capital," and we ask you to write or wire for this at once, if you are interested in the De Forest Agency for your territory.

In a word, it means that you can have on your floor a stock of De Forest Reflex Radiophones, and you do not invest in them one cent of capital for stock. These goods are placed on "Consignment" and as they sell you deduct your compensation and remit the customers' money direct to De Forest.

This new plan is revolutionizing the entire radio industry, and naturally enough, when you add to the De Forest Radiophone so far as its quality and satisfaction are concerned the supremacy of a plan which removes the last doubt from the radio business so far as the talking machine dealer is concerned.

Immediate action is necessary, as the territories must be exclusive, can not overlap, and we are making connections as fast as we can make out contracts.

DE FOREST RADIO TEL. & TEL. CO., Dept. T.W. 4 Jersey City, N. J.

If Located West of Pennsylvania Address

WESTERN SALES DIVISION

DE FOREST RADIO TEL. & TEL. CO., Dept. J.W. 4 5680—12th St., Detroit, Mich.



Radiophones



**The NEW
Columbia
is superior**

*Hearing
is believing*

*The Automatic Start and Non Set
Automatic Stop never fails.* The turntable starts revolving when the needle is placed on the record. Without previous adjustment it stops when the music is finished. This device has proved itself in ten thousand tests. It is an exclusive New Columbia feature.

**COLUMBIA PHONOGRAPH COMPANY
New York**

Laxity Increases the Credit Losses of Retailers

Comparative Analysis of Credit Methods of Retailers Made by the University of Nebraska Throws Some Interesting Sidelights on This Important Situation and Points Way to Reforms

Retailers are often at fault when there are credit leaks, according to a comparative analysis of the methods of retailers recently made by the University of Nebraska, which secured data on this subject through questionnaires sent to dealers. The report contains some interesting sidelights on the credit situation and may point the way for dealers to eliminate losses suffered through faulty methods.

"It is necessary to impress upon the applicant for credit," says the report, "the terms of the agreement when an account is opened. At this time the applicant is alert to the fact that a charge account is a privilege which must be respected. It is not enough to print the terms of the account on an application blank, for it is essential to have the customers understand them by spoken statement.

"If the terms of credit accounts demand that accounts should be paid in 'thirty days,' they should be presented to the customer in such a forcible way that he may understand that the account must be paid in thirty days.

"The value of placing a limit at the time of opening the account on the length of time an account may run, as well as on its size, is unquestionable. It strengthens the moral responsibility of the customer. If more people were taught to realize that credit is a convenience that cannot be abused difficulties resulting from its use would greatly diminish. Educating people into this attitude by insisting that 'terms are made to be respected' is a wise policy.

"Many accounts which are carefully opened are not paid when they are due, and for this reason a systematic collection policy is essential. This is not due to a malicious intent of customers 'to make the firm wait for its money,' but is caused in most cases by neglect. People easily forget the unpleasant task of parting with money. If attention, therefore, is not given to collecting accounts when they become due, the benefits of a careful extension of credit may be lost.

"Accounts can be collected successfully by several methods. Some merchants have success with forms registered, and personal letters. Other merchants use the telephone largely for collection purposes, as it brings personal attention to the account. Other merchants collect largely by means of a personal collector. In fact, there is no 'best way' to collect outstanding accounts. One store with an exclusive type of patronage finds it advantageous to send only statements of the account, since their customers are easily offended, while another store can use the above means, as one merchant aptly remarked, 'and then some.'

"Stores which have adopted firmness in handling their charge account transactions do not experience difficulty in collecting. Their plan is simple, consisting of two points: First, the account is opened on definite terms; second, the account is collected on these definite terms. The second point necessitates a careful follow-up by correspondence until the account is paid.

Managers, as well as customers, neglect credit terms. Although a majority of stores extend credit on a thirty-day basis, very few firms hold strictly to this term. In response to the question, 'When do you consider an account overdue,' sixty-one firms answered as follows:

"In cities of more than 50,000, twelve considered an account overdue in thirty days, twelve in sixty days and six in ninety days. In towns under 10,000, twelve considered an account overdue in thirty days, nine in sixty days and five in ninety days, and five allowed it to run more than ninety days.

"Merchants thus are seen to be keeping two sets of credit terms. First, the terms which they hope the customers will respect; second, the terms which they expect the customer to respect. In the last few years a great many credit managers have adopted a policy of firmness in collecting accounts according to the terms of the contract. They consider a debt owed them for merchandise the same as they do a promissory note. If it is not paid when the terms say it should, they proceed to collect it on the principle that firmness never ruined a business. This does not mean that courtesy and tact are disregarded."

JOHN CHARLES THOMAS IN FILMS

Well-known Singer and Vocalion Record Artist Featured in "Under the Red Robe"

John Charles Thomas, well-known operatic star and exclusive Vocalion Red Record artist, has now stepped out officially as a star of the films, being one of the featured players in the cast of the elaborate motion picture, "Under the Red Robe," which is now enjoying a successful run at the Cosmopolitan Theatre, New York. On the opening night of the show Mr. Thomas appeared in person and sang several numbers for the edification of the audience.

TAMPA CONCERN CHANGES HANDS

TAMPA, FLA., December 3.—Stanley Price and Miss Edith Price, his sister, have purchased the Victor department of Maas Bros. here and are already actively promoting the business. Mr. Price and Miss Edith have been with their brother, M. L. Price, of the M. L. Price Music Co. Both are well known in music circles, Miss Price being the vocalist of the local Kiwanis Club and an honorary member.

OKEH DEALERS HAVE UNIQUE STORE

Meinhart & Koehler, exclusive Okeh dealers in Passaic, N. J., have an unusual establishment, as it consists of a combination of a music shop and a United Cigar Store agency. On one side of the shop the dealers devote space exclusively to the music business, carrying at all times a complete and extensive stock of Okeh and Odeon records. The windows are always tastefully arranged, displaying the latest releases.

COLUMBIA DEALER IMPROVES STORE

The accompanying illustration, showing the store of the New Furniture Co., Eagle Pass, Texas, Columbia dealer, is typical of the type of retail establishment that is rapidly replacing

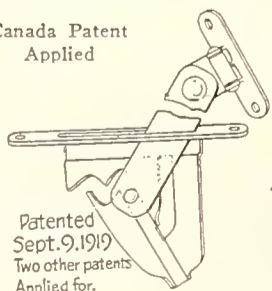


New Type of Store in Eagle Pass, Tex. the old-time false front frame buildings in the small Western towns. Mr. Flores, manager of this establishment, is responsible for the success of the Columbia department, as this store with a well-equipped phonograph department, including three hearing rooms, is closing a very satisfactory business.

The Scott-Kelly Furniture Co., of Memphis, Tenn., which handles talking machines, recently moved to 92 North Adams street.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.

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

Greetings

To our many patrons and friends
in the Victor business, and, to the
vast legion of co-workers who
constitute the musical industry
of America, we extend our best
wishes for a very

MERRY CHRISTMAS
AND A
HAPPY NEW YEAR



*Musical Instrument
Sales Co.*

*Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York*



My Home Town In Kansas

Nan Halperin's big song hit
IN "LITTLE JESSIE JAMES"

WATER WORKS

You can't go wrong with any FEIST song

MADE IN THE U.S.A.

If you could just see my home-town in Kan-sas! We've got a tree and

VICTOR KIDDIE RECORD ENVELOPES

Standard T. M. Co., Victor Jobber, Introduces Timely Selling Help—Four Special Victor Records Featured in Envelope Series

PITTSBURGH, PA., December 5.—The Standard Talking Machine Co., of this city, Victor wholesaler, is receiving large-sized orders from Victor dealers everywhere for the Kiddie record envelopes which it recently introduced. This series of record envelopes is proving a signal success and Joseph Roush, president, and Wallace H. Russell, manager of the company, have received many letters of enthusiastic commendation from Victor retailers.

These envelopes were designed to help the dealers sell Victor records and apparently they are fulfilling this purpose admirably. There are four envelopes in the series, featuring the following Victor records: No. 16863, Mother Goose Songs (1) Moo Cow Moo (2) His New Brother; 16955, Morning in Noah's Ark and Mr. Rooster; 17104 (1) London Bridge (2) Here We Go Round the Mulberry Bush and Round and Round the Village; 18599, Wynken, Blynken and Nod and The Sugar Plum Tree. Each envelope in the series is attractively lithographed in bright colors to catch the attention of the kiddies and their parents, and it is suggested that Victor dealers sell the records in sets of four or singly. The envelopes are decidedly original in design and represent a timely selling help for the Victor dealer.

AGGRESSIVE COLUMBIA DEALER

Music Shop, of Niagara Falls, Features Demonstration Record—Sales Totals Very Large

The Music Shop, of Niagara Falls, N. Y., exclusive Columbia dealer, has been flooding its section of the country with the Columbia New Process demonstration records. Two large records measuring fifteen feet in diameter were fastened to the sides of a large truck and painted signs advised the public that Columbia New Process records were on sale at the Music Shop. J. A. Goldstein, owner of the store, states that he has placed at least one Columbia New Process record in 80 per cent of the phonograph owners' homes within four weeks and this is particularly interesting in view of the fact that there are 25,000 homes in Niagara Falls and vicinity. Mr. Goldstein has again entered the field as a songwriter with a new number.

Dealers' Repairs

FINEST SHOP IN THE CITY

Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City

CLINE-VICK CAPITALIZES FIRE

Durability of the Victor Demonstrated by Fire-charred Instrument Taken From the Ruins of Marion, Ill., Branch of the Company

MARION, ILL., December 2.—A fire-charred ruin of a Victrola taken from the local store of the Cline-Vick Stores after a fire had destroyed the establishment, resulting in a loss of about \$65,000, instead of being relegated to the scrap heap, has been turned into an advertising instrument of exceptional force. In short, although the machine cabinet was badly burned the in-



Victors That Survive the Fire

strument was found to be playable. Fay Luyster, the live manager of the talking machine department of this concern, which operates a number of stores in this part of the State, took advantage of the opportunity to show how well the Victrola stands up under punishment by placing the damaged machine in front of the store and playing the latest recordings on it. Naturally this unusual display excited a great deal of attention and even the local newspaper devoted space to a description of the exhibit.

POOLEY LINE WITH MARCELLUS ROPER

WORCESTER, MASS., December 4.—The Marcellus Roper Co., of this city, well-known piano and phonograph dealer, recently made arrangements whereby it will handle Pooley phonographs. The store closed this deal with the W. B. Glynn Distributing Co., Saxtons River, Vt., Pooley distributor in New England. Plans are being made to display a complete line of Pooley phonographs and the prestige of the Marcellus Record Co., in this city, will undoubtedly be a factor in developing Pooley distribution.

JOSEPH LANDAY PASSES AWAY

Joseph Landay passed away at his late residence in New York on Thursday, November 15, in his seventy-first year. The Landay brothers and the firm of Landay Bros., Inc., wish to express their gratitude for the many letters of sympathy received from members of the music trades.

T. H. WOLLEY TAKES PARTNER

W. H. More Now Interested in Business of Live Meriden, Conn., Dealer—Store Enlarged and Improved—Enjoy Growing Trade

MERIDEN, CONN., December 8.—Thomas H. Wolley, who has conducted a very successful business in this city for the past five years, has taken W. H. More as a partner in the business. Mr. More has had wide experience in the talking machine business, having been manager of the Hartford, Conn., establishment of Widner's. During the two years prior to his present connection Mr. More was traveling representative for the Columbia Phonograph Co.'s New York branch.

The establishment of this live dealer has recently been enlarged and considerably improved by the addition of much new equipment, such as record demonstration booths, record racks and service counters. A feature of the store is the installation of two spacious and attractive display windows.

The partnership of these two live members of the trade already has been instrumental in increasing business, which bids fair to make steady forward strides during the Winter months. The lines handled include Columbia, Brunswick and Pooley phonographs.

NUMERICAL RED SEAL CATALOG

C. C. Mellor Co. Issues Timely Numerical Catalog—Victor Dealers Use Book to Advantage

PITTSBURGH, PA., December 4.—Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., of this city, has been congratulated upon his initiative in preparing for the use of Victor dealers a numerical list of Victor double-faced Red Seal records. Within a few weeks after this book was completed Mr. Evans had received orders for more than 10,000 copies and requests for additional copies are being received daily. The book, in addition to containing a numerical list of double-faced Red Seal records, also contains present listings of the remaining single-faced Red Seal records. Its practical value was quickly appreciated by the dealers, who are using it to splendid advantage.

STYLUS BARS

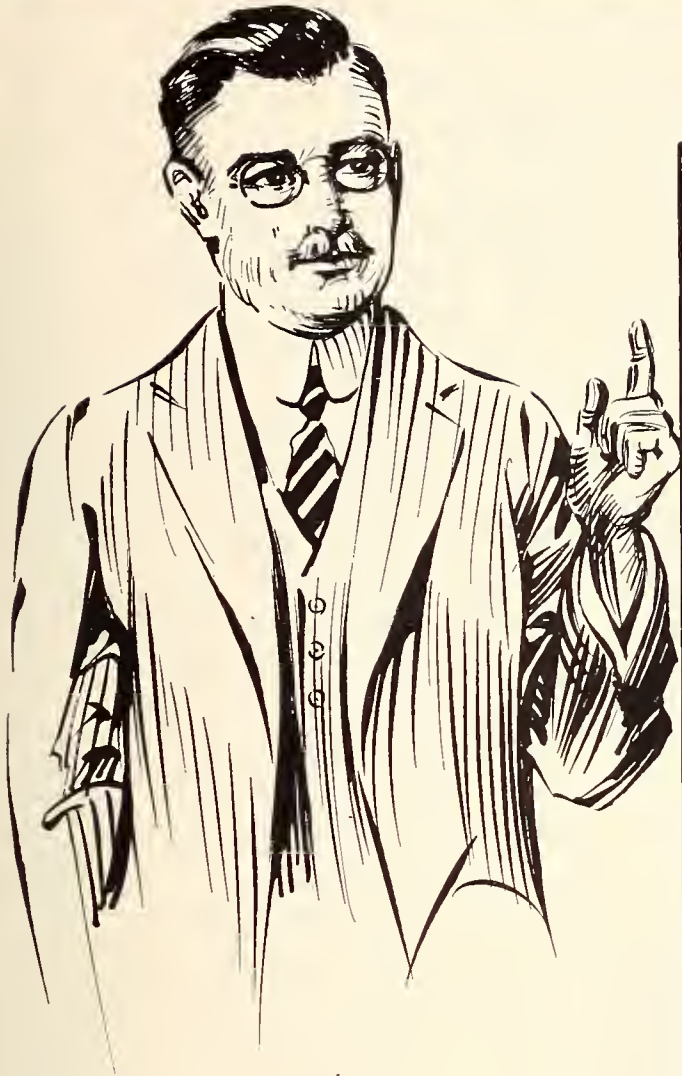
Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.

BANNER 50¢ RECORDS



BANNER has brought success to hundreds of merchants because it gives their customers full 75c of record value for 50c.

In the quality of materials and recording, BANNER is equal to the best 75c product made.

From the point of quick release of hits, BANNER has a record for making big release scoops that stands head and shoulders above all competition.

Always—the basic idea back of the BANNER RECORD is to give a product of the highest quality at a popular price.

We Merely Point to Fact!

In 1921, two million 50c records were sold. In 1922, twelve millions were sold. In 1923, twenty-five million 50c records will be sold.

Do you see the certainty of a tremendous increase in 1924-1925—and after? Do you see the enormous sales that dealers in 50c records are making continuously?

90% of your profits come from the sale of popular selections and it is in this field that BANNER has attained phenomenal growth, chiefly because it satisfies the demand of thousands of record users for a good quality record and a 50c price.

The BANNER proposition will interest you!

Write us!

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

JOBBER'S

Desirable territory is open for financially strong established jobbers to represent the

POOLEY PHONOGRAPH

proven out by experience to be a high quality desirable product, in a class of its own; our files and present jobbers will verify the statement that the Pooley Phonograph has been a sales success wherever it has been introduced.

POOLEY FURNITURE CO., Inc., 16th St. and Indiana Ave., Philadelphia, Pa.

Washington Victor Jobbers and Dealers Meet

Interesting Talks by F. K. Dolbeer, Sales Manager of the Victor Co., and Emil Berliner Feature Dinner-meeting Arranged by Victor Wholesalers With Victor Dealers as Guests

WASHINGTON, D. C., December 4.—The various Victor distributors of this city tendered a dinner to local Victor dealers at the Raleigh Hotel on the evening of November 19 at which Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., and Emil Berliner, pioneer in the talking machine record field, were guests of honor and principal speakers. During the course of the dinner vocal selections were rendered by Edward Chick. More than 100 people

a cheaper article. He also outlined the great care and detail required in the manufacture of a product in which quality was the chief consideration and traced the history of a Victrola and a record from the securing of the raw product in the heart of Africa and India down to the assembling of the machine and the pressing of the record. In closing Mr. Dolbeer described to the dealers the organization of the Victor Talking Machine Co., classifying the va-

Victor Co. for the courtesy extended in making their meeting a success through the presence of Mr. Dolbeer. The latter, by the way, spent the following day, Friday, visiting the trade in Washington, in calling at the warerooms of every local Victor dealer.

In addition to the aforementioned guests of honor was William T. Davis, traveling representative of the Victor Co. in this district.

The distributors were represented as follows:

From Cohen & Hughes, Inc.: I. Son Cohen, president; William Biel, secretary and treasurer; E. J. Totten, general sales manager; Leslie Lore, sales manager; H. B. Thomas, the Misses F. L. Goldstein, Adele Zuberano, Billie Zuberano, N. O'Connor and Mrs. Grace Hadaway.

From E. F. Droop & Sons Co.: C. A. Droop, president; E. H. Droop, secretary; Samuel Fay Harper, treasurer; W. R. Lyman, Arthur A. Prandt, C. J. Dietz, W. S. Jackson, Seymour Whitney, C. L. Howser, F. X. Boucher, Charles Hoge, A. B. Mudd, R. L. Perryman, M. G. Dorn, Irving Plant, J. F. Saunders, W. T. Glover, Chas. Woodward, Robert Lyman, the Misses Mildred Miller, A. Wollberg and Gertrude Day.

From Rogers & Fischer: R. C. Rogers, John Fischer, T. H. Freck, the Misses N. E. Hopton and E. S. Marshall.

Among the dealers present were the following firms with their representatives:

O. J. DeMoll & Co.: O. J. DeMoll, proprietor; Howard Green, R. A. Graver, H. P. Jones. Ansell, Bishop & Turner, Inc.: Charles Jacob, C. J. Turner, S. Howard Bishop, proprietors; I. L. Goodson, Mrs. Margaret Ferris, Miss Grace Sparshott, Mrs. L. A. Lipscomb. Mt. Pleasant Talking Machine Shop: F. S. Harris, proprietor; John Abendschein, talking machine Louis, Jos. Goldenberg, proprietors; M. J. Money. The Hecht Co.: H. H. Levi, general manager; C. P. Rouse, talking machine manager; C. B. Dulcan, Chas. Hutchinson, M. S. Reamey. Homer L. Kitt Piano Co.: Homer L. Kitt, proprietor; John Abendschein, talking machine manager; Francis X. Regan. F. O. Sexton Co.: F. O. Sexton, proprietor. Hugo Worch: Hugo Worch, proprietor; F. G. Grimes. Arthur Jordan Piano Co.: Frank Kimmel, manager; Thos. Kavanaugh, talking machine manager; Mrs. M. Skinner. Van Wickle Piano Co.: C. Morrell, manager; Mrs. C. A. Cannon. S. Gordon Music Co.: The Misses Rebecca and Florence Gordon. K. C. Sexton Co.: J. F. Sexton, proprietor; the Misses Marie C. Sexton and Corinne Fowler. Woodward & Lothrop; R. H. Keller, talking machine manager; H. E. Eney. Wm. Mushake: Wm. Mushake, proprietor; Mrs. Wm. Mushake, Mrs. Emma Padgett. S. Kann Sons Co.: J. MacFarquhar, talking machine manager; H. E. Hochberg, H. A. Chick, Miss Beatrice Knott.

F. E. Hamer has opened a music store in Fond du Lac, Wis. Phonographs are handled.



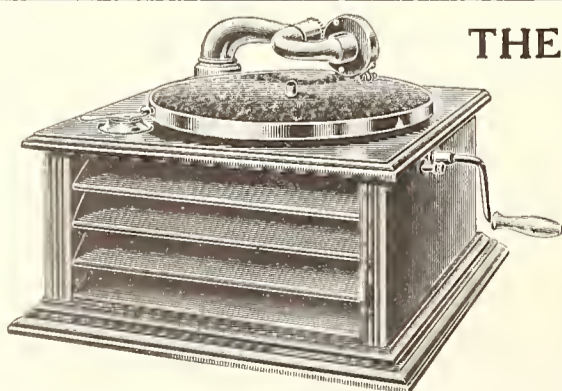
Victor Dealers Guests of Washington Wholesalers

were present and listened to Mr. Berliner's interesting address on "The development of the phonograph record, its early history and the progress made up to the present time." His message was most enthusiastically received.

Following Mr. Berliner's address, Mr. Dolbeer spoke, dwelling principally upon the quality product manufactured by the Victor Co. He emphasized the point that the company was always ready to increase its expenditure in order to improve the quality of its product rather than make a larger margin of profit and

rious departments and naming their heads, showing how all came under the direct control of Eldridge R. Johnson, president. The applause following Mr. Dolbeer's address was tremendous and showed the thorough appreciation by the guests of the speaker and his message.

At the conclusion of Mr. Dolbeer's address the meeting was adjourned to a larger room, and, to the accompaniment of one of Washington's leading dance orchestras, dancing continued until the small hours of the morning. The Victor distributors of Washington thanked the



THE SEASON'S DEMAND

THE CHAMPION
PHONOGRAPH
Machine No. 10

Sample to Dealers \$6.75—Write for prices in quantities

This artistic table machine is just the thing you want for the holiday trade. Being carefully made, with a reliable motor, 10-inch turntable and throw back tone arm and sound box.

Place your order now.

THE SPECIALTY PHONOGRAPH AND ACCESSORIES CO.

Manufacturers "Specialty Brand" Products

210-212 EAST 113th STREET

NEW YORK, N. Y.



Greetings

We are approaching Christmas and the dawn of another year. If 1923 has been a disappointment in some ways, in more ways it has given us all much to be thankful for.

Our Greetings express sincere thankfulness and appreciation to the many friends who have enabled us to approach the new year full of optimism and confidence. We believe 1924 will reward us all in the proportion that we are willing to serve.

To all our friends we extend the heartiest greetings for a Merry Christmas and a healthy, happy and prosperous New Year.

*J. H. Blackman
and Associates*

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



More Record Profits for Victor Dealers

*These Beautiful Envelopes Lithographed
In Bright Colors*



Are Selling These Records

16883 16955 17104 18599

**FUN
FOR THE KIDDIES
PLAY THESE
VICTOR RECORDS
FOR CHILDREN
ON THE VICTROLA
A BIG DOUBLE-SIDED
RECORD - - ONLY **75c.**
Mailed to Any Address
**A GIFT OF WHOLESOME
ENTERTAINMENT****

*This Card
and an attractive
window sell
Kiddie Records
like Hot Cakes*

Prices - Envelopes, \$4 per 100, from your jobber or from us (in sets of 4 only). Complete set including records makes a wonderful Christmas Gift, retailing for \$3.00.

STANDARD TALKING MACHINE COMPANY

Exclusive Victor Wholesalers

PITTSBURGH, PA.

SONORA JOBBERS VISIT NEW YORK

Western and Eastern Jobbers Hold Informal Meetings—Discuss Plans for Coming Year

The executive offices of the Sonora Phonograph Co., New York, almost resembled a convention gathering last week, when quite a number of Sonora jobbers decided to visit the home office at approximately the same time. With the first arrival of the Sonora wholesalers it soon became evident that there would be an opportunity for a get-together informal conference and C. W. Keith, president of the Sonora Jobbers' Association, took advantage of the opportunity to suggest that the Eastern jobbers visit New York in honor of the arrival of their Western associates. At these informal meetings interesting discussions were held relative to plans for the coming year, and the principal object of the Western jobbers' call at the executive offices was to insure sufficient product for 1924.

Among the Western Sonora jobbers who attended this informal gathering were F. R. Travers, Magnavox Co., San Francisco, Cal.; Fred E. Yahr, Yahr & Lange Drug Co., Milwaukee, Wis.; R. H. Rodway, Sonora Phonograph Co. of Illinois, Chicago, Ill.; J. T. Pringle and J. L. DuBreuil, Sonora Phonograph-Ohio Co., Cleveland, O.; M. R. Miller, Sonora Distributing Co. of Pittsburgh, Pittsburgh, Pa. The Eastern jobbers in attendance were Maurice Landay, Greater City Phonograph Co., New York, N. Y.; R. H. and C. W. Keith, Long Island Phonograph Co., Brooklyn, N. Y.; C. T. Malcolm, Gibson-Snow Co., Syracuse, N. Y.; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa., and Joseph H. Burke, Sonora Phonograph Co. of New England, Boston, Mass.

VICTOR PRE-HOLIDAY PUBLICITY

**Advertising in Leading Newspapers of Country
Greatest Full-page Campaign Ever Under-
taken by Any Talking Machine Company**

The newspaper advertising which is being inserted by the Victor Talking Machine Co. during the early part of December, as a forerunner of the holiday season, is said to be the greatest full-page newspaper campaign ever undertaken by any company in any field at any time. This special campaign consists of three full pages run at intervals of about a week, the first page being devoted to Red Seal artists, the second page to the popular Victor artists and the third page to Victor Red Seal artists. These pages are being run in every newspaper of importance in practically every city throughout the entire United States.

This great advertising campaign has been inserted in addition to the extensive newspaper campaign which is being continually carried on by the Victor Co. in connection with the weekly release of new records, etc.

SPECHT HOST TO COLUMBIA OFFICIALS

Paul Specht, exclusive Columbia artist and prominent orchestra director, now playing at the Alamac Hotel, New York City, gave a Thanksgiving dinner at the hotel in honor of the officials of the Columbia Phonograph Co. Ingenious cakes made in the form of phonograph records, on which the Columbia labels were exactly reproduced, surrounded a huge candy phonograph in the center of the table. The favors were hand painted and unique in design. The officials of the Columbia Co. present included H. L. Willson, president and general manager; George W. Hopkins, vice-president and general sales manager; R. F. Bolton, manager of the recording laboratories; O. F. Benz, record sales manager; L. L. Leverich, advertising manager; John Brown, assistant manager, recording laboratories; Frank Walker and F. James.

Music Store Is the Sales Center for Radio

Frank Dorian Gives Some Logical Reasons Why Talking Machine Retailers Are Ideally Fitted for Handling and Exploiting Radio

[Editor's Note.—Frank Dorian, manager of the General Radio Corp., Pittsburgh, Pa., the writer of this article, has been identified with the talking machine industry since its very earliest days. He possesses a thorough knowledge of the merchandising problems of the industry, hence his views on how radio should be handled in the talking machine field are of especial importance to our readers.]

Talks with music dealers and items in *The Talking Machine World* and other trade publications clearly show that the idea is gradually permeating the industry that the sale of radio appliances naturally and properly belongs in the hands of the music dealer. That the thought has not made more rapid progress or achieved a wider practical application may be due to lack of specific information among music dealers as to how easily radio may be combined with other lines of musical merchandise.

Lest there be some "doubting Thomas" ready to grin derisively at the inclusion of radio among "other lines of musical merchandise" let it be stated, right at the start, that the phrase is used deliberately, intentionally "and with malice aforethought." Radio, as we know it to-day, is a new method of spreading a knowledge and appreciation of music or of catering to that knowledge and appreciation.

What has given radio its present popularity? Broadcasting. Broadcasting what? Music, first and foremost. Music is universal and immortal. It speaks all languages—it lives though men may die. The media by which it is produced or reproduced may change, but they change slowly. The present-day piano is the logical development of the harpsichord and the spinet of our forefathers; modern wind instruments are natural evolutions from the crude trumpets of the ancients.

It has taken forty years to develop the phonograph from Edison's tin-foil creation to the superb musical instrument of to-day; and twenty years elapsed after Edison startled the world with an instrument to record and reproduce sound before the talking machine became an article of popular merchandise or was recognized as a logical part of the stock in trade of the musical instrument dealer. The greatest developments in the phonograph, musically and mechanically, have taken place since it became an accepted part of the musical instrument trade.

Those of us who had a share in popularizing the phonograph can never forget the difficulties faced and overcome in persuading the musical merchandise dealer to handle this amazing novelty. The early instruments were crude, the records were fragile and imperfect, prices were so high that only the rich could afford to buy, and the attitude of the retailer was one of skepticism—a fear that the demand was only a passing fad that would soon subside and leave the dealer with an unsalable stock on his hands. It was only when the sale of phonographs reached a volume that seemed to threaten serious inroads on the sale of "parlor organs" and pianos that the great body of music dealers realized the talking machine was here to stay and it behooved them to get on the band wagon while there was yet room.

Talking Machines and Radio Allies

It is not uncommon to-day to hear talking machine dealers blame the sale of radio sets for whatever decrease in the sale of phonographs they have experienced. Those of us who have been fortunate enough to read the hand-writing on the wall and assist in bringing these two important members of the musical family into one household have no fears of the future. There will continue to be an enormous demand for phonographs and records as long as any of us now in the trade may live, and probably for generations longer. Radio, too, is here to stay. It is a lusty youth, but it is only a youth. The merchant who adds radio to his line now not only may share in its profitable growth, but may look forward to long years of increasing sales and profits.

The music dealer should handle radio, not only because it belongs in the field of music, but because he is the best equipped merchant to market the goods. The whole tendency in the radio field is toward the complete receiving set. There will always be amateurs who will build their own sets, but the great market for radio goods is among the same class of people who are buying pianos, phonographs and similar goods. Every home is a prospect for radio. The average man and woman, who knows little or nothing of electrical and mechanical details, wants a radio set that needs no more attention than fastening the ends of wires in binding posts, turning a knob and getting results—

something that can be placed on a table in living room or library without a mass of complicated and unsightly wires and doo-dabs—and the leading manufacturers have recognized that desire and supplied it.

The electrical dealer is the largest seller of radio goods to-day only because the public has learned to look to him for what they want in that line. He does not go out after business. He does not know how. He displays the goods in his windows and waits for customers to come inside. The music dealer, with his experience in soliciting orders for pianos, phonographs and other musical instruments, not only comes into daily contact with the very people who are prospects for radio receiving sets, but he knows how to reach them most readily and effectively. Put radio receiving sets in your store, and every time you send out a list of records or player rolls, enclose a leaflet about radio. Use the same methods as in selling other musical instruments and you will sell more receiving sets in a month than the average electrical dealer can sell in three months. Those who use canvassers or send out salesmen should let them carry along a complete radio receiving set—(one to operate from dry batteries and using a plug to screw into an electric lamp socket in place of an outside antenna wire)—and demonstrate in the homes of prospects. Very few of those demonstrating outfits will ever come back with the salesman—he will sell them on the spot.

Now let us consider some of the objections most frequently raised by music dealers, and see how little basis they have.

"Radio is an electrical device and has no place in a music store."

Interesting, if true, but happily not quite true. Had the use of radio as a "wireless telegraph" remained its principal use, little would be heard of it to-day outside of technical circles. When it was applied to telephony and the broadcasting of music became general, it automatically passed from the electrical field into the domain of music. Electricity is merely the motive power by which radio waves are set in motion. True, there are wires, rheostats, condensers and other electrical parts used in the construction

(Continued on page 52)

Greetings

THE OLD AND THE NEW

It is with a feeling of sincere appreciation for the 1923 patronage of our dealers that we extend to them our hearty wishes for a Joyous Yuletide and a New Year of Prosperity and Happiness. The coming year promises to be the greatest VICTOR year in history, and you will find us ready and willing to help you make it *your* banner year.

ELMIRA ARMS CO., VICTOR WHOLESALERS, ELMIRA, N. Y.



The NEW Columbia is superior

*Hearing
is believing*

Never was there a more precise motor. With the accuracy of a watch the New Columbia Motor delivers an even and measured flow of power which makes the rhythm, tempo and tone of each record perfect.

COLUMBIA PHONOGRAPH COMPANY
New York



MUSIC STORE RADIO SALES CENTER (Continued from page 51)

of radio receiving sets. But the use of springs, gears, pinions, ratchets, pawls and other clock parts in the motive power of phonographs does not make the talking machine a clock; the use of pneumatics in player-pianos does not make them wind instruments; and the use of electrical parts in a radio set does not make it an electrical device. In its common use to-day, it is an instrument for the reception and reproduction of music, in which electricity is merely the motive power. Because of its construction, its early marketing through electrical dealers was a natural first step. Early forms of receiving sets were largely home-built by amateurs and experimentalists; the parts used were mostly common forms of electrical devices adapted to a new use, and the adjustment and operation of the completed device was so difficult that only a clever and painstaking electrical "fan" could successfully operate it. But that is all a thing of the past. The development of the vacuum tube not only gave a fresh impetus to radio popularity, but made it possible to construct receiving sets that the average man can easily set up and a child can operate.

"I will have to put in a stock of electrical parts and keep a service man to set up instruments and make adjustments."

Another imaginary difficulty. Stock complete sets—sell complete sets. Select the product of reputable makers only—there is a wide range of

choice—and confine your sales to complete sets. Component parts are bought principally by amateurs who want to build their own sets, and the electrical dealer is the best source of supply for that material. The modern vacuum tube set is made in many forms at prices ranging from \$50 to \$750, but most of them are so completely self-contained that any intelligent man who can read plain instructions and follow a simple diagram can set them up and operate them readily. There are, however, a few desirable accessories in frequent demand, such as vacuum tubes, loud speakers, phonograph attachments (for connecting the radio set to the tone-arm of talking machines and using the latter as the radio loud speaker), etc. The sale of these accessories is optional, but they are easy to handle and their sale is profitable.

"The changes in radio sets are so rapid that what is salable to-day is out of date to-morrow, and the dealer may lose his investment on obsolete models."

That was partly true two years ago; it is not true to-day. Radio has reached a stage in its development where fundamentals, at least, are standardized. Refinements and improvements will continue, of course; but there is no danger of loss because of sudden or radical changes in product. The leading manufacturers of reputable lines (and you should not handle any other) have generally followed the policy of relieving their dealers of discontinued models or adjusting prices on stock in dealers' hands in such a way that the dealer may dispose of the

radio merchandise he has on hand at a profit.

"How much will I have to invest in an initial stock?"

The initial investment may be small or large, as you prefer. You may buy a single set at a net cost of from \$35 to \$235, according to type, use it for demonstrating, and order additional sets as you take orders from your customers. That is not recommended, but it can be done. The objection to it is that in the busy season, as in other lines, the demand exceeds the supply and jobbers cannot always deliver as fast as you can sell. If you want to feel your way into the radio business and play safe, put in from three to six sets of different styles and prices to give your customers some latitude of choice, at a net cost of from \$150 to \$2,500, according to type and quantity. Any radio jobber will gladly give you information as to which types of sets are most in demand and may be stocked with the greatest certainty of quick sale.

But whether you get into radio on a large scale or small, get in—and GET IN NOW! It belongs to you. It is growing far more rapidly than those outside its ranks can realize.

Will the music trade sit back and watch this growth in other and less competent hands, only to sigh and shake its head and say, a few years hence: "I could have had that child in my family a few years ago, but I was afraid it would cost too much to raise it?" Or will it take the child into the family where it belongs, help to develop it, and share the profits while it is developing, as well as the larger, richer profits which will come with maturity?

OKEH ARTIST VISITS NEW YORK

Fiddlin' John Carson, champion fiddler of Georgia, who records exclusively for the Okeh library, spent a week in New York this week, making some new Okeh recordings. This was Fiddlin' John's first visit to the metropolis and, according to his comment, there were several things that did not meet with his approval. There was too much city and not enough "country" to suit his taste and he was glad to return to the sunny South. This popular backwoods virtuoso has played his violin in thirty-two States of the Union in addition to radio broadcasting. His first Okeh records have been very successful, particularly in the South, and Okeh dealers have evinced keen interest in his new recordings.

J. M. HOUGH OPENS NEW STORE

FRACKVILLE, PA., December 7.—A new music store has been opened at 46 South Lehigh avenue by John M. Hough, of Shenandoah. Mr. Hough is well known in this section, having been engaged in the piano business at the latter place for many years. Adam Balliet, of Yatesville, will act as manager of the new store, which will carry a full line. The establishment has been fitted with modern fixtures and presents a pleasing appearance.

Greetings

The Bristol & Barber Co., Inc., Okeh Distributor, esteems it a privilege and pleasure to extend Christmas and New Year Greetings to Okeh Dealers. The past year has been a phenomenal one for Okeh Records, but 1924 promises to even outdistance the year now closing in sales volume and prestige.

For this expression of loyalty and confidence we are appreciative and thankful

BRISTOL & BARBER CO., Inc.
3 EAST 14th STREET, NEW YORK



Bruno Broadcast!

MAY all our friends
tune up to the
proper wave length
and listen in on this
brief program.

*We extend the season's greet-
ings to you and wish for you
a most prosperous New Year.
Signing off—*

C. BRUNO & SON, Inc.

Victor Wholesalers to the Dealer Only.

351-353 4th Ave.

New York, N. Y.

New Selling Plans Stimulate Odeon Business

Album Sets and Famous Masterpieces Assist Odeon Dealers in Developing Business—How General Phonograph Corp. Co-operates With Trade—Interesting Interview With Otto Heineman

At the conclusion of one of the most successful years in its history the General Phonograph Corp., New York, has been receiving many enthusiastic expressions of commendation from Okeh and Odeon jobbers throughout the country. The past twelve months have been noteworthy for the tremendous strides made by this company's record division, but the most gratifying feature of the year's activities has been the tremendous popularity and demand for Odeon records.

Otto Heineman, president and founder of the General Phonograph Corp., is directly responsible for the introduction and development of the Odeon record library in this country. A keen student of records and recording, based on an experience and knowledge of twenty years, Mr. Heineman realized a number of years ago that there was an unlimited market for Odeon records in this country, provided they were merchandised properly and presented to the dealers in a measure commensurate with their musical value. While in Europe in 1920 Mr. Heineman completed arrangements with the International Talking Machine Co., whereby the General Phonograph Corp. was given the exclusive right to import the matrices of recordings by world-famous operatic stars, internationally known musical organizations and the foremost musical celebrities of practically every country in Europe. Records from these matrices are pressed in the Okeh factories and released under the Odeon label, each month a new list being issued.

In a chat with *The World* Mr. Heineman gave some interesting facts regarding the Odeon library, stating, in part, as follows: "In the past only those people who traveled in Europe were privileged to hear European orchestras at their best, for it has long been conceded that famous musicians from Europe lacked the divine inspiration of their art when away from their own countries. Although they are frequently heard in this country their performances do not possess the high degree of artistry that characterizes their playing in their home lands.

"Realizing that records made in the United States by visiting orchestras would be of secondary musical value to the records made by these same musicians in their own natural environment, we arranged several years ago to bring into this country matrices of Odeon records, recorded in Europe and pressed here under the Odeon label. In Europe Odeon records stand for the highest type of music obtainable and the selection of orchestras for recording on these records is a matter of the greatest care. Only artists of exceptional musical ability and reputation are chosen and recording expeditions travel periodically into all of the Eu-

ropean countries, making recordings of celebrated orchestras in their native lands.

"Our policy of importing recordings by European artists has met with widespread commendation on the part of the trade, music lovers and music critics in this country. There is available an exceptional library of European music, including recordings of famous masterpieces never before reproduced here. Popular continental selections as well as classics by the world's greatest composers are played by the most noted orchestras of Europe for the Odeon library and recordings of complete symphonic



Otto Heineman

works were introduced for the first time on Odeon records in Europe. Travelers brought these sets of records back to the United States and we realized immediately that there were wonderful sales possibilities in this plan of recording and merchandising.

"During the past year we have placed on the market several albums containing complete famous compositions. The first set featured three twelve-inch Odeon records containing complete recordings of Schubert's Unfinished Symphony (the Symphony in B Minor). Music lovers all over the country were delighted to obtain complete recordings of this famous masterpiece, and the orders received from our jobbers and dealers were far beyond all expectations. Encouraged by the enthusiastic reception accorded this collection we then issued another album of three records, containing the complete recordings of the overtures to 'Der Freischutz' and 'Oberon,' the two most famous operas by the pioneer composer of romantic music, Carl Maria

von Weber. In order to secure the very best interpretation of these masterpieces the Odeon organization arranged for the services of Eduard Moerike and His Orchestra of the German Opera House, Berlin. This eminent director is well known in this country, having visited America last year as associate conductor of the Wagnerian Opera Co. and attaining such a marked degree of success that he is now on his second tour of the country with the same organization. This new album of records has also met with a hearty welcome from the trade, and our policy now includes the issuance of albums of rare records at stated intervals.

"In the field of light classical music the Odeon Co. succeeded in securing two of the most celebrated orchestras of Berlin as exclusive artists. The names of Marek Weber and Dajos Bela are now known to the phonograph dealers of this country and to many thousands of music lovers. Among other famous artists who made their first recordings on Odeon records are Alfred Piccaver, Richard Tauber, Maria Jeritza, Barbara Kemp, Giacomo Lauri-Volpi, Maria Ivogun, Elisabeth Rethberg and many others. We have released so far about 5,000 selections from the immense repertoires of the Carl Lindstrom Co. and over 50,000 recordings are at our disposal, to be issued by this company under the Odeon label."

A. J. HAND OPENS NEW STORE

LITTLE FALLS, MINN., December 5.—A. J. Hand has leased the store in the First National Bank Building, this city, formerly occupied by the Folsom Music Co., and on December 1 will open a new music store. Mr. Folsom has closed out his stock here and will concentrate in the future on his store in Brainerd. Mr. Hand will carry a complete stock of pianos, talking machines and records, sheet music and musical merchandise. He is a well-known musician of fifteen years' experience and is widely known in this locality in that capacity.

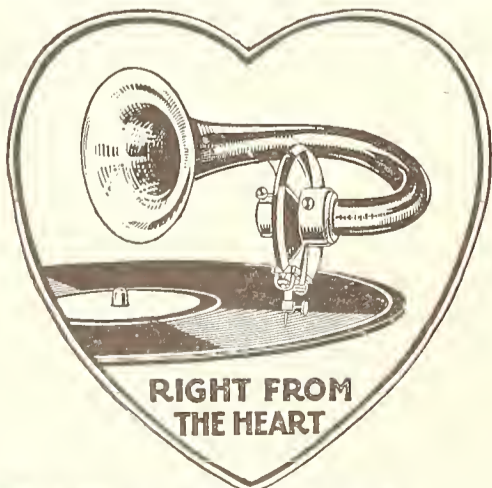
HOW CUSTOMERS SHOULD BE TREATED

The customer, actual and prospective, is the outstanding figure in export trade, says C. J. North in *Commerce Reports*, published by the Department of Commerce in Washington. To cater to his needs, desires and whims and to keep him in a receptive mood should be the task of every export manager, and, we might add, it is the task of every retail domestic talking machine manager to handle his customers with equal tact.

L. H. WEBER ENTERS FIELD

EAST HARTFORD, CONN., December 4.—A new music shop has just been opened at 1257 Main street, by L. H. Weber. The store, which is the only music establishment in town, has been renovated and improved in many ways. Mr. Weber was one of the proprietors of the Hartford Music Store.

NATURELLE



For
Portable
and
Cabinet
Phonographs



The Naturelle Co.
125 East 23rd St.
New York, N. Y.

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.

Letting the Phonograph Dealer in on Some News

GULBRANSEN NATIONAL ADVERTISING schedules for 1924 include the publication of twelve *four-color* cover advertisements in *The Literary Digest*. This is the most extensive line-up of color advertising that the piano industry has ever known. A full-page, four-color ad *every month!*

In addition, *The Saturday Evening Post* and *American Magazine* will be used—carrying full-page advertising of the Gulbransen Registering Piano; farm papers, too.

That mere announcement of continuous advertising explains to the phonograph dealer the whole story of “active demand.” Any merchant who knows what consistent, effective National Advertising will do for a worthy product will quickly understand why the Gulbransen has been singled out for representation by dealers who have for years restricted themselves to the sale of phonographs.

You will be interested in details of the progressive merchandising policies on which Gulbransens are sold:

National Advertising
Co-operative Local Advertising
National Prices Instruction Rolls
Freight Prepaid

Full details gladly given to inquirers in territory where representation is available. Just fill in the handy coupon.



One of the illustrations used in Gulbransen National advertising
The originals of these illustrations are painted in oils
by Philip Lyford

GULBRANSEN-
DICKINSON CO.,
3236 W. Chicago Ave.
Chicago



Gulbransen Trade Mark

GENTLEMEN: Tell us how the Gulbransen “fits in”
with a Talking Machine business.

Name

Address

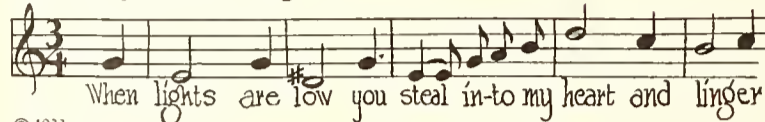
City

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

When Lights Are Low

An Enchanting Waltz Song
You'll never forget

"You can't go wrong
with any **FEIST** song"



© 1923
Leo. Feist, Inc.



Chamber of Commerce Endorses Mellon Plan

Approves Abolishing of Higher Surtax Rates and Eliminating Special and Discriminatory Taxes on Special Lines of Business, Especially Jewelry and Vending Machine Taxes

The business men of the country generally are naturally interested in the opening of the first session of the Sixty-eighth Congress, which convened Monday, December 3, for there are a number of matters of direct interest to the business world scheduled to come up before the new Congress, chief among them being the question of tax reduction, over which there is promised a long and bitter fight.

The Music Industries Chamber of Commerce has strongly endorsed the proposals made by Secretary of the Treasury Mellon looking to a downward revision of taxes to realize upon the savings that have been effected in the management of the country's affairs.

Specifically the Chamber has approved abolishing the higher surtax rates and eliminating all special and discriminatory taxes on various lines of business. In this connection, too, the Chamber has again voiced its opposition to the soldier bonus, which has been linked up with the tax question as a political measure and the adoption of which would make impossible any lowering of taxes.

In endorsing the Mellon plan of tax reduction, the Chamber is also prepared to take energetic steps to bring about the elimination of the two discriminatory taxes which still apply against the music industry, namely, the jewelry and vending machine taxes.

The Revenue Act of 1921 taxes articles mounted with gold, silver, precious metals, ivory, etc., and is applied by the Revenue Department to band instruments thus ornamented. It is also sought to be applied to gold and silver-mounted violin bows, phonographs and other musical instruments. The "vending-machine"

tax, the name of which is self-explanatory, is applied by the department to the total value of all coin-operated pianos or other musical instruments sold since January 1, 1922.

It is hoped that through the efforts of the Music Industries Chamber of Commerce both of these taxes will be eliminated as applied to the music industry, which will result in a substantial saving to manufacturers of the instruments taxed. Its activities are in line with the country's opinion.

STRONG CO. RECEIVER DISMISSED

To Settle Claims in Full—Plan Re-establishment of the Business

The application for a receivership for the Strong Record Co., 206 Fifth avenue, New York, has been dismissed by the United States District Court. The dismissal followed the consent of the creditors to a 100 per cent settlement of all claims on a deferred plan, which was secured through the efforts of the present active management, consisting of Adolf Hawerlander, president, and Henry Glaue, secretary. The business will be re-established, and all of the old claims will be liquidated on a basis of 100 cents on the dollar.

ORTON BROS. CO. REMODELING

The Orton Bros. Co., Butte, Mont., is remodeling its store. When the work is completed this company will have three departments—Victrola, small goods and pianos. Expansion of the business made the work necessary.

FOR MORE TRADE COMMISSIONERS

Bureau of Foreign and Domestic Commerce Seeks to Expand Activities in Foreign Fields

WASHINGTON, D. C., December 4.—Increased funds for the Department of Commerce, to be used for the purpose of employing more trade commissioners and commercial attaches and adding several new commodity divisions to the Bureau of Foreign and Domestic Commerce, will be asked of Congress by Secretary Hoover during the coming season. Estimates for the additional proposals are now before the Budget Bureau and it is considered highly probable that the Director of the Bureau will give his approval to the Secretary's plans. If additional funds are secured, it is proposed to employ about twenty more trade commissioners and commercial attaches, a good part of whom will be assigned to South American countries, where our trade is rapidly growing.

CELEBRATES THIRTIETH YEAR

Stransburg Music House, With Seven Stores, Completes Thirtieth Year of Business

OIL CITY, PA., December 6.—A thirtieth anniversary sale was held in this city recently by the Stransburg Music House to commemorate the founding of the first store of the system in Jamestown by Oscar Stransburg. The Stransburg system now includes stores in Oil City, Hornell, Meadville, Titusville, Bradford, Mt. Jewett and Warren. Oscar Stransburg was a pioneer in the chain store movement and early believed that it could be advantageously applied to music merchandising. By conducting a group of stores within a hundred-mile radius of one another, with a centralized buying and managerial policy, Mr. Stransburg has been able to market his product most satisfactorily.

ARTISTS FEATURED



- Caruso
- Chaliapin
- Galli-Curci
- Gigli
- Louise Homer
- Jascha Heifetz
- Jeritza
- Fritz Kreisler
- John McCormack
- Paderewski
- Rachmaninoff
- Ruffo
- Schumann-Heink
- Werrenrath



This solid mahogany frame with 14 special panels.....\$35.00
Set of 14 panels, \$21.00. Choice of panels, each..... 2.00

VICTOR DEALERS

After the holiday rush, don't slow down. The first of the year will be an opportune time to interest your customers in the new double-faced Red Seal records. A complete line of these records will be available, and if you can interest your trade in this higher standard of music rendered by the celebrated artists that record exclusively on the Victor Red Seal records, you will greatly increase your sales. The "DA-LITE" Display, with the special panels of these artists, is an ideal way to attract their attention.

The Da-Lite Electric Display Co.
116 No. Erie Street Toledo, O.



THE VOICE OF THE WORLD

**PRESENTING
VOX LABELS and VOX ARTISTS**



LYDIA FEODOR CHALIAPIN

Exclusive Vox Artist

QUEEN OF RUSSIAN GYPSY SONGS

"In her voice is the soul of a nation"

- RUDOLPH DEMAN**
First Violinist of the State Opera of Berlin
- PROF. ARNOLD FOLDESZ**
The so-called 'Paganini' of the 'Cello'
- ARNOLD GABOR**
Baritone of the Metropolitan Opera, New York
- MARIA JAVOR**
Coloratura Soprano, Prima donna of the Royal Opera, Christiania
- BORIS KUTZEN**
The Young Russian Genius of the Violin
- KLARA MILITSCH**
Soprano of Moscow Conservatory of Music. Interpreter of Russian Romance Songs
- IVAN PHILIPPENKO**
Tenor, Prominent Ballad Singer
- MARIA CAECILIA PHILIPPI**
Contralto, Pupil of the Great Viardot-Garcia, Paris

- ALFRED PICCAVER**
Europe's Leading Tenor. State Opera, Vienna
- PROF. MICHAEL PRESS**
Holder of the Gold Medal of the Russian Imperial Conservatory of Music
- MAX RAU**
Tenor. Popular interpreter of Folk Songs
- HANNS ROSSMAN**
Tenor. The German Minstrel
- RICHARD SINGER**
Pianist of great renown on the European Continent
- BJORN TALEN**
Famous tenor of State Opera, Berlin
- AMALIE TRIESCH**
Pianist. Peerless interpreter of Bach, Beethoven and Chopin
- OTTO URACK**
Celloist and Director of the famous Vox Symphony Orchestra of Berlin

Other Vox Artists and Famous Vox Orchestras will be presented in further announcements

**VOX CORPORATION OF AMERICA
25 WEST 45TH STREET
NEW YORK U.S.A.**



THE VOICE OF THE WORLD

MILWAUKEE

Holiday Season Promises to Be Best Ever—Used Models Sell as Shortage of Popular Types Grows—Retailers and Jobbers Rushed

MILWAUKEE, WIS., December 7.—With but a few days more than a fortnight remaining before talking machine dealers close up shop to go home to celebrate a merry Christmas, indications are that the 1923 holiday season will go down into history as the best ever known. This is true, despite the fact that as early as the first week in December jobbers and dealers representing the most popular makes of talking machines were fighting for instruments, while their respective factories were in such an oversold condition that it is hopeless now to expect relief before early next year.

Used Models in Demand as Shortage Grows

A tremendous Victor business is being done in the Wisconsin and Upper Michigan territory, with the Badger Talking Machine Co. of Milwaukee utterly unable to fill all the wants of its extensive dealer organization. The sting was taken out of this situation, to a certain extent, by the fact that it was a well-known fact thirty to sixty days ago that a shortage of merchandise was bound to occur. Victor dealers in Milwaukee are finding many buyers who are unable to get delivery of their favorite style by Christmas Eve, asking for a used machine of the same number, either as a loan or for permanent possession. There has never been so strong a movement of used Victrolas into consumer channels.

Record Sonora Business

Notwithstanding the fact that Yahr & Lange have had delivery of the largest number of Sonora instruments so far this year that has ever been recorded, this large distributing house is far short of the number required to fill its orders, which are still coming in growing num-

bers from dealers all through the Wisconsin and Michigan territory.

December 1 marked the departure of Irving S. Leon, since August 1 sales manager of the Sonora and Okeh record department of Yahr & Lange. He resigned November 15 to accept important connections in his home State of New York. He made a good record in the brief time of his connection with Yahr & Lange and his departure was regretted.

During recent weeks Yahr & Lange awarded Sonora franchises to a number of large Milwaukee retailers, including Gimbel Bros. and the Hartman Furniture & Carpet Co.

Big Brunswick Gain

Brunswick sales by the local branch for 1923 will run anywhere from 60 to 100 per cent over the best previous year, and still about 20 per cent of orders for delivery by January 1 cannot be made due to the limitations of productive facilities, owing to the sensational call for this instrument all over the country. P. H. McCulloch, manager of the talking machine department, says he cannot recall a year when business in the Brunswick line has been so remarkably good.

New Victor Accounts

The retail Victor organization in Milwaukee has had two substantial additions in recent weeks. One is the C. W. Fischer Furniture Co., said to be the largest housefurnishings store of the better class in the Northwest. For many years Fischer's maintained an extensive talking machine and record department, which was discontinued about four years ago. Some time ago the Hartman interests bought the controlling share in the Fischer store and the de-

partment has been re-established with the Victor as exclusive merchandise. Miss Helen Gunnis, formerly in charge at Fischer's and later with Edmund Gram, Inc., has returned to the old position as manager. She is recognized not only as one of the most capable women in the trade, but a noted vocalist as well. The other new Victor franchise was awarded to the J. B. Bradford Piano Co. for its South Side store, at 608 Mitchell street. Heretofore only the Brunswick and Aeolian-Vocalion were carried on the South Side, although the main store at 411 Broadway has long been a Victor house.

The Cheney, which has had an exclusive home at Edmund Gram, Inc., for a number of years, now has a companion in the Boston store, which recently took on the line.

Excellent Edison Demand

Retailers of the Edison, likewise, are enthusiastic over trade and in every instance sales are running far ahead of last year, which was the banner year for the Edison up to this time. There is an excellent Edison record demand.

Shortage Hampers Victor Dealer

Leslie C. Parker, head of the Carberry-Parker Co., conducting the Badger Music Shop here and a branch in Fond du Lac, Wis., said that both stores are doing a land-office business in the Victor line and its second-hand stock of these goods has been depleted by the call for Victrolas by people who are unable to get prompt delivery of a new instrument.

R. G. Hessel Opens Branch

R. G. Hessel, who conducted a general store at Rockwood, Wis., for many years and represented the Edison as well as several makes of pianos, has established a branch devoted exclusively to musical merchandise in Manitowoc, Wis., of which he will personally have charge, other members of the family taking the active management of the Rockwood store.

Madison Firms Consolidate

The two largest music stores in Madison, Wis., have been consolidated. They are the Hook Bros. Piano Co. and the Albert E. Smith Music Co. Since December 1 the combined firms have been doing business at State and Mifflin streets, under the name of Hook Bros. Piano Co. & Albert E. Smith, Consolidated. A branch store of the Hook Co. in Beloit, Wis., is included in the merger.

C. H. Jackson Promoted

The Rudolph Wurlitzer Co.'s local branch, which represents the Victor, is now under the management of Charles H. Jackson, formerly a widely known piano manufacturer.

New Columbia Models Please

Milwaukee stores handling the Columbia line express keen satisfaction over the quality as well as quantity of business, and are especially pleased with the wide sale of Columbia records. The new Columbia models are getting a splendid response from the public and the number of Columbia partisans here is growing.

Brunswick in Beautiful Home

An Italian Renaissance style of the Brunswick has been purchased from the J. B. Bradford Piano Co. by Lawrence Fitch, capitalist, for a "tent room" installed in his beautiful residence in Back Bay. The room simulates a large tent and is designed as an amusement and ballroom, accommodating 500 guests. It overlooks Lake Michigan and three walls are of plate glass, forming a bay stretching out nearly over the water's edge. An English tavern room also has been built by Mr. Fitch, in which he has installed a built-in Brunswick with a radio set, housed in a beautiful cabinet which he discovered in Florence, Italy, and brought back with him.

Merle R. Rousselot Engaged

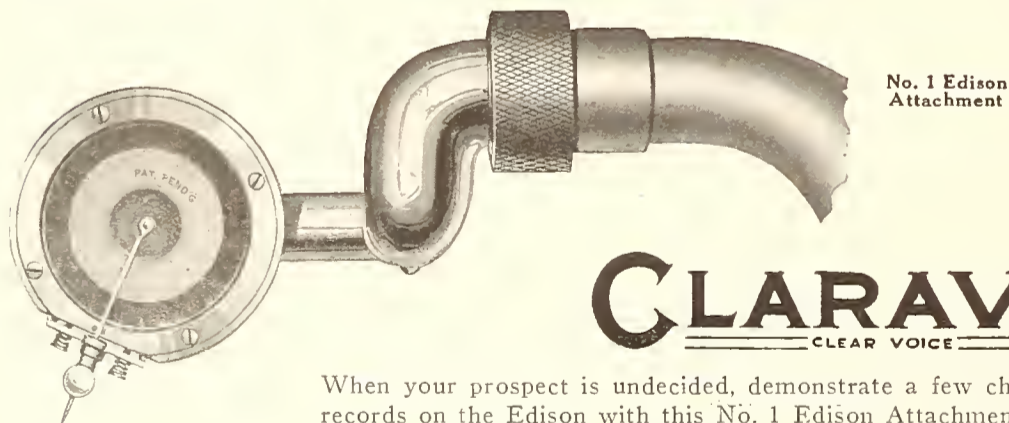
Merle R. Rousselot, secretary-treasurer of the Lyric Music Co., representing the Kimball talking machine line and Okeh records, and Miss Lenora Kadow, of Manitowoc, Wis., have recently become engaged.

The demand for portable talking machines continues strong in Milwaukee and vicinity. More portable styles have been sold this year than in any three years combined.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

Stimulate Your Christmas Business

Clinch the Sale by Proving That Even Lateral-Cut Records Sound Better on the Edison



No. 1 Edison Attachment

CLARAVOX

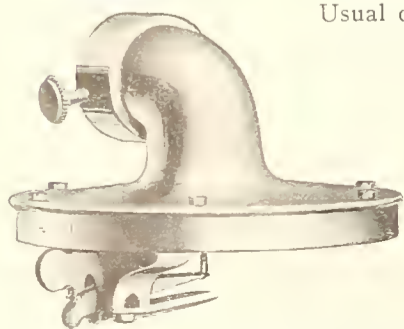
CLEAR VOICE

When your prospect is undecided, demonstrate a few choice lateral-cut records on the Edison with this No. 1 Edison Attachment. What more convincing argument could you use?

Edison dealers unanimously admit that Claravox Reproducers are an effective help in selling Edison products.

Usual discounts to dealers. Retail price, complete, Nickel Plated—\$7.50

Correctly Plays Edison Records on Talking Machines



STANDARD Diamond Point

Employs a genuine diamond point, microscopically ground, and Claravox stylus and diaphragm.

Usual discounts to dealers. Retail price, Nickel Plated, \$12.50.

SPECIAL Jewel Point

Nearest approach to the permanency of the diamond point. Claravox stylus and diaphragm.

Usual discounts to dealers. Retail price, Nickel Plated, \$7.50.

A Post Card will bring any of these products on 10 days' trial

THE CLARAVOX CO. Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPHS SOUND REAL

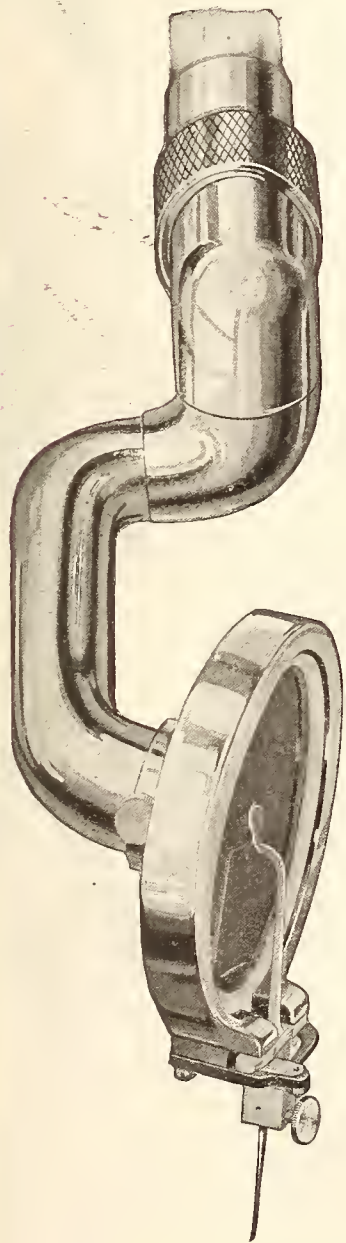
DON'T SAY

"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.

WICHITA FIRM REORGANIZES

Turner Music Co. Becomes Benjamin-Turner Music Co., With Capital of \$100,000

WICHITA, KAN., December 4.—The assets of the Turner Music Co., in operation here since 1912, have been taken over by a new corporation, the Benjamin-Turner Music Co., 412 East Douglas street, having a capital stock of \$100,000. J. J. Benjamin, formerly of Cambridge, Kan., and a director of the Union National Bank, will be president and head of the new concern. W. Dell Turner, an experienced music dealer, will act as sales manager.

The new store has been remodeled and new demonstration booths have been installed. At some future time a small goods department will be introduced. A building owned by the company at 810 North Main street will be used for rebuilding and finishing pianos. The following pianos are handled by the Benjamin-Turner Music Co.: Jesse French & Sons, Autopiano, Hazelton Bros., Behr Bros., the Haddorff and Clarendon. The concern will also carry the Columbia phonograph and records.

MAMIE SMITH ON EXTENSIVE TOUR

Okeh Artist Heads Own Company—Tour a Success—Okeh Selections Featured

Mamie Smith, original Blues singer and the first member of her race to become a recognized star in the recording of blues, is now making a countrywide tour with her own company. Her route for the current month includes one-week stands at Nashville, Tenn.; Kansas City, Mo.; Memphis, Tenn.; Birmingham, Ala., and New Orleans, La. Miss Smith's act opens with a huge phonograph in the center of the stage, bearing a legend about Okeh records, for which Miss Smith is an exclusive artist. Miss Smith steps out of the phonograph and starts the act with several of the popular blues numbers that she has recorded for the Okeh library.

ANDREWS SELLS OUT TO MOODY

HIAWATHA, KAN., December 3.—C. H. Andrews, who for nineteen years has conducted a successful music business here, has just sold out his complete interest to Arthur Moody, who has already taken charge of the store. Mr. Moody has been closely associated with Mr. Andrews in the business for the past two or three years. Miss Katherine Moody will remain with the store under the new management.

ANOKA MUSIC SHOP OPENS

ANOKA, MINN., December 4.—The formal opening of the Anoka Music Shop in the LaPlant block on Main street was held here recently. The new store handles pianos, phonographs and musical accessories of all kinds. Especially impressive is the indirect lighting effect employed throughout the store, which has cream-colored walls and a Terraza marble floor. The establishment has a repair department in the rear and a row of demonstration booths along the sides. The Brunswick phonograph line is handled.

H. & J. POTTER CO. REMODELING

PORTLAND, ME., December 7.—The H. & J. Potter Furniture Co. is installing a new store front in the large building which it recently purchased in this city. The company is planning for a big opening in a few days. It is proposed to have this store second to none in the State of Maine.

HUTTON OPENS NEW STORE

CLINTON, ILL., December 3.—A new music store in the Sweeney Building, at the corner of Washington and Center streets, has just been opened. It will be known as the Hutton Music House.

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL




Barcarolle \$150



Marlborough \$185

The Demand for Sonoras Is Increasing Daily

The year 1923 has witnessed a tremendous increase in the public's demand for Sonora. This increased demand is reflected in the several very large establishments, as well as the hundreds of smaller ones, that have added Sonora during the present year. A partial list of these large, representative names reads like a veritable "Who's Who" of successful retail organizations:

Gimbels, New York City
 Gimbels, Milwaukee
 The Boston Store, Milwaukee
 The Fair Store, Chicago
 Kaufman & Baer, Pittsburgh
 Joseph Horne Co., Pittsburgh
 The Hartman Carpet & Furn. Co., Chicago
 230 South Wabash Ave.
 2558 W. North Avenue
 1272 Milwaukee Avenue
 819 West 63rd Street
 Hartman Carpet and Furniture Co., Milwaukee

L. Bamberger & Co., Newark
 The Shepard Store, Providence
 Souder Parsons Co., Clarksburg, W. Va.
 Darrow Music Co., Denver
 Euclid Music Co., Cleveland
 2067 E. Ninth St.
 11794 Detroit Ave.
 10604 Euclid Ave.
 10314 Superior Ave.
 12338 Superior Ave.

Schweiger Brothers, Brooklyn
 1525 Broadway
 2421 Myrtle Ave.
 The May Company, Cleveland
 Buescher's, Cleveland
 Reinhardt's, Inc., Memphis
 Empire Music Co., Atlanta
 Tilden-Thurber Corp., Providence
 Widener's, Inc., Indianapolis
 Banner Furniture Co., Indianapolis

When you realize that Sonora's popularity is based upon its value as a phonograph, with no records to carry it along, you will further realize that it must possess even more merit as a **phonograph** to sufficiently impress the large dealer and induce him to increase his inventory with another line—a line of instruments which the customer insists upon and which the dealer must have in stock or lose sales.

Why not arrange to obtain **your** share of Sonora business? Write for information today.

Sonora Phonograph Company, Inc.

279 Broadway

New York City

Canadian Distributors, Sonora Phono., Ltd., Toronto, Can.

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

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

State of New York

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

Gibson-Snow Co.,
Syracuse, N. Y.

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

Doerr-Andrews-Doerr,
Minneapolis, Minn.

New York City, with the exception of Brooklyn and Long Island

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St, New York

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
217 Stanwix St., Pittsburgh, Pa.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
St. Joseph, Mo.

Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of Montana, Colorado, New Mexico, Nebraska and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

Wisconsin and Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Illinois and river towns in Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.



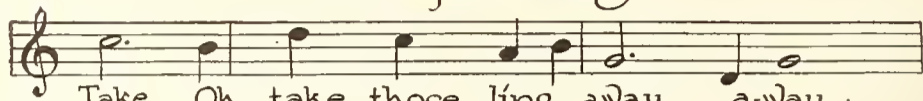
Take

The Big Melody Hit from the
New **ZIEGFELD FOLLIES**

Those Lips Away

by McCarthy and Tierney

"You can't go wrong
with any FEIST song"



Take, Oh take those lips away, a-way;

© 1923
Leo. Feist, Inc.

DALLAS

Trade Expansions and New Stores
Feature the Close of the Year—
Heavy Pre-holiday Sales Volume

DALLAS, TEX., December 5.—The Brunswick Co.'s local distributing branch has leased the second floor of the building at 2025-27 Main street, to be used as wholesale showrooms and storage space. The lease is for a period of five years and was made at a consideration of more than \$10,000.

Lester Burchfield, in charge of the Victrola department of Sanger Bros., distributors of Victor machines and records, has returned to Dallas after a trip to Galveston and other points in his territory, where he found business good. Mr. Burchfield has just received several large shipments of Victrolas and records. These were shipped from New York to Galveston via water and transhipped by rail at Galveston for Dallas, Waco and Fort Worth.

B. A. Hodges, recently of Breckenridge, Tex., has leased a building in Stamford, Tex., and has opened a music store, where he will deal in musical instruments, sheet music, Victrolas and Victor records and other music goods.

The Columbia Phonograph Co., distributor of Columbia phonographs and records, is doing one of the heaviest Fall trades in its history, according to Manager Erisman. New dealers are being opened in towns in Texas and Oklahoma and an intensive drive is being made to thoroughly organize the territory.

A. G. Feltner, of the Texas-Oklahoma Phonograph Co., has completed his survey of the Southwest territory and reports sales increased nearly 50 per cent since this survey was begun. New dealers have been opened in many towns

and the old dealers, who had fallen into inactivity, have been filled with new ideas and pep, according to Mr. Feltner.

With the coming of the musical season, with grand opera and numerous concerts and entertainments, dealers report a big increase in the sales of records, especially the higher-priced records of the famous stars, while sales of sheet music are also helped.

The San Carlo Grand Opera Co. as well as John McCormack, Galli-Curci, Fritz Kreisler, Joseph Lhevinne and other world-famous stars and record artists have been or will be with us during the season.

The Somno-Psycho-Phone Sale Corp. has been organized in San Antonio to sell at retail with a capital of \$3,000, and the incorporators are Stephen F. Austin, Sophie S. Austin and W. E. Austin.

The Walthall Music Co. has also been organized in San Antonio with capital stock of \$100,000. The incorporators are L. E. Walthall, M. W. Lehann and J. R. Merchant.

WATCH FOR THIS WOMAN SWINDLER

A woman swindler has made her appearance among the New York trade, according to Saul Birns, proprietor of a chain of talking machine stores here. Her method is to make arrangements for the purchase of an instrument, stating her intention of making a large down payment and paying the balance in three monthly instalments. The suspicions of one of Mr. Birns' salesmen was aroused when she tendered a check considerably in excess of the amount of the first instalment. The check was tactfully refused and the woman left, stating that she would return with the cash. The address she gave was found to be fictitious.

Remodeling is going on apace in Goldsmith's Victor and Brunswick Store in Memphis, Tenn.

"DAILY DOZEN" HELPED YALE TO WIN

How Walter Camp Put Pep Into Great Football Victors at Yale—Dealers Properly Making Capital of Victory

Several Saturdays ago the result of "keeping fit" was broadcasted throughout the entire country in the announcement of the defeat of the Harvard team by Yale on the gridiron. Last Spring, when Yale football practice was begun, Walter Camp, originator of the "Daily Dozen" and former Yale coach, was approached by Yale to help train the team for the coming encounter with Harvard in the Fall. Mr. Camp stated, emphatically, that the coaching and general training was all that could be desired and could not be criticized, but took hold of the team from the standpoint of "keeping fit." As the best method for this result he used his own "Daily Dozen" exercises and regularly, from the beginning of the training in the Spring up until the morning of the great game, the Yale team was put through the "Daily Dozen" each day. The result was a great victory for Yale and a tribute in every way to the efficiency of the "Daily Dozen."

Health Builders, Inc., producer of Walter Camp's "Daily Dozen" on talking machine record sets, is advising its many dealers of this victory of the "Daily Dozen" and it is expected that this information will have a favorable effect in increasing sales. Retailers who have been farsighted enough to capitalize on this opportunity are reaping unexpected profits.

SUCCESS MUSIC SHOP CHARTERED

A charter of incorporation was recently granted to the Success Music Shop, of New York City. The concern, which is capitalized for \$2,000, will handle musical instruments. Incorporators are R. and E. Cohn and J. Mayesh.

The New Edison for The New Year



AN INSTRUMENT THAT COVETS COMPARISON WITH THE LIVING ARTIST
AND IS UNMATCHED IN BEAUTY OF CASE DESIGN

We can wish you nothing better for the New Year than an
EDISON AGENCY . . . WRITE US ABOUT IT

Texas-Oklahoma Phonograph Company
DALLAS, TEXAS

2025 JACKSON STREET

SOLD "SCENERY" WITH PHONOGRAPH

Western Dealer Finds Setting Off of Console Models With Mirrors and Table Lamps Opens Up a New and Worth-while Source of Profit

A prominent music merchant in a mid-Western city, in arranging his establishment in a manner most calculated to win trade, decided that he could move some slow-selling console styles of talking machines if he displayed them in a manner that would give the customer some idea of how they would look in the living-room. He accordingly furnished several booths with elaborate floor coverings, easy chairs, and then secured several console mirrors and electric table lamps to set off the machines.

It was one idea that had unexpected results, for the first customer to be introduced to the machine insisted on buying both the mirror and the lamp with it. The second and third customers became equally impressed with the attractive arrangement and made the triple purchase with the result that the dealer ordered a dozen mirrors and as many lamps and began advertising them in a combination offer that secured the full price for the machine and brought profitable prices for the lamps and mirrors.

The interesting part is that the clever arrangement moved quickly a number of console models in odd finishes that had remained on the floor of the store for some months. Also between \$15 and \$20 additional profit was made on each combination sale of machine, mirror and lamp, and the combination has now become a regular feature of the establishment.

Perhaps if some other dealers would discontinue the practice of giving various articles free with machines, thus actually cutting prices, and instead think up similar attractive combinations, the goods would move just as fast or faster and the additional profits would make the venture most attractive and the good-will thus created would be a further sales aid.

MUSIC ROLLS AS A SIDELINE

Talking Machine Dealers Tying Up Record Business With Rolls and Boosting Profits

Talking machine dealers are finding music rolls a profitable sideline, according to George H. (Jack) Bliss, manager of the Eastern division of the United States Music Roll Co., with headquarters in New York, who backed up this statement by pointing out that many retailers are adding rolls. The clever talking machine dealer can tie up his record business to music rolls and profit by the sale of both, declared Mr. Bliss. The best method of exploitation is the placing of a half dozen or a dozen rolls in a small special showcase on top of the regular service counter. To purchasers of rolls the salesman can suggest that the same musical number can be obtained on records and vice versa. The expense involved in installing a music roll sideline is very small and, with little effort, the turnover is rapid enough to give the dealer a substantial profit on his investment. Furthermore, the announcements of the latest roll releases can be placed in the same envelopes which bear the record supplements to customers, thus eliminating mailing cost insofar as the rolls are concerned.

UNUSUAL VICTOR RECORD LIBRARY

One of the most remarkable record libraries in the country is that accumulated by George C. A. Hantelman, 718 West Market street, Akron, O. Mr. Hantelman has been gathering Victor records of the better music for ten years and his library now is composed of about 2,200 records. The unusual feature of the collection is the wealth of descriptive and explanatory matter which Mr. Hantelman has collected and pasted in the record albums. This includes photographs of artists, opera plots and exhaustive data pertaining to the composers and recorders of the selections.

TURNER MUSIC CO. FORMALLY OPENED

Musical Program and Distribution of Prizes and Souvenirs Feature Opening of Attractive St. Petersburg, Fla., Branch of the Company

ST. PETERSBURG, FLA., December 7.—The fine, new establishment of the Turner Music Co. was formally opened here in November with a musical program and the distribution of prizes. The leading orchestras of the city played during the afternoon and evening and a real musical treat was given to local music lovers. Souvenirs, consisting of roses and copies of sheet music, were distributed to the ladies present. Prizes, consisting of a portable phonograph, six Brunswick records and another prize of three Brunswick records, were given to lucky visitors at the close of the evening program. Among those present at the opening was N. B. Duke, Florida representative of the Brunswick Atlanta branch.

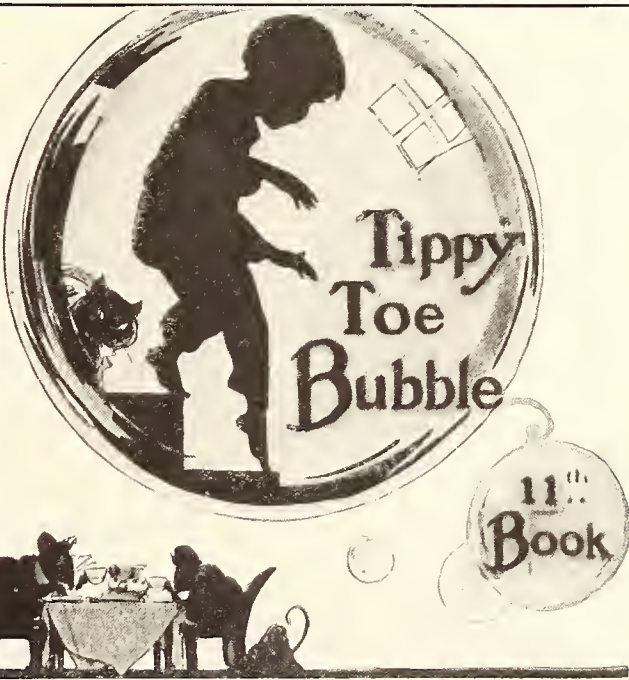
The store is one of the most attractive in this section. There are three large booths on the first floor, presenting very much the appearance of small bungalows, as well as a striking display of Brunswick phonographs. A feature of these booths is the fact that they have been designed and constructed so that during the day no artificial lighting is necessary. Fixtures and service facilities are the most modern obtainable and present the last word in up-to-date merchandising facilities.

W. B. Word, manager of the store, is a talking machine man of wide experience, and the sales organization also is composed of persons of ability and experience.

TO HANDLE TALKING MACHINES

The Brown Furniture Co., with a large store at 135-139 East Fifth street, Dayton, O., is at the present time establishing a piano and talking machine department there. The lines to be handled have not yet been announced.

THE delightful picture in this ad—from the cover of the 11th Bubble Book—was shown in the November issue of Children's Royal in an article entitled "Music Attuned to the Ears of Youth."



Children's Royal Tells Your Customers About Bubble Books

BUBBLE BOOKS at once sing themselves into the hearts of children. They need no other introduction than a first hearing. After that the children demand one after another of the fourteen Bubble Books "that sing."

To win that first hearing Bubble Books are continually brought to the attention of parents through advertisements and editorials in the magazines they read. (See the adjoining quotation from Children's Royal about Bubble Books.)

Introduce Bubble Books to the children of your customers through the attractive free dealer helps that catch their eyes. Ask us about Bubble Book Hour. It will bring parents and children to your store in flocks. Remember, an introduction means fourteen sales.

HERE'S what Children's Royal says about Bubble Books:

"... Great, however, as is the aid which books may give to those who would further the musical training of the child in the home, it is slight in comparison with that offered by the phonograph. *The Bubble Books*, of which fourteen have already been published by Harper, while others are in preparation, begin with these very rhymes of the nursery and carry their melodies to the very ears of infancy. Each book contains three diminutive records, which may be played on any phonograph, of rhymes, singing games, or songs, sung by voices such as children love, together with the printed words of the songs or stories, or directions for playing the games, and pleasing picture-book illustrations in color. Cows "moo," horses whinny, crows caw, and countless other animals make those sounds so arresting to the infant ear in these records, and voices of excellent quality sing the melodies."

Bubble Books "that Sing"

Retail at \$1.00 with three records
By Ralph Mayhew and Burges Johnson

Illustrated by Rhoda Chase

WHEN you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROS., Bubble Book Division

49 EAST 33rd STREET

Established 1817

NEW YORK CITY

← 1 9 2 3 →

The Bagshaw Needle business for 1923 has been **DOUBLE** that of 1922. This notable achievement has been made possible through the progressiveness and intelligently directed energy displayed by our customers. Their cooperation is deeply appreciated.

It is a gratification for us to know that our success must necessarily be only a reflection of that enjoyed by all our customers.

Ending 1923

← 1 9 2 4 →

Beginning 1924

Standing at the portal of a New Year, we share the very evident determination of our customers to maintain for the ensuing year the same steady increase in sales volume, which must mean better business for both of us.

Bagshaw Needles have been successful for you and for us, because they insure complete customer satisfaction. Let us all pull together for

A SUPER-PROSPEROUS NEW YEAR

W.H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

SUITE 1214

NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

YOUR SINCERITY

Sincerity of purpose is not only a fine thing, in itself, but as a *business builder* it has no equal. Particularly when, as in your case, that purpose has been to keep the interest of your customers foremost—to give them at all times the highest quality of merchandise—to justify in every respect their confidence in you and in your establishment.

It has been your sincerity of purpose during 1923 that has made new customers and held old ones—that has brought to you the well-merited measure of prosperity which you have enjoyed. We, as well, have been the grateful beneficiaries. You, by giving your customers "quality first" have necessarily created increased sales of Brilliantone Steel Needles.

Your 1923 sincerity of purpose definitely charts your course for 1924—which will mean more business and better business for all.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Three Melody Hits— "You can't go wrong—With any 'FEIST' song"

**SONG
of
LOVE**

*That beautiful Waltz
Melody from
"BLOSSOM TIME"*

**WONDERFUL
ONE**

Paul Whiteman's
Sensational
Waltz Hit

**"JOURNEYS
END"**

McCarthy & Tierney's
BIG HIT from "UP SHE GOES"

OGDEN

*Yuletide Activity Under Way—
Retailers Add New Lines—Glen
Bros.-Roberts to Open New Home*

OGDEN, UTAH, December 6.—Business has responded quicker to the improved conditions of the Fall in payroll towns of Utah, Idaho and Wyoming than in towns and communities supported by agriculture. Although the farming centers have not reacted so readily Edison dealers report good business, with the holiday trade brisker than since the period of depression following the war. This was the comment of T. C. Hutchison, of the Proudfit Sporting Goods Co., Edison distributor for this territory, who said that Idaho, in particular, is in the midst of a trade revival that is already being felt by talking machine dealers.

Among the new Edison dealer accounts opened by the Proudfit Co. are the Jones Phonograph Shop, Ogden; T. C. Martin Music Co., Pocatello, Ida.; Adolph Biancane, Elko, Nev.

W. C. Carnes, formerly with one of the leading music stores in Minneapolis, has become manager of the Sampson Music Co., Edison dealer, of Boise, Ida.

R. H. Embrie, Edison dealer, of Kemmerer, Wyo., reports excellent business conditions.

Henry Chipp, of Rock Springs, Wyo., says that the coal miners are buying talking ma-

chines for the family Christmas presents. Mr. Chipp is an Edison dealer.

Colwell & Spargur, Edison dealers, of Twin Falls, Ida., have dissolved partnership. Ray Spargur is now in the drug business in Casper, Wyo. Paulson Jewelry Co., of Burley, Ida., reports an active Fall business in Edisons.

Glen Bros.-Roberts Music Co., of Ogden, is enjoying a large volume of business in its new home. The company is preparing for a formal opening in the near future. The concern's splendid new store is a distinct addition to Ogden music circles. W. H. Manning, director of the Weber College School of Music, has already started to use Glen Bros.' large music hall, where he conducts classes in music appreciation. The interior of the store is finished in cream and pale blue enamel. The first floor contains the sheet music and small goods departments toward the front. Near the middle is the record room. This room is presided over by Miss Bertha Monson. A special band instrument room, booths for phonographs, display and demonstration, music roll shelving and demonstration room are to the rear. On the mezzanine floor is the office of George S. Glen, the president; the store's business office, piano display quarters and player-piano demonstration booths. The next floor is a music hall, capable of seating 250, with permanent stage, grand piano and Ampico demonstration rooms. T. J. Holland, sales manager, said that in the new home, with more commodious facilities, the company anticipates a record holiday business. Already Christmas shoppers have been visiting the new store and making early purchases.

Ezra Jones, of the Jones Phonograph Shop, has added the Edison line of phonographs. He also handles the Brunswick and Sonora lines. He reports excellent business in records.

Williams Music Co. now handles the Banner line of records. This company sells the Steger and Pathé phonographs and reports increasing business over the past few months.

Browning Bros., Brunswick dealers, are contemplating several changes in the phonograph department, including new quarters. Glen Thomas, manager, says the new Banner records are meeting with wide favor.

C. E. Armstrong & Co., dealers in Edison and Pathé machines and Edison, Pathé and Actuelle records, report satisfactory conditions. The holiday business promises to be large at this busy establishment.

The Brunswick banquet held at Salt Lake City on the evening of November 26, in the Newhouse Hotel, was attended by Ogden dealers and salesfolk as follows: Ezra B. Jones, M. L. Jones, Misses Lillian Peterson and Ruth Nelson, all of the Jones Phonograph Shop, and Thomas J. Holland, the Misses Bertha Monson, Adelaide Ashton and Laurine White, of the Glen Bros.-Roberts Piano Co. Among the speakers were G. C. Spratt, district manager of the Salt Lake Brunswick offices, and Robert Perry, the Brunswick field representative.

FIRST PRIZE FOR WORLD BUILDING

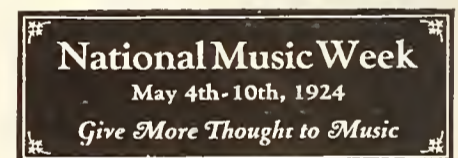
Building at 383 Madison Avenue in Which World Offices Are Now Located Secures Award From the Fifth Avenue Association

The strictly modern character of the new quarters of The World is evidenced by the fact that the building at 383-Madison avenue, New York, in which The World offices are located, was awarded the first prize for new buildings, a gold medal and diploma, by the Fifth Avenue Association. The building, a twelve-story structure, occupies the entire block from Forty-sixth to Forty-seventh streets on Madison avenue, and is designed in modernized Renaissance style, the avenue front being entirely of Indiana limestone. The diploma goes to Cross & Cross, the architects.

NEW MUSIC WEEK STICKERS READY

Designed for Use of Trade in Advertising National Music Week of 1924

The National Bureau for the Advancement of Music has had printed a large quantity of gummed stickers in attractive colors bearing the



New Music Week Sticker

legend: "National Music Week, May 4-10, 1924. Give more thought to music," which are intended for the general use of the trade in advertising next year's National Music Week. The stickers are to be attached to letterheads, envelopes and other advertising literature sent out by music houses. They will be supplied in suitable quantities upon request to any member of the music industry desiring to use them.

E. G. EVANS ENDS BUSY TRIP

Edward G. Evans, well-known member of the sales staff of C. Bruno & Son, Inc., Victor wholesaler, New York, accompanied by Mrs. Evans, recently took a flying trip in their Dodge car up through the Hudson and Mohawk Valley. Object: to shake hands with the Bruno Victor retailers in that territory. Mr. Evans reports that his supply of order books was well used up, concrete evidence of the excellent conditions in that territory.

ADDS TWO STORIES TO BUILDING

KNOXVILLE, TENN., December 6.—The J. V. Ledgerwood Music Co., of this city, has announced plans for the addition of two stories to the building which the concern now occupies. This is the fourth expansion of this firm.



The demand of the public for the NEW EDISON was never greater. The models never more artistic. The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

ALBUM SETS

An Okeh Idea!

A few months ago, the General Phonograph Corporation released the first and only *complete* recording of Schubert's "Symphony in B Minor" on three double-face imported ODEON recordings contained in a specially prepared album. The great demand for this original album set was so quickly evident and the sales were so noticeably steady, that we were encouraged to prepare additional sets along similar lines. Okeh had again taken the right step in the right direction!

To date we have released the five album sets listed below. Each set consists of three double-face records contained in a handsome black leatherette album attractively imprinted and bearing on the inside cover an interesting story pertaining to the selections or the composer. Album sets have a proven appeal to record-buyers—an appeal that is going to be very much stronger around the holiday season. Place your orders for these sets now! Make the most of this new, exclusively Okeh opportunity for increased holiday sales and profits!

Schubert's
Symphony in B Minor
"THE UNFINISHED SYMPHONY"

THE first album set; three imported 12-inch double-face ODEON recordings containing the first and only *complete* recording of Schubert's famous masterpiece. It is beautifully interpreted by one of Europe's well-known musical organizations—the Orchestra of the German Opera House, Berlin, under the direction of the internationally famous conductor, Eduard Moerike. *Retail price, complete with album.....\$5.00*

Von Weber's
Der Freischütz and Oberon
OVERTURES

ANOTHER rare record importation that is rapidly being sold throughout the country to lovers of fine music—the *Overtures* to Von Weber's operas *Der Freischütz* and *Oberon* on three 12-inch double-face ODEON recordings. These beautiful compositions are also made especially desirable by the superb interpretations of the celebrated Eduard Moerike and the Orchestra of the German Opera House, Berlin. *Retail price, complete with album.....\$5.00*

Orchestral Selections from

Carmen

IN this special album set of three 12-inch double-face imported ODEON recordings are incorporated six of the most desirable orchestral selections from the opera *Carmen*. The great American popularity of *Carmen* combined with the exceptionally fine renditions of these selections by the accomplished Dr. Weissmann and the Orchestra of the State Opera House, Berlin, will make this set a much-prized addition to any library of classic music. *Retail price, complete with album.....\$5.00*

Rare Record Set

THIS set has been specially prepared in time for the holiday season. It is comprised of six well-known beautiful selections rendered by famous musical organizations of Europe on three 12-inch double-face ODEON recordings. Contained in their rich-looking album wrapped in appropriate holly paper, they become the ideal holiday record gift. *Retail price, complete with album..\$4.00*

"Fairy Tales of Long Ago"

THE album set that will have a strong, immediate appeal to those who seek an unusual Christmas gift for young children is "Fairy Tales of Long Ago." The set is comprised of six charming fairy-story selections written by Elsie Jean, the famous writer of stories for children, and sung by Ernest Hare and Joseph Phillips. The three 10-inch double-face Okeh Records are contained in a very attractively illustrated album that will appeal to the kiddies. *Retail price, complete with album.....\$3.00*

Buy Okeh Needles!

Odeon
RECORDS

Recorded in Europe;
manufactured in the
United States by the
makers of the famous

Okeh
RECORDS

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York

The NEW Columbia is superior

*Hearing
is believing*

There's beauty in every model.
Whether it be upright or console, each New Columbia cabinet wins enthusiastic admiration. Rare craftsmanship and artistic ability are apparent in every line.

COLUMBIA PHONOGRAPH COMPANY
New York



OMAHA

*Drop in Temperature Speeds Up
Christmas Business—Schmoller-
Mueller Co. Buys National Co.*

OMAHA, NEB., December 6.—During the last two weeks the temperature has dropped to quite an extent and buying has increased considerably. Possibly the colder weather has brought a realization of the nearness of Christmas, and that has helped to speed up business. At any rate, things look much brighter than they did ten days ago and the music dealers are all ready for their Christmas campaigns.

The largest deal in the music trade circles in Omaha that has been consummated for some time is the purchase of the entire stock and fixtures of the National Music Supply Co., Victor dealer, at 1907 Farnam street, which was going out of business on account of dissolution of partnership, by the Schmoller & Mueller Co. The National Music Supply Co. was an old firm, having been in business in Omaha for many years. The Schmoller & Mueller Co. is now an authorized Victor dealer.

William A. Schmoller, president of the Schmoller & Mueller Co., announced that the personnel of the National Music Supply Co. would be given positions with the Schmoller & Mueller Co.

The Ed. Patton Music Co., one of the local dealers supplied by the Mickel Bros. Co., Victor jobber, has a very interesting Victor window. Two models, loaned for the exhibit by the Victor Co., are on display. One is a model of the first type of Victrola made and the other a Victrola No. 130, especially built for the San Francisco World's Fair. According to Manager Topping, of the talking machine department, this exhibit has attracted considerable attention.

Local record dealers generally report increased sales of Sousa records due to the appearance of the famous band here in concert on November 24. An afternoon as well as an evening performance was given and both were very well attended. Several banquets were held in honor of Mr. Sousa.

Both Frank Resnick, of the Union Outfitting Co., and Miss Lois Ferrin, manager of the talking machine department of the Burgess-Nash Co., report a good sale of Brunswicks during November.

Schultz Bros., Edison jobbers, are showing some very artistic Christmas displays in their windows, as well as making some particularly attractive Christmas offers. They report that their out-State trade during November has been up to the average and indications point to a big holiday retail trade.

P. G. Spitz, manager of the phonograph de-

partment in the Brandeis Stores, has just returned from a business trip to New York and points East. The wife of Mr. Spitz has recently been very ill, but is now convalescent.

J. E. Conley, formerly with the Des Moines Life Insurance Co.'s Omaha agency, is now salesman in the talking machine department of the Brandeis Co. D. Curtis, formerly with the Schmoller & Mueller Co., has also joined the Brandeis force. Mr. Corey, one of the Brandeis salesmen, has left that company and is now with the Mickel Bros. Co., of this city.

Willard Duning, wholesale representative of the Starr Piano Co., Richmond, Ind., for Nebraska and Iowa, is opening an office and retail store at 405 South Fifteenth street, where Genett records and Starr phonographs will be featured. Mr. Duning states that he will not have all of his office fixtures nor a permanent lease before the first of the year.

R. C. A. ELECTROTYPE BOOK READY

R. C. A. Dealers Receive Copy of New Cut Book—Valuable Suggestions as to Their Use

The publicity department of the Radio Corporation of America, New York, has just issued a complete electrotype book for the exclusive use of R. C. A. distributors and dealers. There is presented in this book a complete array of advertising helps, including halftones and line cuts in various sizes for practically every item in the R. C. A. line. Mats of complete advertisements with additional copy suggestions are also included. A paragraph on the cover of this book states: "Local advertising is the connecting link between our national campaigns and your store. The public must be told where it can buy R. C. A. Radiolas, Radiotrons and other apparatus. Let pictures tell the story—an illustrated advertisement sells apparatus. A good reproduction has far more appeal than mere text. The advertising that pulls contains cuts, and the cuts are yours for the asking."

ARNOLD-EDWARDS FORMAL OPENING

Jacksonville Co. Holds Week Celebration in Dedicating Its New Warerooms

JACKSONVILLE, FLA., December 6.—A week of celebration was completed here recently by the Arnold-Edwards Co. as a formal dedication of its new building at 127 West Adams street. Decorations including special theatre lights and large vases of flowers added to the festive appearance of the establishment, many of the floral sets coming as donations from local institutions and national music houses.

During the first evening of the dedication a concert was given on the balcony by the Arnold-Victor Orchestra, while in the recital hall on the third floor there was an artistic program, and in the Ampico room, on the same floor, another concert was featured. With a slightly raised stage at one end of this floor, a small concert hall is afforded which has a seating capacity of one hundred and fifty persons. The first two floors are devoted to instruments.

Edison Is Always First!



The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

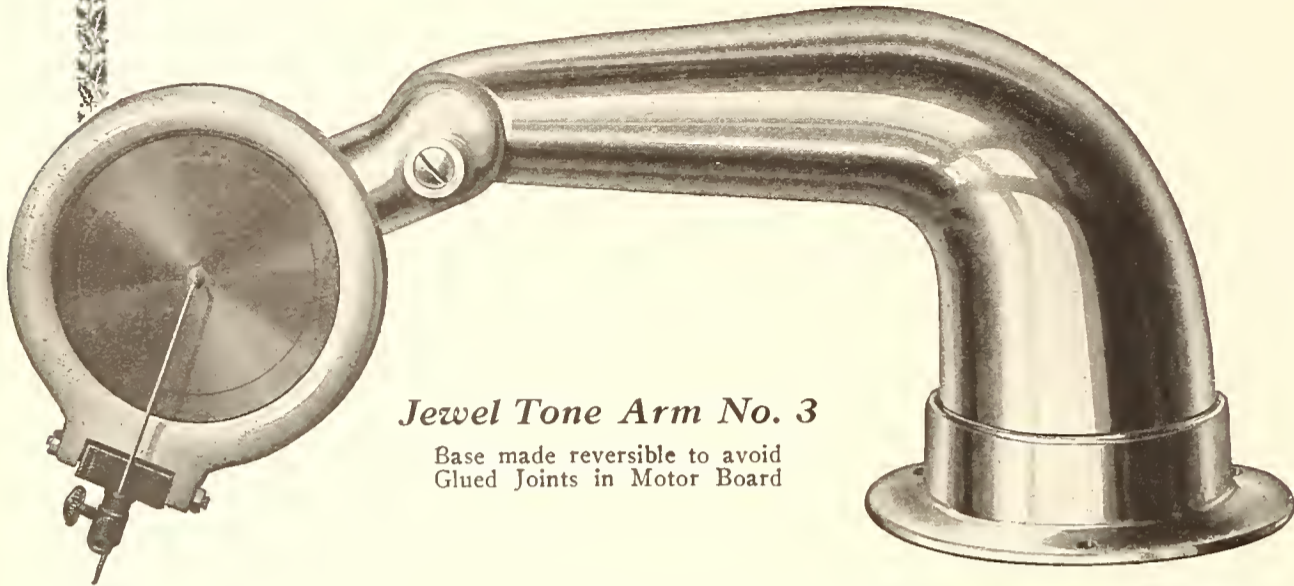
16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

The Jewel-Tone

Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board

Greetings

In closing the greatest year in our history we thank the trade for its patronage and confidence. It is our earnest hope that 1924 will bring to every member of our industry happiness, joy and prosperity

Original and Exclusive Features

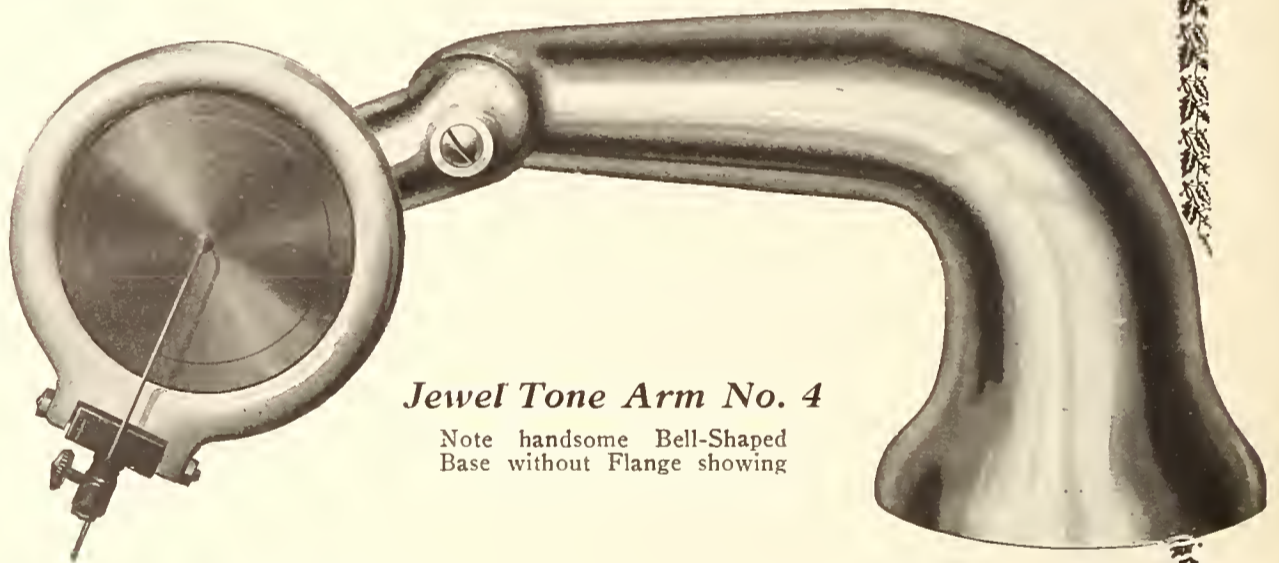
Play Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

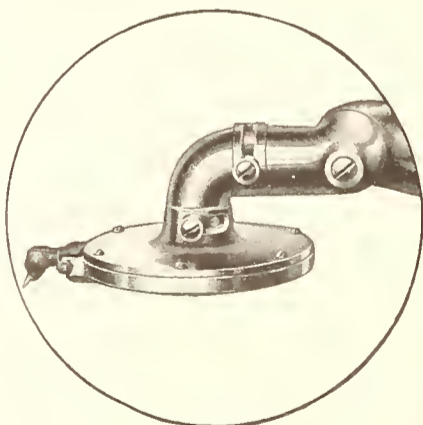
**Personal Duletide
Greetings to the
Trade from**

The Jewel Phonoparts Co.'s
complete organization.

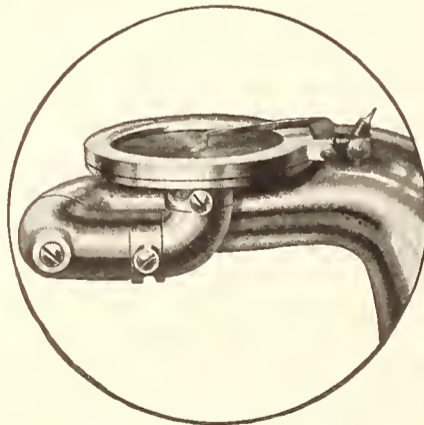


Jewel Tone Arm No. 4

Note handsome Bell-Shaped
Base without Flange showing



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

EILEEN

You can't go wrong with any FEIST song

IRISH FOXTROT BALLAD

Ei - leen, Ei - leen Ma - cush - - - la mine

© 1923 Leo. Feist, Inc.

MADE IN THE USA

KANSAS CITY

Dealers Making Use of Manufacturer's Publicity—Year-end Sales Promise to Be Big—Changes in the Trade and News of the Month

KANSAS CITY, Mo., December 7.—This city has been frequently criticized as lacking in musical appreciation, but when high-class music was presented in an attractive way in "Blossom Time" the two past weeks the Wunderlich Piano Co. reported that the sale of records of music from "Blossom Time" was so great that it was impossible to keep it in stock.

Dealers Using Victor Publicity

The J. W. Jenkins Sons Music Co. reports that little Christmas pamphlets attractively gotten up by the Victor Co. with the holiday season in mind, one giving a list of records and one illustrating a variety of Victrolas, have been very well received by the dealers in this territory, showing that they do oftentimes use freely the advertising material which is sent to them. This wholesaler also reports that the console models of Victrolas are in great demand. The tendency is to buy the popular-priced Victrolas.

Claude Barricklow, of Great Bend, Ind.; Fred Kaiser, of Ottawa, Kan., and Paul Lanning, of Ossawatimie, Kan., Victor dealers, were in Kansas City the last week in November, looking over the stock at the J. W. Jenkins Sons Co., preparatory to buying for Christmas trade.

Edison Year Closes With Rush

J. H. Cropp, sales manager of the Edison Shop, said that the store had had splendid business in November and that the outlook as regards the Edison line is exceptionally bright, with an unprecedented holiday trade a certainty.

Holds "Victrola Week"

The J. W. Jenkins Sons Music Co. recently staged a "Victrola Week." Special advertisements in the daily papers and window displays attracted much attention. One window featured grand opera records by having miniature dolls representing singers in the leading rôles of the operas in costume arranged in strikingly dramatic attitudes. Many sales resulted, according to Burton J. Pierce, head of the Victor department. Some of the Victrolas purchased are for Christmas gifts and are to be held for Christmas delivery.

Brisk Demand for Okeh Records

According to the Artophone Co. business is very good. In fact, it finds that it has almost more than it can do with an unusual run at the present time on Okeh records for Christmas. Some new Kansas City records made by the local artists, Bennie Moten's Orchestra, Mary Bradford and Ada Brown are going very well.

Edison Dealers Winding Up Busy Year

The Phonograph Co., Edison distributor, with headquarters in this city, is a busy place these days taking care of its dealers, who are already busy with holiday sales. Both machines

and records seem to be moving in a most satisfactory manner, and there is no doubt that when the calm after the storm comes in January dealers will look back with satisfaction to a year of steady progress.

Music Box Featuring Victor

The stock of the Talking Machine Co. at Eleventh and Main streets, bankrupt, which was bought by Mrs. Edward Zola some months ago, has been gradually cleaned out and this is now an exclusive Victor store under the name of the Music Box. Miss Frances Enoch, who was with the J. W. Jenkins Sons Music Co., is at the head of the Red Seal department. M. C. Dalrymple, formerly a retail merchant, is the business and advertising manager.

Holiday Drive Under Way at Jones Store

The music department of the Jones Store Co. is staging a special sales drive for the holiday season. The company also carries a line of Sonora and Victor machines, which are selling well through the Christmas club plan.

Kimball Co.'s Advertising Profitable

J. D. Mahaffey, advertising manager of the Kimball Co., says that they have done more

business in the last ninety days than during any similar period in the history of the firm. This is, he feels, due to an intensive advertising campaign. The Okeh records of popular music are going particularly good just now.

Victor Dealers to Meet

There will be a meeting of Victor dealers who are served by the J. W. Jenkins Sons Co. at the Baltimore this month. Miss Marie Finney, of the educational department of the Victor Co., will be here at that time to give a lecture upon the educational value of the Victrola. A large attendance is expected.

News Gleanings in Brief

William Olney, formerly with the Victrola department at the Leader department store, St. Joseph, Mo., is now with Abbott & Troyer, prominent music house of that city.

Miss Rosalie Kout, of Topeka, Kan., has taken charge of the phonograph department at Rohr's, that city.

Miss Aileen Stanley, Victor artist, entertained the local Victor dealers at their last meeting.

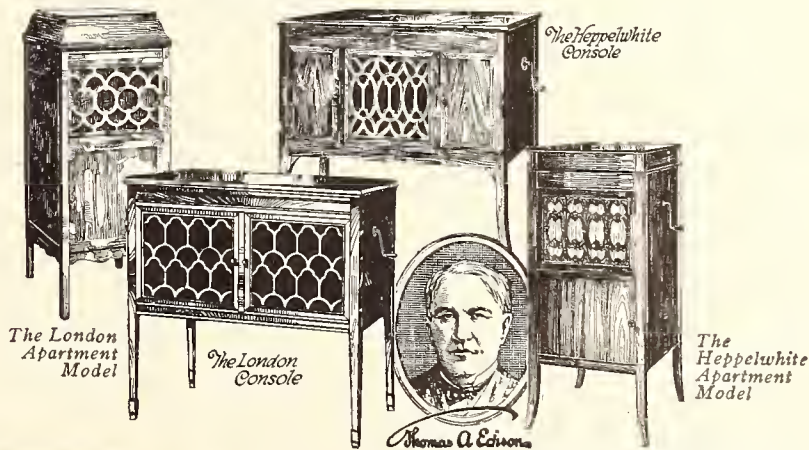
George Price, Victor artist, was in Kansas City recently and visited dealers. He appeared at the Shubert in the "Spice of 1922."

Miss Belle Baker, Victor artist, appeared at the Orpheum and Feodor Chaliapin appeared at Convention Hall recently.

Other Victor artists who will be in Kansas City soon are Paul Whiteman's S. S. "Leviathan" Orchestra and Sousa's Band.

How EDISON Meets the Popular Price Demand

Four Winners Ranging in Price from \$100 to \$175 list

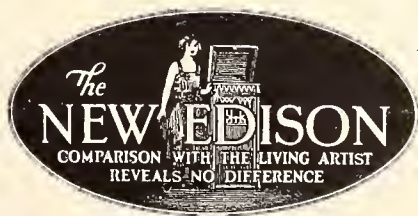


A few good dealer territories open in Missouri, Kansas and Oklahoma

Write

The Phonograph Co.

1215 McGee St.
KANSAS CITY, MO.



Dealers who hear the
NEW EDISON in
side-by-side comparison
with other phonographs
invariably select the
NEW EDISON for
their *own homes*.

And the dealers' cus-
tomers, when given the
opportunity of side-by-
side comparison, make
the same choice.

Dealers who hear the
NEW EDISON in
side-by-side comparison
with other phonographs
seek the **EDISON** Rep-
resentation

—because it is easier to
sell the product they
know to be the best.



THOMAS A. EDISON, Inc.

Orange, New Jersey

Brooklyn Holiday Trade Grows Apace

Christmas Savings Funds Being Distributed by Banks—New Accounts Opened—Live Dealer Cashes in on Small Window—The News

Business throughout Brooklyn and Long Island territory is particularly good and both jobbers and retailers seen by The World expressed themselves as pleased with the general upward trend in conditions. One prominent retailer recently commented upon the fact that never in all his experience in the talking machine industry had initial payments been higher or the average sale totaled as much in dollars.

That the talking machine dealer will come into a good share of business during and after the holidays is the view of one prominent Brooklyn jobber. He bases his opinion on the reports of the banks concerning the amount of money deposited in the Christmas Savings Fund, which was distributed by the banks on the first of December. In the Borough of Brooklyn alone there was a total of two million dollars in Christmas funds, while in Greater New York over five million dollars were held on deposit, the total savings throughout the country amount to \$40,000,000 as against \$19,000,000 at this time last year. This money represents a distinctly different form of savings as compared with ordinary bank deposits. Since it is limited as to the time it may remain in the banks and must be withdrawn at the time specified, it stands to reason the talking machine dealer will profit by the release of this money and come in for a fair share of business from those who receive various sums at this time. While it is not possible to tell exactly who the people are having these accounts, prospects can be followed closely, and when the money becomes available, inasmuch as they have already been approached by the dealer and they are in a very receptive mood, the money being on hand, what could be more ideal?

Making Some Fine Sales

A. Lesser, 631 Sutter avenue, Brooklyn, has recently made some unusual sales of Victor machines. One of his best sales was that of a Louis XVI period model to M. Lapidus, prominent local shoe manufacturer, who turned in a \$250 Victrola, which had been in his possession

for two years, in order to secure the more expensive instrument. Mr. Lapidus, by the way, is an enthusiastic collector of records, and he has one of the finest Victor record libraries in the city. Mr. Lesser is one of the liveliest dealers in the Long Island territory, and his aggressive merchandising methods have been instrumental in building up a large business in Victor machines and records.

New Sonora Accounts

The Long Island Phonograph Co., Sonora distributor in the Brooklyn and Long Island territory, has been enjoying a fair business during the past month. A number of new accounts have been added during this period, including M. Brody, 1042 Central avenue, Far Rockaway; the Parkside Music Shop, 2241 Parkside avenue, Brooklyn, and the Flatbush Music Shop, 1533 Flatbush avenue, Brooklyn. The last-named concern, of which Thomas Swire is the proprietor, now handles three lines, namely, Sonora, Brunswick and Columbia phonographs.

Jack Sachnoff Opens Store

An attractive new talking machine establishment has recently been opened at 416 Sutter avenue, Brooklyn, by Jack Sachnoff. Modern fixtures, including record demonstration booths, racks and service counters, have been installed. The store is in a good location and Mr. Sachnoff is preparing to capitalize on this fact by going out after business in an active and determined manner.

Good Victor Business

That the retail Victor trade is in a prosperous state is indicated by the fact that the American Talking Machine Co., Victor distributor, with headquarters in Brooklyn, is closing a banner Fall and Christmas business. It is expected that when the holidays are over the dealers will be in a position to look back at a very satisfactory sales volume.

Makes Small Windows Pay

The talking machine department of the Sterling Piano Corp. is overcoming display difficulties of small windows by arranging very simple exhibits. Although the objects featured in each window are few the ensemble is always artistic and sometimes so unusual as to almost compel passers-by to stop for a look. Recently a very attractive display consisted of one Victor console and an upright machine. The only other objects in the window were, perhaps, a dozen especially prepared placards featuring some of the latest Victor records. A local sign-painter's services are utilized for the making of these placards and their use in the windows



New Releases Monthly

A. CENTONZE MUSIC CO.
PUBLISHERS

Distributors and Jobbers in
RECORDS and PIANO ROLLS
174 Johnson Avenue Brooklyn, N. Y.

JUST OUT

Cuore Ideale	Waltz
Birichina	Mazurka
Fantasia Notturna	Mazurka

has been found very effective in drawing the attention of passers-by to records.

Aeolian Co. Has Successful Year

A very successful year has been enjoyed by the Brooklyn branch of the Aeolian Co. on Flatbush avenue. Each month has been a little better in point of sales than the same month last year, according to Manager Davis. Regular advertising and attention-compelling window displays have been the two big factors in the good business enjoyed by this progressive house. The advertising of this company has appeared in the local newspapers regularly throughout the year. The large windows of this concern offer unusual facilities and this has been taken advantage of. Some of the best window displays of the year in the talking machine trade in Brooklyn are credited to the skillful work of the Aeolian Co. forces.

Live Methods of Brooklynite Win

Talking Machine Department of Batterman's Store Averages Twenty Machine Sales Each Day as a Result of Efficiency and Work

The careful selection of sales people, intensive canvassing and advertising have been instrumental in making the talking machine department of Batterman's Department Store, Brooklyn, one of the most profitable and important branches of the business. An average daily sale of twenty instruments and a growing demand for records bears out this observation.

How Salesmen Are Judged

The selection of salesmen has a direct bearing on the success of any mercantile enterprise and is, therefore, of the utmost importance, according to F. J. Ennis, manager of the talking machine department, who speaks with the authority of experience and success in picking the right type of men. Personality, energy and determination are the three most important factors which contribute to results by salesmen. At this establishment men who have been in the sales end of the talking machine business and who have the necessary qualifications are, of course, preferred, but experience in this line is not made a prerequisite of employment. Eighteen men compose the outside sales organization of this department, and they are making good in a big way. They were selected because they possessed the three qualities mentioned above and in addition knew or had the intelligence to quickly grasp the fundamental principles of selling talking machines.

Canvassing the Big Force

The success of this department also is due in a large measure to the intensive canvassing of the large outside sales organization. Day after day these men are scouring their territories for business, and, as is natural where such persistent and sustained efforts are resorted to, they

(Continued on page 74)

"The favorite instrument of Holiday buyers"

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



*The Highest Class
Talking Machine in the World*

Our complete exhibit of the superb Sonora Period Phonographs is especially important during the Holiday season—bring your prospects.

*Write or call for information about
our 100% Sonora selling service.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

Merry
Christmas

1923

Merry
Christmas

and

A New Year of Renewed and Great Prosperity
To Our Dealers and Friends

Among our assets
we like to count
the only one that
money cannot buy—
your good will

**AMERICAN
TALKING MACHINE CO.**

356 LIVINGSTON ST. BROOKLYN, N.Y.

VICTOR DISTRIBUTORS



Briggs

METHODS OF LIVE MERCHANT WIN

(Continued from page 72)

get it. Prospects are followed up in a determined manner and they are not dropped from the list until the chances of ultimately making a sale are found to be nil.

The inside sales organization co-operates in a most effective manner with the outside men, a vitally important consideration. Working hours are an unknown quantity at this live department. Prospects that develop in the store during the day are followed up in the evenings and even on Sundays; thus no sales opportunities are overlooked. Each week the staff sets a sales quota and works hard to come up to the mark set. For example, on a recent Saturday the organization went out with the determination to dispose of fifty instruments in one day. To make a long story short, thirty-seven machines were sold, and the next day, Sunday, seven sales were added to this. These seven sales were follow-ups of inquiries received on Saturday. The organization fell short of the mark by six machines,

but the sales volume for that day shows what can be done when persistency and proper methods are used.

Extensive Advertising Helps

Considerable space is used in the local newspapers to broadcast the story of the talking machines and records, and week after week this publicity is demonstrating its value in creating business. As a result of the advertising drive Batterman's talking machine department has become widely known to the residents in Brooklyn and many of the surrounding communities.

Radio and "Talkers" Allies

The talking machine and radio departments of this concern are located side by side, and this has been productive of business for both departments, demonstrating to Batterman's, at least, that radio, if properly featured, works to the advantage of the talking machine business and not against it. This is demonstrated by an incident at the store recently. A man came into the talking machine department. He had not made up his mind whether to purchase a radio set or a talking machine. The salesman explained the

merits of the talking machines handled and then led the prospect over to the radio department, so that he could secure the necessary information on radio before making up his mind. Before leaving the store the man had purchased both. This has happened several times, according to Mr. Ennis, and it proves that even to the layman it is clear that the purposes of radio and the talking machine are different and each can be made a worth-while accessory to the home.

Another business-producing stunt at this store is the location of a record department on the main floor. The hundreds of customers who pass through the store during each day naturally are attracted to this department and many sales are made. A small talking machine is constantly sending out refrains of the latest music. In many instances inquiries are received at this special record department which have resulted in larger sales in the main talking machine department. Other features being planned include a special department for children's records and a German record department. The latter will be in charge of a salesman who speaks German to serve the many patrons of German origin who shop at the store.

Mr. Ennis, who recently came to this store from Stix, Baer & Fuller, St. Louis, is not unknown to the trade in Brooklyn and New York. He was formerly connected with Frederick Loeser & Co., Brooklyn, and Bloomingdale's, New York, and he has had wide experience in the talking machine field.

BOOK ON PHONOGRAPH CONSTRUCTION

Interesting Volume on the Design and Construction of Talking Machines Being Published by Bruce Publishing Co.

"Phonograph Construction," a book dealing with the construction of the component parts of the modern talking machine, by E. M. Winterbourne, of the New Mexico State Teachers' College, Silver City, N. M., has just been published by the Bruce Publishing Co., Milwaukee, Wis. The book has been written especially for the layman and technical terms are avoided. The work is developed in an interesting and instructive manner and should prove of value to those of the general public who are seeking enlightenment in this field, especially students of manual training in schools. There are six chapters devoted to the following subjects: "History of the Development of the Phonograph," "Designing the Cabinet," "Constructive Details of Cabinets," "Sound Amplifiers and Volume Modulators," "Wood Finishing" and "Equipment." "Tool Processes" are treated in rather a complete, though brief, manner in the appendix.

VINCENT'S MUSIC SHOP OPENED

Vincent's Music Shop, which opened recently at 3451 Fulton street, Brooklyn, carries a complete line of music goods, including pianos, phonographs, sheet music and radio supplies. The store is well appointed in the matter of store equipment and has already proved very popular with residents in this section.

O. W. RAY ON TRIP TO COAST

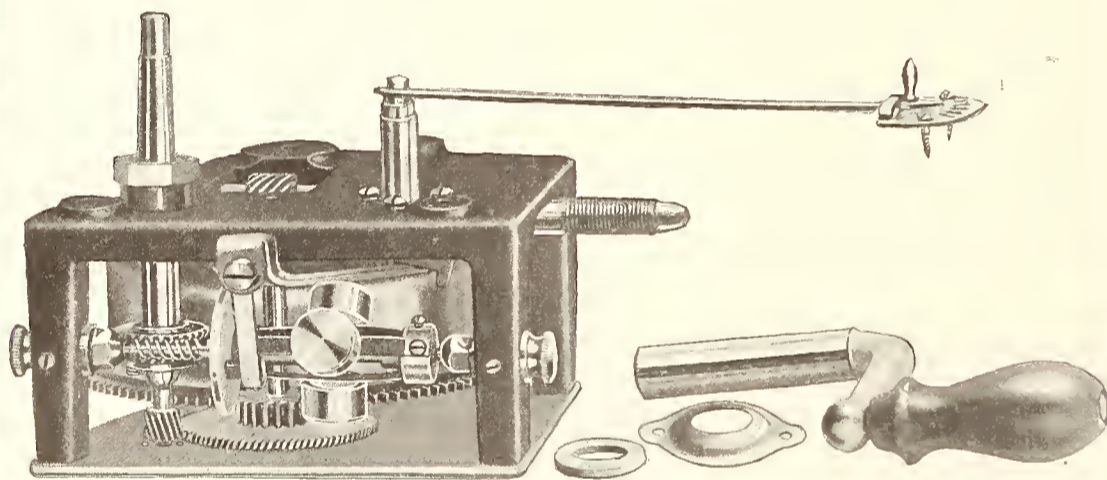
Oscar W. Ray, general manager of the wholesale Vocalion Red Record department of the Aeolian Co., left recently on an extended business trip to the Pacific Coast, in the course of which he will call on Vocalion record distributors, together with numerous dealers in the larger centers. He expects to be away from his office for several weeks.

REEDER STORE IN NEW WAREROOMS

CARLISLE, PA., December 6.—The D. N. Reeder music store has recently changed its location from the South Hanover street address to the building on North Hanover street, formerly occupied by the J. H. Trou Music House.

A REAL PORTABLE MOTOR

Model S. S.



Weight reduced to a minimum—compact—strongly constructed—absolutely silent and GUARANTEED TO PLAY TWO RECORDS.

The best in material and workmanship is found in this motor—one designed particularly for portable use and one that will give long and satisfactory service.

For Larger Machines

Model H. H.—a double spring motor guaranteed to play 5 records.

Model K. K.—a double spring motor guaranteed to play 3 records.

Further Information Upon Request

THE SILENT MOTOR CORPORATION

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861



Radio -

THE TALKING MACHINE DEALER'S FIELD for Additional Profits. A new field for greater business is offered to the talking machine dealer by radio. Without increasing overhead, radio enables you to serve new customers who otherwise might never enter your store. You will also get additional business from your old customers. Wide awake talking machine dealers in all parts of the country are handling the Crosley line of radio receivers and parts. Constructive, consistent advertising over a long period of time has created an ever increasing demand for Crosley instruments.

CROSLEY Better - Cost Less Radio Products

Exceptional performance that gives unusual satisfaction has made thousands of happy customers who tell their friends about results that their "Crosley" has brought.

Make up your mind now to get some of this business that is waiting to come to you.

Write for Complete Catalog.

This fully describes Crosley Instruments and Parts.

CROSLEY MANUFACTURING COMPANY

POWEL CROSLEY, Jr., *President*

1226 Alfred Street

CINCINNATI, OHIO

Crosley Model X-J, Price \$65

As an example of the exceptional value of all Crosley instruments, we illustrate the Model X-J. This is a four tube set combining one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification. We unhesitatingly claim that this is the most popular receiver in the United States today.

For those who desire additional beauty combined with excellent performance there is a handsome Crosley

Console Model X-L, Price \$140



A TUNE YOU CAN'T FORGET

Linger Awhile

by the writer of LOVE TALES



You can't go wrong with any FEIST song

The stars shine above you, — Yet linger a while

© 1923 Leo. Feist Inc.

BALTIMORE

Wholesalers Oversold as Trade Supplies Holiday Demand—Heavy Sales of Popular Records—Columbia Dealers Organize—The News

BALTIMORE, Md., December 9.—The talking machine business, insofar as the jobbers are concerned, is limited solely by the number of machines which they are able to supply the trade on oversold orders. Practically every jobber in this city has been oversold on the more popular types of machines for months.

Sold Out on Popular Victor Models

In commenting on this situation, I. Son Cohen, head of Cohen & Hughes, Inc., Victor distributors, said that he considered himself lucky if he could supply 10 per cent of his customers' orders for the popular types of machines. "As fast as we get the machines they are shipped or sent out to fill standing orders, and our business for many months has been run on the 'curbstone plan.' That is, we get the machines as far as the curbstone and send them out again without ever bringing them into the warehouses. "For a long time," he continued, "we have been satisfied to take care of our regular trade without seeking new fields and feel like 'patting ourselves on the back' when we can do this."

Wholesalers Experience Shortage

Practically the same situation exists with the other two local Victor jobbers, E. F. Droop & Sons and Eisenbrandt's. W. C. Roberts, manager of the former firm, said the demand for 80 and 210 types of Victors exceeded the supply by about 90 per cent and that this condition had prevailed with his house for many months.

Big Record Sales of Popular Numbers

Mr. Roberts, by the way, says he is the one responsible for the advance release of the record "Sleep" in Baltimore, which was put on sale here a week before other sections of the country. He knows the Waring brothers personally, and when they were advertised to appear at one of the local theatres he went to see and hear them and heard "Sleep," after which he arranged for the early release of the record here, which promises to establish a high-water mark in sales. "The first day it was put on sale in our retail department," said Mr. Roberts, "we sold more records than in any other twenty-four hours in the history of our store."

Cohen & Hughes also report having one of the biggest runs on this record in the history of the firm, over 6,000 having been sold in three days. Another record which Cohen & Hughes have been pushing with big results is the "Conundrum," or "What Will I Play Next." While this record has been on the market for some time, it has not been featured in this territory and results so far seem to indicate a big sale.

Brunswick Demand Exceeds Supply

The local agency of the Brunswick is another place where optimism over the outlook prevails

and the only sign of worry is occasioned by not getting the goods for delivery. "While we have caught up to some extent on deliveries," said Manager C. F. Shaw, "we are still behind on our orders for the more popular types of the Brunswick. This handicap, however, is more than offset by the wonderful increase in record sales, which have more than doubled in the past year, and every indication points to a better 1924."

Manager Shaw had his sales force here on December 3 for a meeting, at which he spoke and explained the efforts being made to take care of the holiday trade. A great friendly rivalry now exists among the Brunswick sales force as to which representative will make the best showing for the year. M. M. Kuhn, of the North Carolina district, is leading at present, having come to the front during the past month through signing up several stores in this section, among which are Colson & Covington, of Wadesboro; J. B. Bruton, of Lambertson, and Turner & Co., of Charlotte.

H. H. Sheldon, of the Baltimore district, is second through the signing up of Louis Mazor as an exclusive Brunswick dealer in his new store just opened at 512 North Howard street. Mr. Mazor, who conducts four other stores in the city, has fitted up his new store, which is in the Academy of Music Building, in a most elaborate manner.

D. W. Causey, Virginia representative, contributed the Brunswick contract of the Jefferson News Stand, of Charlotte, which will be under the management of Grafton D. Payne.

Columbia Headquarters Reopened

"Business never was better nor were we ever so rushed to fill orders as we are today," said W. H. Swartz, secretary-treasurer-general manager of the Columbia Wholesalers, Inc., distributors of the Columbia, as he greeted The World representative, with his sleeves rolled up, working in the mailing room trying, as he put it, "to catch up with the orders for that advertising record of the Columbia."

"We are simply swamped," he said, and are working practically day and night to keep the dealers supplied with the record. Orders are coming in by phone, wire and mail and dealers are ordering lots of 1,000 to 2,000 at a time. It is without exception the greatest advertisement ever put out by the Columbia, and the dealers are co-operating by asking all purchasers to read the statement on the envelope explaining the advantages of the New Process records and following up all sales with advertising matter.

Sales of the new \$150 and \$200 Columbia consoles have exceeded all expectations, according to Mr. Swartz, and it is impossible to supply the

demand for the \$100 type, the firm even going so far as to go into Canada and buy machines, paying the import duty, in order to meet demands.

"While we have been turning down applications for Columbia machines, preferring to take care of our trade first," said Mr. Swartz, "we have taken on a few during the past month, including one in Baltimore, that of the Knabe Studios, Inc., 309 North Charles street."

Cohen & Hughes Stage Tie-up

Cohen & Hughes, Inc., Victor jobbers of this city and Washington, D. C., took advantage of the recent appearance here of Balieff's "Chauve Souris" to stage a tie-up. Window strips were prepared for Victor dealers and these were effective in stimulating sales of the records made by these artists.

Another dealer help prepared by this live firm is the preparation of a special list of records appropriate as Christmas gifts. The list is holly bordered and is sized to fit the frames provided for dealers by the company at the beginning of the year. From time to time Cohen & Hughes have supplied the dealers with special strips for insertion in these frames. These inserts are designed to increase the sale of records. I. Son Cohen, president of the company, stated that more frames are available and will be supplied to Victor dealers upon request.

Fine Brunswick Window

William Sprinkle, head of the Sprinkle Piano Co., of Greensboro, N. C., was a visitor to the Brunswick agency this month and brought along a picture of a Brunswick window display in its store which attracted considerable attention, as well as business, during the two weeks it was on display. The display, which represented a miniature stage with automatic figures, was arranged by Mrs. W. H. Harrison, wife of the manager. Mr. Sprinkle, who controls stores in Winston-Salem, N. C., and Norfolk and Richmond, Va., is very optimistic over the outlook for business.

"Columbia Dealers of Baltimore" Organized

"The Columbia Dealers of Baltimore" is the name of a new organization which was perfected last month following the meeting of Columbia dealers at the Emerson Hotel earlier in the month as the guests of the Columbia Wholesalers, Inc. Officers were elected as follows: Leonard Trout, president; George Behm, vice-president; Arthur Stein, secretary, and Charles Seihler, treasurer. A constitution and by-laws committee was appointed and plans were perfected for holding regular meetings once a month, on the last Thursday. A resolution was passed complimenting the Columbia Co. on the advertising which it is doing in the daily papers and magazines in this section of the country and calling upon the Columbia dealers to co-operate. The members were entertained with banjo selections by Professor McCaulley, who will shortly start making records for the Columbia Co.

The Kranz-Smith Piano Co. has added a line of musical instruments to its phonograph department and is meeting with good results, according to Edward Keefer, manager.

A GAIN as the old year passes and the new begins, we extend the compliments of the season and express the sincere wish that the New Year will be a Happy and Prosperous one for you.

More than that, we are prepared to help you make it one. Our plans for 1924 are entirely progressive and we solicit the privilege of demonstrating them to you.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.



S A I N T L O U I S

Start of Christmas Business Indicates Banner Season—Artophone Corp. in New Home—Changes in Edison Territory—Month's News

ST. LOUIS, Mo., December 8.—Talking machine merchants all along the line report that business for the past month was substantially ahead of that for the same period a year ago and say that December started off with every indication of making an even better showing as compared to December of last year. Consoles are clearly in the lead, with the demand best for medium-priced machines, but good sales of upright models are also being made. Orders for Christmas delivery indicate a banner holiday trade. Records are going well. The outstanding releases are snapped up with avidity and there is a steady movement of staple records.

Now Occupying Attractive Quarters

The Artophone Corp. and the Lehman Piano Co. got off to a running start in the latter part of November in their rebuilt stores at Eleventh and Olive streets, following the fire last Summer, and are going strong on Christmas business. The Artophone Corp. has a larger and finer display and has struck the Olive street pace, which was somewhat interrupted while the firm was temporarily on Pine street. The lines handled include Strand and Artophone machines and Okeh records. The Lehman Co. is handling Brunswicks and Sonoras. For the present it has no separate talking machine organization, the regular floor force taking care of both machines and pianos. Harry Hunter is the sales manager and assisting him are J. E. Reger, Herman Weil, W. R. Alberts and R. Q. Jokerst. The booths are grouped in the rear on main floor and mezzanine.

Talking machine dealers have subscribed liberally to the endowment fund for the St. Louis Symphony Orchestra. The Brunswick Co. subscribed \$250 a year for three years.

Activities of Silverstone Music Co.

The Silverstone Music Co., Edison distributor, feels happy over November business, seeing that the record for a year ago was passed the first twenty days of the month. Business toward the end of the month was stimulated by an offer of special terms on Thanksgiving orders. It was stimulated further in the early part of December by Retail Manager Gold opening a Christmas reservation campaign. The offer was to make reservations on a nominal payment, the balance of the "down" payment to be made on delivery for each instrument, with the \$175 console leading in the number of sales.

The Silverstone Co. has found it necessary to give assistance to O. A. Reynolds and G. Manne, who have been covering Missouri. Oliver Scott, formerly outside city salesman, has taken over part of the territory and is out

placing dealers. One of the acquisitions is the Hamilton Specialty & Novelty Co., Desoto, Mo. John Fahland, a new man, has taken Scott's place in the city trade. Mr. Manne, on a Southern trip, reports crop conditions unfavorable in Tennessee, but excellent in southern Missouri and Arkansas.

President Tedstrom, of the Tedstrom Furniture Co., Pine Bluff, Ark., who recently became an Edison dealer, was in St. Louis in the latter part of November.

Frank Sigman, Edison dealer, Flat River, Mo., was a recent visitor to this city.

Stages Special Sales Drive

Manager H. J. Arbuckle, of the Widener Corp., celebrated the firm's seventh anniversary by staging a special sales drive. His November business was wonderful, he says, and it is certain that his business will be the best that he has had in the five years that he has been in charge here.

St. Louis Symphony Orchestra Records

Records were made recently in St. Louis by the St. Louis Symphony Orchestra for the Victor Co. A complete recording laboratory was set up in St. Louis, in charge of E. T. King and Ray Sooley, two of the supervisors of the recording in the great recording laboratories at Camden, N. J. St. Louis music lovers are looking forward to the release date of these records.

Geo. L. Fuhri With Artophone Corp.

One of the new comers in the phonograph field in this city is George L. Fuhri, son of William C. Fuhri, general sales manager of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records. Mr. Fuhri Jr., has joined the sales staff of the Artophone Corp., Okeh jobber, and although he has only been "on the job" for a few weeks he is showing a marked sales ability that is a tribute to the experience and success of his popular father.

Victor Upright for Bombay

Manager J. L. Stevener, of the phonograph department of the Aeolian Co. of Missouri, had the satisfaction the other day of selling a Victor upright, Style 11, for shipment to C. H. Readymoney at Bombay, Ind., and collecting the ready money for it. The sale was made through a local jobber. That was not all the ready money that came in during November. There were especially good sales of \$250 Vocalion consoles and uprights.

Husselton Broadcasts Program

T. L. Husselton, Victor factory representative, who is spending a few weeks among Victor dealers in St. Louis, broadcasted a program from the KSD radio station, St. Louis Post-

The Manufacturers of the *Finest* Phonographs and Sound Boxes use and endorse our AAA quality

India Ruby Mica
DIAPHRAGMS

All sizes for immediate delivery

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

Dispatch, on December 3. Miss Blanche Rosebrough, of the Victor educational department of Scruggs-Vandervoort-Barney, played his accompaniments. Mr. Husselton has been the source of much pleasure at several of the Victor meetings in St. Louis with his rich baritone voice, which has a Werrenrathlike quality. He has been singing in churches also during his St. Louis stay.

Brief but Interesting News Items

The E. E. Baker Music Co., this city, recently disposed of four period Victrolas, a Queen Anne, Sheraton, William and Mary and a Chipendale, all within the space of one week.

Manager Horning, of the Stix, Baer & Fuller music department, gave a radio show recently, at which visitors' messages were transmitted to various parts of the country. Several manufacturers had booths showing their wares.

Allen McQuhae, Brunswick artist, appeared with the Apollo Club in concert at the Odeon and was enthusiastically received.

The Concordia Publishing House, Ludwig's Music House and George Kilgen & Son, pipe organ manufacturers, are among the 194 firms in business in St. Louis for fifty years or more that are to be guests of honor at a banquet to be given in the near future by the Chamber of Commerce.

V. Salzman, of the Vocalion Chicago office, was a recent visitor here.

St. Louis Victor stores are displaying photographs of Sissle and Blake furnished by the theatre in connection with their appearance in "Shuffle Along," and an augmented sale of their Victor records is resulting.

The E. E. Baker Music House, now exclusive Victor dealer, is using the musical census idea to get prospects, gain good-will and sell goods. Mrs. E. Young is doing the work and reports finding many people who appreciate having records brought to the home to sell.

The Gausmann-Parker Housefurnishing Co., North St. Louis, has bought the Victor stock of the Baden Music Co.

Roy C. Cunningham, formerly with the R. G. Dunn Co., Brownsville, Pa., was recently made manager of the Hardwick Music Store in the Moss Arcade, that city. Mr. Cunningham is a merchandiser of wide experience.

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



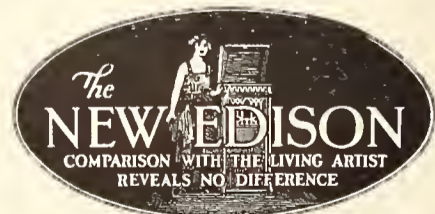
1114
Olive
Street

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



THE NEW 1924 *Wolverine* PHONOGRAPH

The Standard of Comparison

Means:

**GUARANTEED CONSTRUCTION
SATISFACTION to the CUSTOMER
QUICKER TURNOVER
LARGER PROFITS**

The wide-awake phonograph dealer of today realizes that he must give to his customers the utmost in value at the lowest price consistent with real value.

He also feels the need of a more rapid turnover, greater profits and more complete satisfaction to the purchaser.

The complete answer is found in the NEW 1924 MODELS of the WOLVERINE LINE. Very truly has this remarkable line been called "The Standard of Comparison."

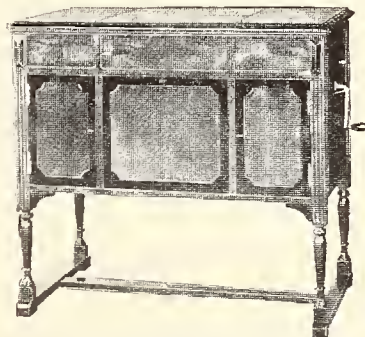
Many of the largest stores in the country are selling the WOLVERINE LINE, and inquiries for territory are arriving daily. The discounts are liberal, the quality is of the highest, and the retail prices much lower than you would ever expect after an inspection of one of these cabinets.

True VALUE is built into every WOLVERINE and a franchise for your territory is a valuable asset.

NOW IS THE TIME TO INVESTIGATE. WE MAKE NO STATEMENTS THAT WE CANNOT PROVE. All that we ask is the opportunity.



Model 400
Queen Anne Console
Height 35 inches
Length 36 inches
Depth 21 inches **\$125**



Model 800
Tudor Period Console
Height 35 inches
Length 38 inches
Depth 22 inches **\$175**



Model 900
Stuart Console
Height 35 inches
Length 36 inches
Depth 21 inches **\$150**

The Wolverine Line Is

A COMPLETE LINE FROM THE \$35 PORTABLE TO THE \$215 CONSOLE

Everything the Dealer Needs, and All of the Same High Quality

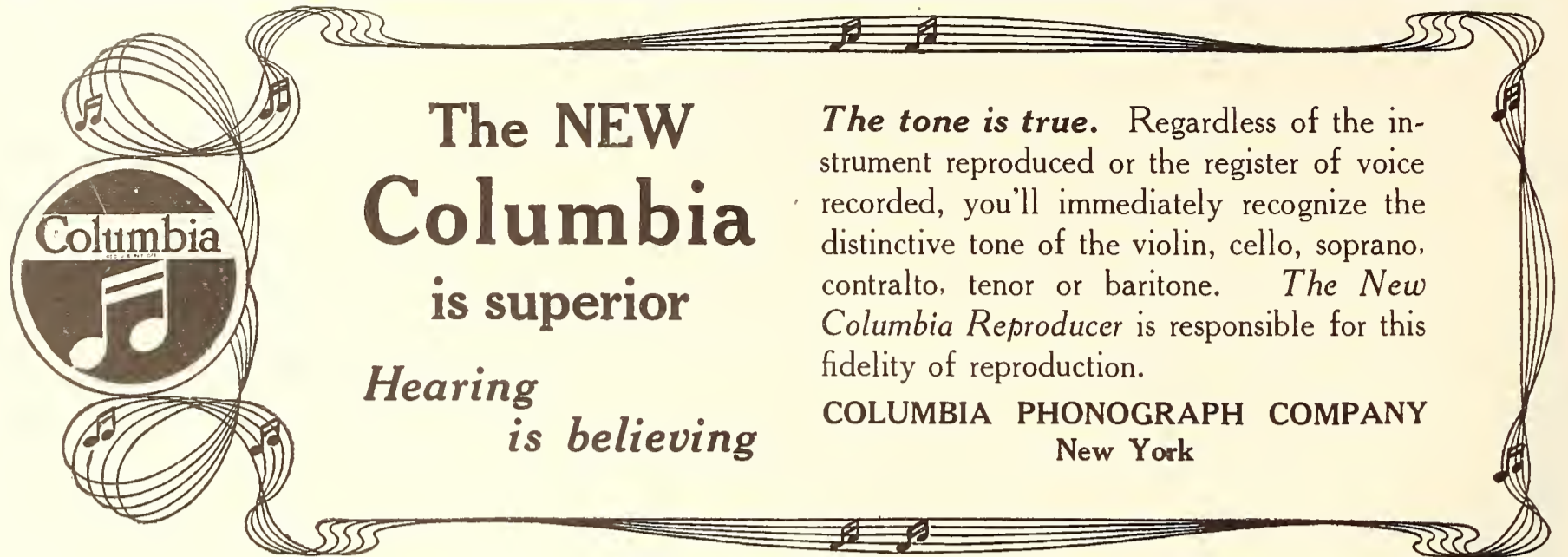
LIND AND MARKS CO.

CONGRESS AND BATES STS.

DETROIT, MICH.

Cleveland Office: Erie Building, 9th and Prospect

DISTRIBUTORS AEOLIAN-VOCALIONS and VOCALION RED RECORDS



**The NEW
Columbia
is superior**

*Hearing
is believing*

The tone is true. Regardless of the instrument reproduced or the register of voice recorded, you'll immediately recognize the distinctive tone of the violin, cello, soprano, contralto, tenor or baritone. *The New Columbia Reproducer* is responsible for this fidelity of reproduction.

**COLUMBIA PHONOGRAPH COMPANY
New York**

IN DES MOINES

Christmas Gift Buying Starts With a Rush—Dealers Well Stocked to Meet the Demand—Tone-Tests Prove Popular in Iowa—The News

DES MOINES, IA., December 7.—With the holiday season approaching, most dealers in this section of the country have completed their stocks of instruments. While business in general has been rather quiet throughout November holiday buying has started with a rush.

The seasonal demand for instruments on the part of the dealers has been as good as usual. Jobbers explain that dealers have stocked fully as heavily as in past years. Demand seems to have concentrated on the smaller and lower-priced machines.

The tone-test concerts recently completed by a group of Edison artists have been very popular in the Iowa towns where they were held. According to Harger & Blish, Edison jobbers, the tests were the most successful in every way of any ever arranged by them.

In J. B. O. (Just Between Ourselves), a monthly house organ put out by Mickel Bros. and edited by H. B. Sixsmith, a regular monthly feature is being maintained. The feature, a "Who's Who" column, each month takes up some prominent Victor dealer of the State. The December issue of the publication gives something of the history of Fred J. Schamp, manager of the talking machine department for Davidson Bros., Sioux City, Ia.

The Baas Music Shop, Rock Island, Ill., recently arranged a publicity stunt that attracted considerable attention. Don Bestor and His Benson Orchestra were on the bill at the Fort Armstrong Theatre and Mr. Baas induced Mr. Bestor to give a concert in the music shop during his engagement in Rock Island. For one hour Mr. Bestor played to a crowd that packed

the store. Mr. Baas expresses himself as very much pleased over the results of the concert.

The Cummings Music Co., Sheridan, Ia., has just moved into a fine new store located in the Lotus Theatre block of that city.

The Gaston Music Co., Kearney, Neb., recently ventured into the foreign record business. The first order was for fifty German records. Making a record sale in more ways than one, the store sold the entire fifty records to one German customer.

ARTISTIC CHRISTMAS "SONORA BELL"

Sonora Dealers Pleased With Current Issue of House Organ—Many Articles of Practical Value and Importance to Retailers

The Christmas number of the "Sonora Bell," the house organ published monthly by the Sonora Phonograph Co. for its dealers, is noteworthy for the many practical and constructive articles that are featured, together with the attractive appearance as a whole. A special cover is used for this edition, presenting the holiday colors of green and red, and the company's advertising department has been congratulated upon the appearance of the publication.

The first article in the Christmas issue is entitled "Your Month of Largest Sales Is Here," and under this heading there is presented a brief summary of the many practical sales helps that the Sonora Co. has prepared for the use of its dealers during the holiday season. The article entitled "Looking Below the Surface Helps You Sell" is illustrated with a group

W. O. Welker, traveler for Mickel Bros. in Northeastern territory, who underwent an operation for appendicitis during the latter part of November, is well on the road to recovery and expects to be back on the road shortly after the first of the year.

Belle Hendrix Smith, who for the past three years has had charge of the educational department for Mickel Bros. Co., has taken charge of the Victrola department for Chase & West at Des Moines.

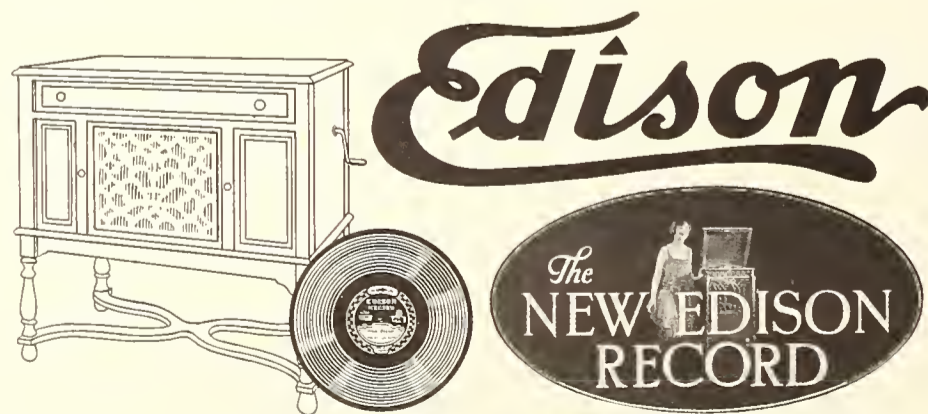
The Elder Piano Co., at Hebron, Neb., Victor dealer, has recently remodeled its store. A new store front was installed and separate departments constructed for each of the departments.

The Tout Drug Co., York, Neb., is arranging for a Music Memory Contest to be held in the near future.

picture showing the Barker Bros. establishment in Los Angeles, one of the most successful Sonora dealers in the country. Robert O. Waldo, of Foster & Waldo, Minneapolis, a prominent concern that for many years has been a foremost figure in retail circles, contributes an interesting article entitled "The One and Only Way to Success." Other timely articles in this Christmas edition of the "Bell" are "Local Music Events Are Sales Assets," "Stories of Sonora Selling Successes," "Manufacture of the Sonora Packing Case," "Modern Merchandising Methods," and "Little Histories of Furniture Periods."

HUB CO. ADDS COLUMBIA

PORTLAND, ME., December 6.—The Hub Furniture Co. has recently taken on the complete new line of Columbia instruments, together with a representative stock of the New Process Columbia records. Extensive alterations are being made in the store, and the department intends now to actively go out for business.



COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES

REGAL 50¢ RECORDS

*Predominate
the field*

The unusual selling power of the REGAL 50c. RECORD is of important significance to you.

Daily thousands of people are buying the REGAL 50c. RECORD because it gives them the quality they want at a saving of 25c. on each record they buy.

This unusual value creates a demand for REGAL which offers you a genuine opportunity to boost your sales quickly--permanently.

Now--while this matter is before you--write us for a sample record and the details of the REGAL proposition.

REGAL picks
the hits FIRST!

DANCE RECORDS

Mama Loves Papa, Papa Loves Mama.
Not Here, Not There.
When It's Night Time In Italy.
Take, Oh, Take Those Lips Away.
Lovey Come Back.
House of David Blues.
Little Butterfly.
Old Fashioned Love.
You Didn't Want Me When I Wanted You.
Oh, Sister, Ain't That Hot?

VOCAL RECORDS

Roses of Picardy.
You Didn't Care When You Broke My Heart.
Sittin' In A Corner.
I Am Sitting Pretty In A Pretty Little City.
Stay Home. Little Girl.
Stay Home.
Mammy's Little Silver Lining.
Sweet Henry.

REGAL RECORD CO.

20 West 20th. St. New York, N.Y.

Write for a Regal Sample



Utah Brunswick Dealers Hear Inspiring Talks

First Annual Meeting and Banquet Arranged by the Salt Lake City Brunswick Branch Held in That City—Constructive Addresses and Excellent Musical Program Feature Event

SALT LAKE CITY, UTAH, December 4.—Inspiring addresses marked the first annual meeting and banquet of the Brunswick dealers in this territory at the Hotel Utah last week. The meeting was presided over by G. C. Spratt, the popular manager of the Brunswick branch which serves the trade here, and dealers from all parts of the State and members of their business organizations were present. Another feature of the gathering was an excellent musical program, including vocal and instrumental selections by the Fisher Trio, Miss Ashton, of the Ogden store of the Glen Bros.-Roberts Piano Co., and Miss Mildred Anderson, of the local Brunswick office. A display of the latest Brunswick instruments in the banquet room attracted considerable attention on the part of the dealers.

The opening address was made by Manager

Spratt, who welcomed the dealers and their sales people and outlined, briefly, the history of the development of the Brunswick Co., also mentioning the fact that plans are under way for the opening of a new record factory on the Pacific Coast which will ultimately serve this territory. Mr. Spratt urged unremitting efforts on the part of dealers to increase their business volume, stressing the various talking points of the Brunswick machines. He emphasized the necessity of care in the preparation of advertising so that the money spent in this direction would bring an adequate return in business. The importance

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

their respective communities some thoughts which not only give them a new slant on the business and the line they handle, but practical sales pointers as well.

Among those present were: G. C. Spratt, R. F. Perry, Mildred Anderson, Brunswick Co., Salt Lake City; P. S. Heilbut, L. L. Graham, Bates Stores Co., Provo; G. H. Heindselman, Joseph



Brunswick Dealers at First Meeting and Banquet in Salt Lake City

of the trade press was also emphasized by Mr. Spratt, who declared that no dealer who desires to keep abreast of the times in his business and who is on the look-out for new ideas can afford to overlook the talking machine trade papers.

P. S. Heilbut, treasurer and phonograph department manager of the Bates Stores Co., of Provo, Utah, the next speaker, spoke in an inspirational manner on the merits of the Brunswick and the company behind the product.

H. H. Perry, traveling representative of the Brunswick Co., with headquarters in this city, in an all too brief talk, gave the dealers present some constructive hints on selling. He discussed at some length, however, the reasons actuating the Brunswick Co. in inaugurating the daily release of records, and gave detailed instructions regarding the ordering of records. Another matter discussed by Mr. Perry was the necessity of care on the part of dealers in the use of the advertising material supplied by the company, in order to eliminate waste as much as possible. He concluded his talk by pointing out that many of the leading artists are included in the Brunswick Hall of Fame and that dealers should exert every effort to get behind these records.

The last speaker was Louis W. Larsen, of Stevens & Wallis, Inc., instructor of advertising at the University of Utah, who confined his talk to advertising, pointing out to the assemblage that as music merchandisers they had one of the best advertising talking points, namely, the pleasure appeal. He urged the dealers to avoid generalities in their newspaper ads and be specific in their copy. Mr. Larsen declared that the dealers could best profit by tying up in some manner with the national campaign carried on by the Brunswick Co. and making use of the publicity material which the company is constantly sending to its dealers.

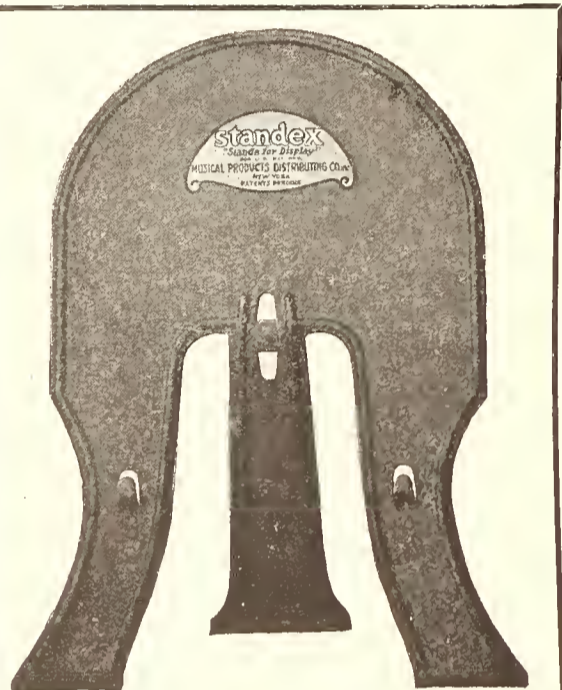
The meeting was a success from every standpoint and the dealers carried away with them to

Erdelen, C. J. Anderson, Lindley Heindselman Music Co., Provo; Todd Taylor, Ted Lewis, Oscar Olsen, Mrs. Salt, Miss Lillie Bruderer, Miss White, Daynes-Beebe Music Co., Salt Lake City; J. C. McClain, Mrs. E. Olin, Miss Helen Postle, Utah Music Co., Salt Lake City; Fred L. W. Bennett, of Talking Machine World; Miss Swayze, Z. C. M. I., Salt Lake City; Tom Holland, Glen Bros.-Roberts Piano Co., Ogden; Miss Mosen, Miss White, Miss Ashton, Glen Bros.-Roberts Piano Co., Ogden; M. L. Jones, Ezra B. Jones, Miss Nelson, Miss Petersen, Jones Phonograph Store, Ogden; M. W. Lundstrom, Lundstrom Furniture Co., Logan; Ira Holbrook, Frank Smedley, Union Furniture Co., Bountiful; M. V. Perry, Keith-O'Brien Co., Salt Lake City; Harry Grass, Mr. Richards, Magna Furniture Co., Magna; Mr. Harding, Midvale Furniture Co., Midvale; T. W. Brown, Salt Lake City; Lewis W. Larsen, Stevens-Wallis Co., Salt Lake City.

PROMISE SURPRISE IN ALBUM FIELD

Max Willinger, president of the New York Album & Card Co., New York City, promises a surprise in the album field after the first of the year. Although decidedly reticent regarding the details of the new album to be presented, he stated that it would represent something entirely original in album production and would contain a number of novel features. Mr. Willinger made one of his flying visits to the Chicago factory of the concern during the latter part of last month and reported that this plant was working to capacity as well as the New York factory, to take care of the heavy orders received.

The A. W. Hunt Co., of Butte, Mont., Victor dealer, has been paying considerable attention to window displays and as a result the store has been a center of attention.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

**For Your Holiday and
Christmas Window
and Store Displays**

as well as for all year 'round use

A New Metal Display Stand for
Universal Use in Music Shops.

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

May be used for displaying 10 in. and
12 in. Records, Monthly Window
Service, Sheet Music, Phonograph
Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for
all purposes

Manufactured by

MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

TALKING MACHINE WORLD
TRADE DIRECTORY
1923

EDWARD LYMAN BILL, Inc. Publishers
 383 MADISON AVENUE NEW YORK

AN IDEAL ADVERTISING MEDIUM FOR YOUR USE—RATES FOR ADVERTISING SECTION IN 1924 EDITION WILL BE SENT ON REQUEST.

Important NOTICE

The 1922 and 1923 Editions of the *Talking Machine World Trade Directory* demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

These two issues also proved that the *Talking Machine World Trade Directory* successfully fulfils the purpose for which it is issued.

We are now diligently at work compiling, editing and classifying the 1924 edition of the *Talking Machine World Trade Directory*.

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. *Such listing is absolutely free.* However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the *Talking Machine World Trade Directory* has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

USE THIS COUPON NOW



EDWARD LYMAN BILL, INC.,
 383 MADISON AVE., New York City.

Gentlemen:

Please send me DATA SHEETS for the 1924 Talking Machine World Trade Directory.

Name

Firm

Street

City and State.....

Before You Go

You'll never let go of this FOX-TROT song

"You can't go wrong with any FEIST song"



© 1923 Leo. Feist, Inc.



TWO NEW VICTOR CO. OFFICIALS

E. R. F. Johnson, Son of President of Company, Is Elected a Vice-president—Geo. W. Smith, Jr., Appointed General Superintendent

CAMDEN, N. J., December 5.—Two important changes in the official personnel of the Victor



E. R. F. Johnson

Talking Machine Co. have been announced at the general offices of the company here.

The first concerns the entrance of E. R. F. Johnson, son of Eldridge R. Johnson, founder and president of the Victor Co., into the official Victor family through his election as vice-president of the company, and the second announcement is to the effect that George W. Smith, Jr., has been appointed general superintendent of the manufacturing department.

Mr. Johnson takes up his new duties with a broad knowledge of the Victor Co. business and policies gained through a study of the company's business in all its various departments.

Mr. Smith joined the Victor Co. at the close of the war. He was stationed at the Victor Co.'s factory as an engineering and inspection officer for the United States Navy in connection with aircraft production and prior to the war was engaged in automobile engineering.

OKEH TRAVELER RETURNS FROM TRIP

M. C. Giles, traveling representative of the General Phonograph Corp., New York, returned recently from an extensive trip, which included a visit to Okeh jobbers throughout the country. Mr. Giles, who will remain in New York for a few weeks, states that, without a single exception, Okeh jobbers are closing a banner year. The newest releases are meeting with favor everywhere, and Mr. Giles remarked that the trade is particularly pleased with the co-operation from the executive offices in New York.

FIBRE NEEDLE CUTTER POPULAR

Ready File Co. Makes Interesting Survey of Record Field—Demand for High-grade Records Stimulates Needle Cutter Sales

INDIANAPOLIS, IND., December 5.—The Ready File Co., of this city, is making plans for an active year, basing its preparations on the fact that the sales totals for the past few months have been far ahead of expectations, showing a substantial increase over last year. This company is well known in the talking machine field, having for several years manufactured a number of successful accessories, including the Wade fibre needle cutter, which is being featured by dealers from coast to coast. A complete line of record albums has also been meeting with popular favor, and a non-friction lubricant, which was introduced after extensive tests, is being used generally.

In a recent chat with The World, L. A. Beem, treasurer of the company, stated as follows: "We are enjoying a splendid business with very favorable prospects for the coming year. This is especially true of the Wade fibre needle cutter. A recent survey which we made indicates that there is a noticeable trend toward the purchase of higher grade records, with a correspondingly substantial increase in the sale of fibre needles and fibre needle cutters throughout the country."

FORMAL OPENING IN WARREN, O.

Stewart Music House Invites Public to Inspect Enlarged Quarters in That City

WARREN, O., December 6.—Formal opening of Stewart's Music House, formerly De Forest's, held recently, attracted several hundred people to the new store, located at 111-113 North Park avenue. In the showrooms was presented a very attractive display of pianos, players and grands, in addition to two standard makes of talking machines.

This concern will feature the complete Bush & Lane line of pianos and other lines also will be carried. Victor and Edison talking machine lines are handled, together with the records for both makes of machines. Ten record booths have been installed.

The store also has a complete line of radio sets, built by the Radio Corp. of America, and during the opening a special demonstration was given by a factory representative.

Favors were given the ladies who visited the store the opening night and a twelve-piece mandolin club from Youngstown furnished music throughout the evening.

The scheduled appearance of Arthur Middleton, Edison artist, in Duluth, Minn., is creating considerable interest in his records among music lovers in that city.

Jazz Up the
 New Year with
 Jazz Phonograph
 Needles!

WALL-KANE NEEDLE MFG. CO., Inc.
 3922 14th Avenue
 Brooklyn, N. Y.
 CONSOLIDATED TALKING MACHINE CO., 227 West Washington St., Chicago, Ill.
 WESTERN FACTORY REPRESENTATIVE

Greetings



YOUR final result will depend on the effort you expend in guiding your customers to buy the Victor Instruments in your stock. It has definitely been established there will be a shortage in certain types.

Increase your sales total by pushing the sale of Single Face Red Seal Records. Wide awake dealers are promoting the sale of these realizing the difficulty in securing a complete supply of double face.

We take this opportunity of wishing
The Season's Greetings
 to the entire Phonograph
 Industry.

THE LOUIS BUEHN COMPANY

of PHILADELPHIA

Victor Wholesalers

The Trade in PHILADELPHIA and LOCALITY

SATISFACTORY BUSINESS ENJOYED BY ENTIRE TRADE AS CHRISTMAS BUYING GETS UNDER WAY

General Prosperity Reflected in Retail Activity—Wholesalers Find Difficulty in Meeting the Demands of Retailers—Beauty of Design Aids Machine Sales—News of the Month

PHILADELPHIA, PA., December 9.—Holiday results to the wholesalers in the talking machine business have been entirely satisfactory, and holiday prospects to the retailers are most encouraging as things in the industry stood in the beginning of the last month of the year and at the opening of the real rush for the Christmas trade. There exists among the latter little doubt that the extent of the business which they will be able to do will be determined very largely by their ability to secure enough stock of the raging popular favorites in records to supply the market. The only trace of complaint discernible in the comments of the wholesalers on conditions was their inability to secure large enough supplies of machines promptly to meet the requisitions which had been showered upon them. Demands from the retailers throughout the entire Pennsylvania anthracite coal region have been and are particularly heavy. There is widespread prosperity in this section consequent on the full-time operations of the mines and with a high wage scale, and the miners are spending their money freely, contributing materially to the general business prosperity here.

Attractive Designs Help Sales

Comment among the retailers is that too much emphasis cannot be laid on the attractiveness in design and richness in material and workmanship of talking machines for the city trade because this year, more than ever before, the talking machines are being regarded by buyers as a means of adding to the attractiveness of home furnishings. Time was not so long back when talking machines merely were talking machines; now they are looked upon as affording opportunities for rich appointment of the home just as are pianos. The plain style of talking machines is not in very active demand, but all the ornate designs are selling well in the city section. In the rural district there is, naturally, not so much importance placed on the style of the machine and there is also a less

insistent body of buyers for the latest in records. The old favorites are still leaders in the country districts.

Clever Record Publicity Issued by Penn Co.

The most recent origination in the Penn Phonograph Co.'s service to its dealers is a new poster for either window or wareroom and which features the tremendous value to be found in the new twelve-inch Victor Red Seal record combining the "Lucia Sextette" and "Rigoletto Quartette." The poster is attractively printed on calendered tinted stock and a large half-tone engraving of a scene, entitled "The Conflicting Emotions of the Sextette," is shown at the top. The poster points out that at one time the combined price of these two selections was \$13 and that, through the double-facing of the Red Seal records, the price for these selections is now \$3.50. The suggestion is made "Now Is the Time to Build Your Record Library." These posters are very attractively prepared and are rapidly being placed in prominent locations by Victor retailers who realize the value of this publicity.

Discontinue Emerson Branch

There is no longer maintained in Philadelphia a sales representation for the Emerson Phonograph Co., Harry Fox, who conducted the sales offices here at 420 Market street, having given up the local distribution. In the future all shipments of Emerson machines and records will be made direct from the factory, since, owing to the reduction of the price of records to 50 cents, the extra expenditure for the maintenance of distribution branches had been cut down in order to maintain the lower price of the records. Mr. Fox, who also conducted a shop at 723 North Twenty-sixth street, is contemplating engaging in another business with phonographs and records as his specialties and will possibly settle in New York.

Many New Gennett Record Accounts

An attractive holiday offering in Gennett records is being made by the Witlin Musical In-

strument Co., including the introduction of prominent men and women in the theatrical, moving picture, professional, literary, art and civic life of the nation on records made by the Starr Recording Laboratories. Among them is the set of Christmas greeting records described elsewhere in this issue of The World. The Witlin Co. has opened a large number of new accounts in eastern Pennsylvania, particularly, and others all over the territory, taking in as far West as Harrisburg and as far South as Washington. Contracts have been closed with department stores in each of these cities, among them being the Snellenburg Co., of Philadelphia; Kline, Eppiheimer & Co., of Reading; Pomeroy, Inc., of Harrisburg, Pa.; Stewarts, Baltimore, Md., and the Palais Royal, of Washington, D. C. In the early days of December Ben Witlin, head of the firm, visited the coal regions to make arrangements with department stores in the larger towns of that section for the installation of Gennett records as a permanent feature of phonograph departments.

Changes in Brunswick Personnel

Several changes in the personnel of the Brunswick Co., 1025 Arch street, took place in the closing days of November. J. P. Collahan, former assistant to Manager O. F. Jester, has been assigned to cover the coal regions, taking over the territory formerly covered by R. O. Danforth, who has resigned from the company in order to enter the retail business in Boston. Joseph Graham has been promoted to the duties formerly assigned to Mr. Collahan. He was formerly a Brunswick dealer, having been engaged in business for himself in Philadelphia over a year and a half, and his experience as retail salesman provides him with knowledge which will be useful in his sales promotion duties among the dealers. Derbyshire Bros., 2418 North Front street, are conducting an extensive campaign on Brunswick machines through the employment of a large force of outside salesmen. In conjunction with this direct sales touch there is also conducted a mail-order campaign wherein 2,500 special Brunswick folders were mailed to customers. A. S. Irwin, who for a quarter of a century has been engaged in the phonograph business and who until

(Continued on page 86)

AS we close the biggest year in our history we look backward with appreciation to the whole-hearted co-operation of our many dealers which made this possible.

We enter the New Year better equipped for service than ever before and in turn pledge our utmost towards increasing Victor business for 1924.

The Talking Machine Company
Victor Wholesale Exclusively
 1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

recently was with the O'Hallahan Music Shop, Sixtieth and Market streets, has joined the Derbyshire Bros.' Brunswick department. Manager Jester returned the first of December from a trip through Scranton and Wilkes-Barre, where he found business in the coal regions much brighter.

General Radio Corp. Rushed

A rushing business of nation-wide extent was enjoyed in the pre-holidays by the General Radio Corp., of which Walter L. Eckhardt is the head, for radio equipment and for the Okeh records and Strand machines. So great was the demand that the company was not able to put on the market its new combination talking machine and radio, postponement of which was made until after the first of the year. The company has just taken over the distribution of "Junior Operetta Records," made by the Vulcan Record Co., of New York, the first of the series being "Little Red Riding Hood" complete in three records and sold in an attractive album form adapted for a gift to children of six and seven years. The company introduced the distribution of the records in retail to the Gimbel Bros. and Snellenburg department stores and the Theodore Presser Co., which placed them on the market the first of December. The salesman, under the direction of Manager H. A. Pope, of the record department, will introduce them to the distributors on the road.

Edison Boom Follows Tone-tests

Edison phonographs enjoyed an excellent early holiday business in the coal regions, with brighter prospects, from the dealers' point of view, for later in the month—such was the word brought back from up-State by Manager Arthur W. Rhinow, of the Girard Phonograph Co. So great was the business enjoyed that a night and day force was kept busy getting out the early December shipments in preparation for the last-minute rush, although there was

much difficulty in meeting the demands for the popular models on account of a shortage of these types. Much of the success was due to the fact that a series of tone-test recitals were held in various Pennsylvania, New Jersey and Delaware cities and towns in a four weeks' demonstration program. Ten of these concerts were held in November by dealers who hired halls or theatres for the demonstrations, with audiences in many cases numbering over 2,000. In Gettysburg, where 1,100 seating arrangement was to be had in a theatre, a similar number of persons were kept in line waiting and two recitals were required to accommodate the crowds.

To Market Radio and "Talker" Cabinet

The Haag & Bissex Co. is now making its patented record filing cabinets in various finishes to correspond to the styles of talking machines now being marketed. Among the finishes to be had in the Haag files are dark and light mahogany, Old English, walnut and other high-grade woods. There are now being developed plans of the firm for the possible marketing of a combined radio and talking machine cabinet which will supplement the manufacture of the record filing devices. Alfred H. Haag, head of the company, is arranging the consolidation of the Baltimore sales office with the Philadelphia manufacturing headquarters in order to facilitate production.

Big Demand for Columbia Sample Record

So great has been the demand for the new Columbia sample demonstration record retailing at 25 cents that the Philadelphia branch of the Columbia Phonograph Co. has had difficulty in getting enough stock to meet the dealers' requirements and is now swamped with orders for future deliveries.

Effective Yuletide Decorations

In a Christmas setting of colorful and artistic effect the stock of Starr & Moss, in the store at 3639 Germantown avenue, is attract-

ing a large holiday buying public to its doors. The entire interior is decorated in red and green, set off by a background of snow. The window display corresponds to the inside decorative scheme, all of which was arranged by Harry Somers, of the firm, and manager of the store. It is a very artistic arrangement.

Sonora Makes Clean Sweep

A clean sweep was made of the popular models of the Sonora Co. of Philadelphia, under the management of E. S. White, who as early as the middle of November had practically disposed of all available stock in the local branch. There is now being shown in the Arch street branch the two-tone Argyle model, which is ready for distribution to dealers in the Philadelphia district and which has already shown its popularity by advance holiday orders that will take up all production for December. It is an artistic combination of two-toned wood finish in console type retailing at \$275. Manager White just returned from a successful trip through the coal regions and other parts of the eastern Pennsylvania territory.

Solotone in New Quarters

Removal of the Philadelphia headquarters of the Solotone Mfg. Co., from 36 South Eighth street to 4042 Chestnut street, took place during the month, when President Frederick H. Alleman, of the company, arranged an attractive display room and sales office with warehouse at the new address. In conjunction with the new headquarters there is maintained just around the corner at 4113 Ludlow street a large repair department.

Bellak Co. Hires Window Expert

A new scheme is being tried out in window display as a test of its advertising advantages by the Bellak Co., 1129 Chestnut street, where Manager Louis Stauss has made arrangements with a professional window trimming firm to install a series of effective and elaborate dressings for the Victrola and Sonora phonographs

THE Penn-Victor dog extends Christmas Greetings to all Victor dealers.

As ever, he awaits your call to service in promoting Victor business and hopes to number you among his more than one thousand Victor dealer friends.

More than 250,000 sold during 1923

Penn Phonograph Co., Inc.

Victor Wholesale Only

913 Arch Street

Philadelphia, Pa.





IT PAYS TO SELL THE NEW EDISON

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

during the Yuletide and for several months to come. Heretofore the firm relied upon its own forces for trimming talent, but is giving the professional finish a test, with a view of securing by practical methods the pulling powers of window dressing as an advertising medium to back up newspaper publicity. Other innovations are being contemplated, among them the possibility of extension of the lines to be carried by the firm during the New Year. There has been added to the sales organization as assistant to Manager Stauss Mrs. Ethel Duby.

Penn Co. Winds Up Holiday Drive

Holiday trade at the Penn Phonograph Co., Victor distributor, exceeded all expectations of the firm and so profitable was the work of the sales force in the wind-up of the pre-holiday sales that it was found necessary to call the

men from the road on December 10, to remain at headquarters until after the first of the year. All the popular sellers were cleaned up before the November days had passed into history. There were listed in the stock in early December the new double-faced Red Seal Victor records, which were distributed to the trade in time to meet the holiday demands, under the competent direction of Record Sales Manager Harold Cregar.

Successful Cheney Year

G. Dunbar Shewell, Sr., president of the Cheney Sales Corp., spent Thanksgiving in Boston with his son, Lennington Shewell, who is a student at the Fessenden Preparatory School in that city. While in the Hub he visited the local sales offices under the management of S. A. Colahan. The Cheney Co. sold

out on all the medium-priced models for the holiday trade and the business in the Eastern States was particularly good, with New York State topping the list. The year's business was the best in the history of the firm, having witnessed the opening of many new agencies and the introduction of profitable selling models.

Enjoys Growing Export Trade

The Philadelphia Badge Co. advises that the sale of its products to the talking machine trade is most encouraging. Foreign shipments to England, Australia, New Zealand, Mexico, South America and Cuba are particularly active. The Velvaloid record cleaner, K-nob-O, needle box record cleaner, and Banco savings bank are very prominent in these shipments.

The company is placing on the market a rec-
(Continued on page 88)



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.

JOBBER'S

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

NEEDLES

SAPPHIRES



TRADE MARK

"All that the name implies"

We take this opportunity to express our sincere appreciation of the patronage of our many friends in the past and wish them

A Merry Christmas
and
A Happy New Year

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA

JOBBER'S

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

ord cleaner deluxe that is claimed to be really beautiful. This cleaner is planned as a straight sales proposition and the general finish and attractiveness is such that it should make a strong appeal as a quality sales proposition.

Altogether this company is very optimistic over 1924 prospects and is looking forward to reaping the benefits of a splendid year.

Louis Buehn Co. Closing Busy Year

The Louis Buehn Co., Victor distributor, is closing a busy year in the distribution of Victor products. The officials of the company are exerting every effort during the present shortage to distribute available merchandise in the most fair manner among their dealers. It is expected that shipments will increase regularly and that 1924 will prove to be one of the biggest Victor years in this city and the surrounding territory.

Business Active With Guarantee T. M. Co.

Orders continue to arrive in good quantities at the headquarters of the Guarantee Talking Machine Supply Co. Both Messrs. Posner and Keen believe that this good business will carry over into the new year and are already making plans for business expansion.

Everybody's Talking Machine Co.'s Catalog

Although last year's catalog was considered one of the finest and most helpful listings of repair parts in the trade, the 1924 catalog of Everybody's Talking Machine Co. has sur-

passed in every manner the catalogs of past years. Attractively bound in heavy blue covers, the conventional design on the front cover features the "Honest Quaker," which is the trademark of the company and distinguishes the products of Everybody's Talking Machine Co. The skyline of Philadelphia is also shown.

The foreword states: "The strongest cable is made of little strands of wire" and interestingly describes how that large organization was built up on such small articles as talking machine parts, and the service in supplying these parts. The use of particularly fine half-tone work portrays the various parts throughout the catalog with a complete listing of order numbers and prices on the facing page. Each individual part is accurately portrayed as photographed by the camera. It would seem that nothing was omitted except the complete machine. In addition to the small parts, space is devoted to "Quaker Sapphire Points and Balls," "Heineman Motors," "Quaker Graphite," "Quaker Mica Diaphragm," Meisselbach, Penn and Ideal tone arms and sound boxes, "Quaker Ideal" attachments; "Truetone," "Umantone" and "Wall Kane" needles; "Quaker Diamond Points" and the "Honest Quaker" main springs. It is claimed that the new Everybody's catalog represents the most complete listings of talking machine parts in the trade and requests for thousands of these catalogs have been received

at the headquarters of the company in this city. Through the experience of other years it has been found that these catalogs have been carefully kept and referred to as an ordering reference until the issuance of the new catalog. Therefore, no reasonable expense was spared in producing a catalog that would fill all requirements.

H. A. Weymann Pushing Red Seals

In order to provide a helpful service to its dealers H. A. Weymann & Sons, Inc., under the direction of Manager C. W. Bahl, of the phonograph wholesale department, prepared a list of all the Victor double Red Seal records in stock, and their respective numbers, and mailed them to its customers. There were more than 350 on the list and, as a result, the dealers were enabled to secure prompt shipments with a saving of much labor during the holiday rush.

"MISS AMERICA" SELECTS A SONORA

CLEVELAND, O., December 5.—Sonora dealers in this city were quick to appreciate the publicity value of the choice of a Sonora by Miss



"Miss America" and Her Sonora
Catherine Campbell, who won the beauty contest at Atlantic City a short while ago, and who was christened "Miss America." Miss Campbell, who is a native of Columbus, O., appeared at Keith's Theatre in this city shortly after winning the contest, and while here arranged to have a Sonora Pembroke Model placed in her suite at the Hotel Winton.

HEPPE-VICTROLAS

Philadelphia, Pa.—Opposite Camden, N. J.

We will contribute to

YOUR NEW YEAR'S HAPPINESS

with good, prompt shipments, if you place your Victor orders here near the source of supply.

C.J. Heppe & Son Downtown: 1117-1119 Chestnut Street
Uptown: Corner 6th & Thompson Streets



The Same, Soft, Liquid Tones

These beautiful voices will cheer the heart of many a home-body this Christmas.

Caroling choirs will be heard in thousands of drawing rooms—through MUSIC MASTER, radio's supreme musical instrument.

Sell that idea to your radio customers. Tell them of the joys of owning this "Stradivarius of Reproducers," which will let the whole family in on holiday broadcast programs.

Sell MUSIC MASTERS as Christmas presents! They are worth-while gifts, which insure months and even years of radio-joy for all!

See the MUSIC MASTER advertisements in *The Saturday Evening Post*. You know what they will do!

14" Model for the Home
(Light or dark-finish Horn)
Sells for..... \$30

21" Model for Concerts
(Dark-finish Horn only)
Sells for..... \$35

GENERAL RADIO CORPORATION

Makers and Distributors of High-grade Radio Apparatus

Walter L. Eckhardt, President

S. W. Cor. 10th and Cherry Streets, PHILADELPHIA

1005 Liberty Avenue, PITTSBURGH

The mark "GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

Music Master

RADIO REPRODUCER

Distributors for Radio Corporation of America, OKEH Records, STRAND Phonographs and GOLD SEAL Record-Repeaters.

IF THE DEALER'S NAME WAS HANGING ON THE WALL

like a beautiful picture in the homes of his patrons he would feel extremely good.

Why not place it prominently on the Talking Machine with something just as beautiful and essentially more useful.



K-nob-O Needle Box Record Cleaner

These RECORD CLEANERS

will carry your message in a
MANNER DE LUXE

See your jobber or write us for samples and Business Boosting Plans. **DO IT TODAY.**

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street, Philadelphia, U. S. A.



Velvaloid Record Cleaner

RICHMOND

Public Looking to Talking Machine Dealers for Christmas Gifts
—Trade Activities of the Month

RICHMOND, VA., December 7.—Talking machine dealers report that the pre-Christmas season opened up better than usual with them, business being brisk in both records and machines. More than \$1,500,000 in Christmas savings was distributed by the local banks the first of the month, and the dealers feel confident that a liberal portion of this money will be spent with them before the Yuletide season is over. Throughout the Richmond territory business is also reported good, dealers being unable to keep abreast of the demand because of shortage of goods due to the inability of factories to fill orders promptly. Starr dealers report a ready sale of Christmas Gennett greeting records which they are featuring as especially suitable for Christmas gifts. Other dealers are also handling them with gratifying results.

Local dealers are giving but little attention this year to the organization of Christmas clubs to stimulate the sale of their wares. Instead, they are concentrating on advertising, window displays and the like.

Walter D. Moses & Co., Victor dealers, report that Victrolas priced at \$100 are perhaps the most popular with the Christmas gift hunters. The house is also featuring an extensive line of other musical instruments.

Frank W. Corley, vice-president of the Corley Co., Victor jobber and retailer, Richmond, Va., won a handsome silver cup as first prize in the high jumping class at the recent National Guard Horse Show held in that city. He was mounted on his mare Shannon, and emerged victor over a field of nearly a dozen contestants. Mr. Corley is a member of the Deep Run Hunt Club and is chairman of the Hunt Committee.

This is the thirty-fourth Christmas for the Corley Co. and its offering includes a large line of pianos, Victrolas and other instruments.

Lee Fergusson, Victor dealer, recently staged a very effective window display of Red Seal records set off by colored photographs of artists in frames. Sales of these records were stimulated very appreciably by the display, which was generally considered one of the best in the musical line seen on Broad street this season.

Practically all Richmond dealers cashed in strong on Paderewski records as a result of the recent appearance of the celebrated Polish pianist here. The demand for such records was exceptionally good both before and after his visit, they say.

Goldberg Bros., Pathé distributors, covering

Virginia and other Southern States, report that the factory is oversold on both uprights and consoles and that as a result they are meeting with difficulty in keeping dealers supplied with goods.

The C. B. Haynes Co., Inc., Edison distributor with headquarters in this city, in common with other wholesalers, is hard put to it to supply the retail trade which it serves with sufficient stock to meet holiday requirements. The whirlwind close of the year will go far toward bringing up the total annual sales volume to a very satisfactory figure, both for the C. B. Haynes Co. and the Edison retail trade.

Of interest to the music trade is the announcement that the Richmond branch of Charles M. Stieff, Inc., of Baltimore, which has been located for some time at 117 West Broad street, has leased new quarters at 414-416 East Grace street and is planning to occupy them early in January. It is a new structure, now nearing completion. The main floor is of large black and white tiles extending the entire length of the building. The show window, platforms and backing being done away with makes the entire floor visible from the street. Grace street is rapidly developing into a high-class shopping center, and is proving especially attractive to merchants who do not care to pay what they regard as prohibitive rents on Broad street.

L. B. Slaughter, manager of the record-player department of the Biggs Music Co., this city, has retired from the firm. Mr. Slaughter is well known to the Richmond trade, having been identified with it for some years.

Miss Iola Stroud, of the Levy-Page Co., Norfolk, and Miss Ollie K. Hege, manager of the Victrola department of the Huntley, Hill, Stockton Co., Winston-Salem, N. C., spent several days Thanksgiving week as guests of Miss Florence Biscoe, of the wholesale department of the Corley Co.

Miss Mabel Rich, of the educational department of the Victor Talking Machine Co., addressed the musical department of the Virginia Educational Conference during conference week, making a special trip here from Camden for the purpose.

SPECIAL OKEH CHRISTMAS BAG

Okeh dealers were advised this week by the General Phonograph Corp., New York, manufacturer of Okeh records, that a special Christmas record delivery bag was ready for distribution. This bag has an unusually attractive design that is a distinct departure from the conventional holly design bag. The art work is very attractive, and the whole design has the appearance of an old Old English woodcut. The "Star of Bethlehem" forms the basis of the design with the wording "Okeh—the Record of Quality for a Merry Xmas." It is printed in chocolate brown that harmonizes with the lighter brown of the kraft paper of which the bags are made.

THE C. B. HAYNES, CO. INC.

Disc and Amberola
Instruments

DISTRIBUTORS

Recreations and
Amberol Records

\$ALES



PROFITS

Brisk fall business has begun and the busy winter season is approaching

A few more dealerships must be established to serve this growing demand

Our Salesmen are now in the Carolinas and Virginia calling on interested merchants

A letter from you may result in the most profitable transaction you have ever made

ACT NOW

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES

Few Clouds Seen on 1924 Business Horizon

Representative Members of All Branches of Talking Machine Trade Express Confidence Regarding Opportunities to be Offered During the Coming Twelve Months—Totals for 1923 Satisfactory

IF the prophecies of the majority of the talking machine trade are borne out even to a fair degree, then 1924 holds most satisfactory promises for a substantial volume of talking machine and record business. The fact is a number of the trade executives, men of broad vision, and whose opinions carry weight, are of the opinion that for the retailer who adjusts his business methods and practices to meet the latest developments in the industry the coming twelve months will present unusual opportunities for the building up of an increased and profitable volume of business.

There are those who twelve months ago were somewhat pessimistic regarding trade possibilities for 1923, but a summary of the year's business indicates that in most cases both manufacturers and retailers experienced a greater volume of turnover than in 1922, which was considered a very fair year. There were, of course, during the year certain periods when business did not come quite so easily as some would have liked, but to compensate for this there were other periods even during the Summer when the volume of sales measured up close to the records scored immediately after the war.

It is interesting to note that the tremendous increase in the popularity of radio apparently has not had any strong deterrent influence in the talking machine business as a whole, though numerous dealers have taken on that new line, not so much to make up real or fancied losses in talking machine record sales as to reap additional profits arising from the selling of the new entertainment medium.

Manufacturers in many cases are going into the New Year with quantities of unfilled orders on their books, which is an excellent indication of sound fundamental conditions in the industry.

It is very probable that results in 1924 will not be won except by earnest sales and exploitation effort. There is a tendency on the part of the public toward the purchase of machines of the better grade, which is to be welcomed for the reason it will mean an increase in the dollars-and-cents volume of business, even though there may not be any increase in the number of actual machines sold during the year. On the whole, it appears as though business for the coming months will be just about what the individual manufacturer, distributor and dealer care to make it.

What Distributors Say

Frank E. Bolway & Son, Inc., Syracuse, N. Y.
By Frank E. Bolway:

I feel that 1924 is a year that should be approached only after the most careful analysis of the merchandiser's business experiences.

1923 has, in a great measure, been much like its predecessors with the exception that the average business man has developed an inquisitive mind into his business costs, and an inquisitive mind into the non-productiveness—if any—of his organization in its various forms and in various particulars.

We believe that 1924 is the threshold to a considerable period of prosperity, and, too, that we must proceed cautiously indeed, because of the dangerous difficulties that must be met before the year is brought to a moderately successful conclusion. It is folly to assume when business depressions will come, as it is equally folly to predict business booms; but from our viewpoint it looks as if the Summer and the Spring months will be very quiet, requiring most careful watching of one's overhead and turnover, but that with the advent of Fall, provided the political situation has the proper aspect, business should start on an upward hill of successful advancement, which should continue for a considerable period without any very serious interruptions.

The business depression, if there is any in 1924, should not be as serious a handicap to the average man, for the reason that he should have his overhead in hand, which is more than can be said of the merchant in 1922 and 1921; and in addition to this he has a more keen grasp of just what faces him when the depression approaches, or when he is in the throes of the depression.

It appears that 1924 is to be a year of tight credits, watching your collections very carefully, and keeping your overhead—through the most careful of analysis—to the proper proportions.

One feels that 1924 is the time for the boss to come out from the private office and get to work in the main office and cut out the frills which have made it seem improper for the boss to bother with details. Bread and butter diet for the business man who wishes to make real money in the next few years—and by the sweat of his brow he should win the day.

Buehn Phonograph Co., Pittsburgh, Pa. By Albert A. Buehn, Treasurer:

During the year coming to a close, we have

been impressed with a gradual change in the taste of the buying public toward better music. This is very noticeable, particularly in the increased sale of Edison instruments and records. We know many talking machine dealers who have shown a desire to cater to this better trade, by making application for the Edison line. The outlook for next year is that we are to enjoy the largest year in our history. While we may not have a boom next year, we feel sure that the Edison dealers generally will enjoy a very prosperous business.

Cohen & Hughes, Inc., Baltimore, Md. By William Biel, Secretary and Treasurer:

The outstanding feature in our opinion of the present year's business has been a tremendously increased interest in the merchandising of records, whereas in spite of new models in our particular line sales of machines have shown no apparent increase over last year, yet without any special effort the volume of record business has more than tripled during the current year. We believe this to be due to a realization on the part of the dealers that the greatest room for expansion in the talking machine line and that leading to the greatest satisfaction because of its cash basis, is in the sale of records, and they have lent increased energy to this direction.

The Corley Co., Richmond, Va. By Frank W. Corley, General Manager:

The business for the present year seems to the writer to have very nearly approached the much-talked-of normalcy. This has been a good, satisfactory year, with no particular depression or thrills. I believe 1924 will be a very similar year.

Charles H. Ditson & Co., New York. By Paul Carlson, Manager, Wholesale Victor Department:

I believe the Victor dealer is particularly favored for a prosperous 1924 by having behind him such a stable foundation as the Victor Co. The trade is passing through an unsettled period, but I see nothing but a bright future for Victor dealers in 1924.

Eastern Talking Machine Co., Boston, Mass. By H. Shoemaker, General Manager:

With business conditions being more nearly normal and staple than they have been for some time and with the present plans of the Victor Co. as to their advertising and manufacturing campaigns, there is but little doubt in our minds but that 1924 has the possibilities of the "biggest ever."

We believe that the results of the coming year rest entirely with the dealer as there is no question but what we will have sufficient merchandise for him to sell. Let him, therefore, get his shoulder behind the wheel, and with the wholehearted co-operation of the wholesaler, backed by the manufacturer, there is no question but that 1924 will be a winner.

A. C. Erisman Co., Boston, Mass. By A. C. Erisman, General Manager:

First, the most important feature of 1923 business was the universal adoption of the Period Model machines, when the year before a great many dealers figured that they would not be practical. There were also a great many manufacturers who not only figured this but emphatically told the dealers so. They have all come to period models.

The second feature is that the customers are getting more product and better product for the dollar expended than at any other time since I have been associated in the industry.

Third, the dealers seem to be waking up to the fact that they have got to merchandise and they have got to carry every piece of merchandise pertaining to the music and talking machine industry in their store to keep that business and profit from going elsewhere. This question of merchandising and the question of the dealer seeing the many benefits and the much additional profit that he can make, is a very important item.

Fourth, the general popularity of portable type machines which several years ago were looked upon as a small business. Thousands of these portable machines have been sold by

(Continued on page 92)

No. 35861. Holly Wreath, natural prepared, everlasting, fireproofed, with bow, holly berries and silver effect; per dozen, \$10.00.



Write today for our Xmas Catalogue No. 35, containing illustrations in colors of Artificial Flowers, Plants, Vines, etc., mailed free for the asking.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 91)

this company in New England, and the sale seems to be growing each day. They have absolutely succeeded the old small table type of talking machine.

Prospects for 1924

First, I believe that before the end of the year, every live musical dealer will carry complete radio sets and complete sets of phonograph and radio combined in one. The radio business and the talking machine business are really one. Both are entertainment—one reproduces from a record, taking the waves off the record, producing music. The other, with an antenna, picks the music waves out of the air. They are just as closely related as a chocolate ice-cream soda and a vanilla ice-cream soda. One person likes one, one person likes another, and one dealer should sell both.

Second, it is up to the music dealer to improve the efforts of his sales organization. The general carelessness that is displayed by the average sales person, the lack of knowledge in regard to the merchandise which they carry, has been one big sore spot. The writer has seen dozens of sales people, talked with them, they have told of the sales they have made, on certain side lines, certain supplies, etc., and when I ask them point blank if they are familiar with the product, they admit "No." In other words, the sales organizations to-day, in most instances, are more "delivery clerks" than real salesmen. This is due to the manager or owner of the store not introducing more enthusiasm or pep on the possibilities of selling side lines.

Third, the dealer that puts in proper window display, the dealer that realizes the value of proper window display, such as having moving attractions, specializing each week on something new, will, we believe, add 25 per cent to his business. The average window display is made up the same each week—nothing to stop the customers—in fact, from the observation of the writer, I do not believe that one person in five

hundred stops to look at the average talking machine window.

Fourth, to those dealers who do better merchandising, realizing the possibilities of the many lines they can sell, this is really plus profit for them. You can find dealers in one town selling a certain article. Another dealer will not handle it, and vice versa. In other words, the dealers rely too much on what they like, instead of giving the buying public what they want.

Fifth, in 1924 we hope to see the elimination of cut-price sales. We hope so especially on the console model machines. Cleaning out the old upright types at cut prices and introducing the Period Models was a time for every dealer to play fair. There is no profit in cut-price business, and a great many of the dealers and department stores seem to be trying to under-price the other fellow, with the result that they are filling orders for goods, making legitimate sales, but making no profit.

Sixth, in 1924 I believe every live dealer and live salesman can add 25 per cent to 30 per cent to their business by doing "what they know they ought to do." This, and the elimination of a great many dealers who are a menace to the trade, will certainly help the conditions for the new year.

Louisville Music Co., Louisville, Ky. By Ben L. Lowenthal, President:

We do not hesitate to say that our business exceeded all expectations in 1923, especially in the hot Summer months, when people are not very apt to get their minds on music, when they are seeking recreation out of doors. During this period in August and September the public interest was at the highest pitch, and our volume of sales was greater than it was for any corresponding period in our history.

Looking into 1924, we anticipate a tremendous increase over the record of the past year. All of the signs of more business are visible.

Employment is getting better, the railroads are handling larger shipments every day, and their experts are expecting industrial development, and on the strength of this, with higher prices for cotton and tobacco in the South, we feel that we are justified in our prediction of prosperity.

C. C. Mellor Co., Pittsburgh, Pa. By Thomas T. Evans, Sales Manager:

We believe that the two outstanding features of the talking machine business from a Victor standpoint is the introduction of the 400 group Victrola instruments and the doubling up of the Red Seal records. Production on the 400 group has been a very pleasant surprise to all of us, as there is only a comfortable shortage existing on this group of instruments, which probably has helped to make the shortage on the popular priced instruments of one hundred and one hundred and fifty dollars more severe.

We believe, however, that the 400 group has added great strength to our hold in the talking machine business, and we should feel the effects of it very materially during 1924.

The doubling up of the Red Seal records has caused a shortage and has cost both the dealer and the jobber a great deal of worry and financial loss at this time. However, this condition should be eliminated shortly after the first of the year—and there is no question as far as this territory is concerned but that we will use a greatly increased allotment of Red Seal records.

As for the working out of the weekly releases, it will be considerably into 1924 before we can tell what changes this has brought about—whether for the betterment of the business or not.

We find at this time that the dealers are living from hand to mouth as far as stocks are concerned. With a normal business after January 1, it is our opinion that 1924 will be another year that the jobbers in this section will not stock very much merchandise during the Summer period.

There are two conditions in this territory that govern conditions here—they being steel and coal. At the present time the steel outlook is very optimistic and on the other hand the coal outlook is pessimistic, but we look for, all in all, as far as this territory is concerned, a very prosperous year during 1924, taking into consideration the outlook for future deliveries of steel and the outlook of a possibility of a strike in the coal fields.

New York Talking Machine Co., New York.

By A. D. Geissler:

Both wholesalers and retailers do well to consider outside general conditions that definitely affect the Victor business in particular.

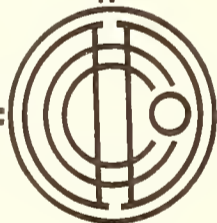
For instance, in 1924 the settlement of two big issues confronting the country—reduction of taxation and the bonus—is of the greatest importance to our industry. In spite of the fact that next year is election year, and as such will be one fraught with a certain amount of uneasiness, I believe that the talking machine industry must profit, if these two questions are decided favorably.

The reduction of taxation is the paramount issue, of course, for if it is accomplished a large amount of money will be released. A good portion of it will naturally flow into purchasing channels which will give a field of activity for the Victor dealer who will put his merchandising ability to work. A somewhat similar condition will arise if the bonus bill is enacted into law. A goodly portion of the millions of dollars paid to ex-service men will flow into our business.

It looks reasonable to expect the total Victor business to show a substantial increase for 1924, and those dealers who have shown loyalty to the Victor line cannot help but benefit in this increased business.

Dealers will not need to worry as to whether or not there will be a market for Victor mer-

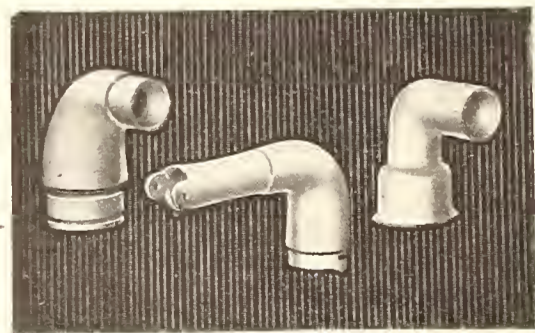
(Continued on page 94)



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



An important factor in the "production insurance" given Doehler customers is the replacement—voluntarily and without cost—of worn dies.

The quality of Doehler Die-Castings is never permitted to suffer as a result of die depreciation—a new set of dies is always ready in time to maintain quality and delivery.

Though an order for Doehler Die-Castings may run into the tens of thousands, the last must be as good as the first—must be up to the Doehler standard.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

Order from this Page

Prompt Shipment Before Christmas

Sell your Christmas customers C&W Radio Receivers. Designed by two of America's foremost radio engineers, licensed under the famous Armstrong Patents, they have proved by actual test to have higher selectivity than any other in-

struments in their class.

Simple, dependable, easily operated, completely self-contained—the ideal receiver for your better customers who wish to enjoy Radio instead of fussing with equipment.

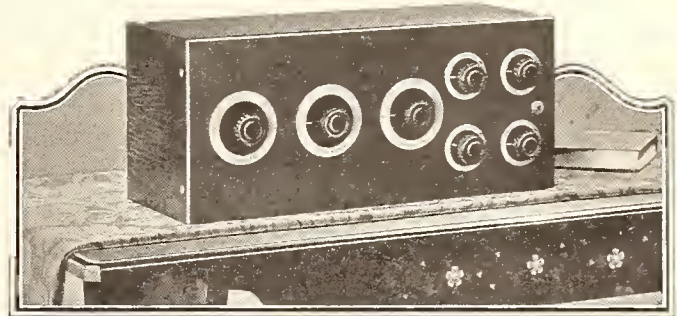
Dealers securing the C&W franchise are backed by a comprehensive advertising campaign, a feature of which is the free monthly magazine "What's In the Air," published exclusively for C&W Dealers—with the dealer's name on the cover—written and illustrated to interest his best prospects—those who have no radio set. Ask for your quota with your order.



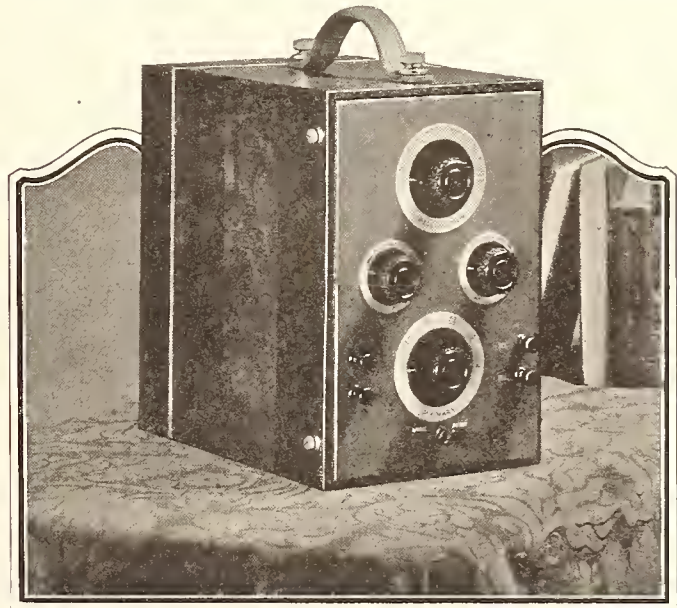
C&W Console Receiver—Model 11D. A highly selective, 4-tube regenerative set with special C&W double circuit, in a beautiful Walnut Finished Early English Period Console. Magnavox loud speaker, tubes and batteries all in cabinet. List price, \$325.00; \$10.00 extra west of Rockies.



Single Tube Model—Type 15. Operates as highly selective, double-circuit set on a permanent antenna. Instantly changeable to a single circuit for temporary antenna—a wire along the top of a car—across the room of a friend. List price, only \$50.00 complete, including tube and batteries.



C&W Model 11B—Leader of the C&W Line; 3-tube, double-circuit, regenerative receiver. Remarkably long range and clear reception. Uses 3-UV-199 tubes; 3 LARGE A Batteries; shock absorbing tube mounts; shielded panel; automatic rheostat switches; all wires back connected. List price, complete with tubes, A Battery and B Battery.....\$160.00



“Town and Country” C&W Receiver 12A. A successful portable model, that can be taken anywhere, yet a perfect set for the home. On a permanent antenna, a highly selective, 2-tube, double-circuit set. Instantly changeable to single circuit, ready for operation on any sort of temporary antenna. Self-contained, with LARGE dry-cell batteries that last. List price, complete, with headphones, batteries and tubes.....\$97.50

Order From Nearest Jobber

CHICAGO—

E. P. Bartlett & Co.,
9 South Clinton St.
Commonwealth Edison Co.,
72 West Adams St.
Wakem & McLaughlin Co.,
225 East Illinois St.

DENVER—

Rocky Mountain Radio Corp'n,
1512 Broadway

GRAND FORKS, N. D.—
Auto Supply Co.

KANSAS CITY, MO.,
The Schmelzer Co.

LOS ANGELES—
Western Radio, Inc.,
637 South Hope St.

MINNEAPOLIS—
Hall Hardware Co.
The Automotive Supply Co.,
(Riebeth & Ingmundson)

NEW YORK—

Manhattan Electrical Supply Co.,
125 Church St.
Radio Stores Corp'n,
218 West 34th St.

OMAHA—

Lee-Coit-Andreesen Co.

PHILADELPHIA—
Sayre-Level Radio Co.

ST. LOUIS—

Manhattan Electrical Supply Co.,
1105 Pine St.

ST. PAUL

Farwell-Ozmun-Kirk & Co.,
Jackson & Second St.

SAN FRANCISCO—

Alexander-Lavenson Co.

SPOKANE—

E. W. Murray Lighting Co.

Cutting and Washington

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 92)

chandise. Already indications point to a possible shortage of Victor goods for the first few months of next year. For instance, on the first of November, 1923, the New York and Chicago Talking Machine Companies had machine inventories one-half as large as those of a year previous. We believe the dealers' stocks were considerably larger in 1922 than in 1923. In addition to dealers' stocks being in a fair way to liquidation, everything points to the jobbers being completely sold out on January 1, 1924. One more thing to be considered is the lull in factory production which occurs in January, due to strenuous efforts to push into December all of the production possible.

After all, it is not an idle question as to whether the total talking machine business of 1924 will be as large as that of 1923.

Phonographs, Inc., Atlanta, Ga. By W. L. F. Rosenblatt, President:

We consider the outstanding feature of the present year's business the final clean-up of

the dealers from inventories carried over from the war period of prosperity.

We believe the year 1924 will show at least a 50 per cent increase in business for us, and that general business conditions throughout our zone of operation will be very much improved.

The cotton situation is always a problem, especially since the boll weevil has been playing such a part with the crops and more especially during the rainy season. We believe, however, that the cotton planters are better prepared now than ever to cope with the boll weevil, and better results will be obtained next year than for some time past.

Sherman, Clay & Co., San Francisco, Cal. By F. C. Lindquist, Manager Victrola Department:

The outlook here in this part of the country is very good. As you, no doubt, know our chief product in the Northwest is lumber, and this industry at the present time is going at full blast. We depend a great deal upon the pay-

roll of our lumber mills, and at the present time these are nearly at top notch. We predict for 1924 a year of business the like of which this country has never seen before.

Every outlook for business conditions seems to show all reason for being on the incline and I believe that it will continue to be that way for the next two years.

Texas-Oklahoma Phonograph Co., Dallas, Tex.

By A. H. Curry, President:

1923 Edison business throughout this section has indeed been surprising in the matter of volume. To use a Texas farmer's method of expression, I might truthfully say that "business is as good as I thought it would be, and I didn't think it would be either." In all seriousness, I am very happy over conditions as I find them to-day.

The farmer throughout this section is back at his old practice of buying pretty much what he wants, or what he can be caused to realize that he wants through the efforts of an energetic salesman, and you can just bet that when Mr. Farmer is in such frame of mind so is each other element.

We find, however, that for salesmen to reap a harvest of sales comparable with sales made during the period of 1919-20 they must make about five times as many sales contracts and sell six phonographs where they formerly sold five.

For the salesman who is willing to work, however, the above is easily possible, and such measure is being exceeded by quite a number of salesmen. Proof of this is furnished in figures showing a 78 per cent increase in October over October last year, and November will show about the same comparative increase.

This year is destined to prove out very close to our second largest year, and as for 1924 I cannot but expect a volume of business comparable with the fifth year in our history. Best of all perhaps will be the fact that when we close our books in December, 1924, there will be no aftermath to unravel as was true December 31, 1920.

What the Dealers Say

R. L. Blomfield, Detroit, Mich.

The present year's business, on the average, has been good. However, if I should try to find a word that would cover my observations I should use a word something like this: "Jumpy, erratic," i. e., business has come in spurts. People apparently make up their minds suddenly that they can buy, and then a week or so hence they swing the other way. However, the tendency is more to the former than the latter, indicating, I think, that we are getting back to a solid business basis which speaks well for 1924.

The Brunswick Music Shop, Buffalo, N. Y. By C. Curtis, Manager:

We are very sorry to state that our phonograph business for the present year was somewhat disappointing. While the writer is not pessimistic, he feels that the lack of interest shown in phonographs was largely due to the growing demand for radio outfits. This demand has also seriously affected the record trade, and I do believe that this is only a temporary lull in phonograph sales, as I feel that the novelty of radio will wear off to a certain extent and develop into a commercial business, being used by large industries.

The phonograph is a staple product and here to stay, and the writer is very optimistic on the outlook for 1924, and believes that within a short time the phonograph will take its proper place among the musical instruments.

Carter Music Co., Inc., Beaumont, Tex. By J. R. Carter, Vice-President:

We are glad to report that volume of business with us for 1923 is better than the year 1922, but the business spread more evenly through each of the twelve months of the year. Sales resistance high, net profits low.

Conditions for 1924, with low interest rate,
(Continued on page 96)

CESCO

REPEATER

— the fastest selling accessory
in the Talking Machine Industry

Skim the cream off the Christmas trade by featuring this truly wonderful repeater. Nothing like it has ever been offered before. It is so unique and novel in operation that it instantly sells itself. The CESCO Repeater is the ideal repeater—quick as a flash—positive in action. Sturdily built of sheet metal, simple in design, without intricate mechanism or complicated parts. *Needs no adjusting whatever*, just sets in the center of the record.

Holiday time is dancing time—most everyone owns a phonograph. What more desirable gift could be chosen? And only a dollar—within the reach of all.

INVESTIGATE NOW

The CESCO Repeater is distributed through jobbers. Samples gladly sent to dealers on receipt of jobber's name. Put up in cartons of 12, with holly boxes for Christmas trade.

The Universal Gift
—and
Only a Dollar!



THE RAPID REPEATER CO.
260 Van Alst Avenue Long Island City, N. Y.



Consolidated Service

through the organization responsible for its famous efficiency in the wide-spread distribution of the popular, fast-selling

Okeh Records

The Records of Quality

extends to its host of friends and the trade in general, its hearty and sincere wishes for

A Very
Merry Christmas
And a Prosperously
Happy New Year

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 94)

low water freight rate, large payrolls, large crops and good prices, high prices for lumber and lumber mills busy, should make the year 1924 a better year than this, 1923.

Chappell Music Co., Abilene, Kans. By J. H. Deeble, Manager:

The 1923 business has shown a steady gain, month by month, with the demand running to the higher priced instruments. With agricultural conditions very good, we see no reason why we should not look forward to a much better business in 1924.

Chillicothe Music Co., Chillicothe, Mo. By C. D. Maxwell:

We find the buying public becoming more musical each year. However, due to the fact that this is strictly a farming territory, we have had hard sledding during 1923. We feel that if the farmer is given a little better chance we will break the record in 1924, both in talking machines and pianos.

We do not think for one minute that the radio has damaged the talking machine, but on the other hand it has encouraged sales that would never have turned up.

Here's hoping the farmer will be given a better chance in 1924.

Fowler, Dick & Walker, Binghamton, N. Y.

By James E. Greene:

One of the outstanding features of 1923 is the realization of the public that the radio will not supplant the phonograph in the home. Another feature is a strong tendency on the part of the buying public towards the medium priced instrument.

As for 1924 we look for better things than the present year, as we think things will be much healthier in 1924. However, we feel that 1923 has been a fairly satisfactory year in this particular locality.

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

Leroy C. Gunther, Secretary-Treasurer:

Our past year's business has been very satisfactory. We do think, however, that the year 1924 will be one of the most profitable in the history of the talking machine industry.

Hall's Music Shop, Cicero, Ind. By J. B. Hall, Proprietor:

The demand for musical instruments in this territory from the first of September up to the present writing has been good, and there is every reason to believe the holiday trade will be excellent.

All factories are running full time and many

are working overtime to fill orders. There is employment for all classes of labor at good wages, and no one who cares to work need be idle.

The farmer, too, is feeling better. His 1923 crops are good and he is getting somewhat higher prices for his surplus products.

Taking the situation as a whole, I believe that conditions have improved fully 50 per cent within the past twelve months. My business for 1923 is double that of the previous year, and I am looking forward to 1924 with a great deal of optimism.

S. Hamilton Co., Pittsburgh, Pa. By Charles L. Hamilton, Treasurer:

The outstanding feature of this year's phonograph business seems to us to have been the slow pick-up of business in standard lines. We think this has been due to "bargain" prices (so-called) on nondescript machines and records so generally advertised by department stores. We have found a very large per cent of lookers influenced by the \$69.75 and similar prices advertised. This tends to lower the public's opinion of all phonographs.

The outlook for 1924 is hopeful if not rosy. We expect a continuance of the rate of improvement noticeable since the low marks of 1921 and 1922.

William F. Lamb, Pottstown, Pa.:

I wish to state that business has been fairly good this year. We had an anniversary piano sale in October for two weeks, during which time we sold forty-five pianos, twenty-one of them being player-pianos.

The prospects for business in 1924, I believe, will be about the same as this year. It will largely depend on personal attention to prospects and advertising.

Landau's Music & Jewelry Store, Wilkes-Barre, Pa. By H. Michlesky:

Being in the heart of the anthracite coal producing region of Pennsylvania, we are necessarily dependent to a large extent on conditions and the length of wage agreements between operators and miners, which fortunately extended to October 1, 1925. This insures steady work for mine workers and should result in good business in all lines right through 1924.

We are looking forward to the coming year being a banner one in our three stores, and we are making preparations to that end. Industrial conditions throughout the country have little effect on us of the coal regions. For

years back there has been a shortage of anthracite coal, and the mines are kept busy almost every working day of the entire period of the joint working agreements between operators and men. With the mines in steady operation we do not experience any depression in business when other industries slump or slacken.

So far as we can judge the coming year by past experiences, we anticipate, as stated, that 1924 will be a good business year in this important end of the great State of Pennsylvania.

Maison Blanche Co., New Orleans, La. By J. D. Moore:

1923 sales to date about equal last year, which was the largest in the history of our music department.

General business conditions now indicate that 1924 will be a very good year. The many resources affecting trade in this locality seem to be in a wholesome, healthy condition, and with our increased facilities available early in the year will furnish the means of a greater service by what is commonly known as the "Greatest Store South."

Ellas Marx Music Co., Sacramento, Cal.:

The present year to date for us compares favorably with previous years. Next year should be a banner one for good phonographs. The public is getting more acquainted with good music, and the merchant who carries a complete stock of standard makes with a good library of recreations should show a good profit for 1924. We specialize on the new Edison and have for a number of years.

R. M. Mattson Co., Long Beach, Cal. By R. M. Mattson:

The outstanding feature of the past year's business in this territory is the steady month by month increases and stability of the phonograph business.

Also the rapid change of the public taste from the upright to the console models, putting the phonograph on a par with the grand piano and other house furnishings.

1924 should be a year of steady growth in the industry, and we believe that if both the manufacturer and the retailer will figure their business on a steady growth rather than boom times the industry as a whole will continue on safe grounds.

Montaloo's Temple of Music, New Brunswick, N. J. By B. Howard Schlain:

In glancing back over 1923, there are two facts which stand out to which one might refer as outstanding features.

One is the tremendous strides made in the sale of complete radio outfits, particularly outfits encased in good-looking cabinets, by music stores over the country. The other is the fact that this spreading popularity of radio has not, at least as far as our business would indicate, materially affected the sale of talking machines.

Correlating these two facts, it would appear that the musical industry is doing a great deal toward bringing music, in one form or another, into the homes and lives of more and more people throughout the country, thereby making still more popular the "enjoy yourself at home" idea which, of course, is one of the aims of every dealer in this line.

Our sales volume for the current month is almost double what it was in the same month in 1922, and regardless of the fact that many experienced forecasters are looking toward a business relapse for 1924, we feel reasonably confident that our record for the coming year, both in the sale of talking machines and radio, will surpass 1923 figures by a comfortable margin.

The Rosenblatt Co., Inc., Greeneville, Tenn.:

We believe that there will be a revival of good substantial business for the coming year, or at least that is what we expect from this section.

Business here depends a great deal upon crop conditions, and as the farmers have a large amount of high-grade burley tobacco, which is

(Continued on page 98)

We Thank You

The confidence and good will of our customers during the past years have been a constant inspiration to produce only the Very Best.

To secure entire satisfaction, always insist on getting

DE LUXE NEEDLES

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

The logo for Federal Records features the word "Federal" in a large, elegant, cursive script with a drop shadow effect. Below it, the word "RECORDS" is written in a bold, black, serif, all-caps font.

NO record, regardless of price, excels Federal in beauty and naturalness of tone, durability and general musical excellence.

At fifty cents retail Federals are the greatest value ever offered.

Our policy of protection enables our dealers to establish a permanent as well as profitable business.

A complete catalog of standard and popular music by the best artists.

All the latest hits.

Write for our exclusive agency proposition.

FEDERAL RECORD CORPORATION

(Formerly the Indestructible Phonographic Record Co., Established 1900)

==== **ALBANY, N. Y.** =====

The Needle That Is Above All Competition Gilt Edge



Gilt Edge Needles are above competition because your trade will always prefer a needle that plays ten records and brings out the clear, brilliant tones—greater quality and five times the value has a selling appeal that cannot be beaten.

Selling is made easy for you. The attractive metal Display Stand does the work, and the margin of profit for you is 100%. An assortment of one hundred in all tones, dance, medium, extra loud or loud, nets you \$10. The cost is \$5—a 100% profit plus the prestige of selling a quality product.



REFLEXO

Blue Steel Needles Are an Innovation for Music Lovers
Plays any tone (soft, loud or medium) with a little twist of the needle. Order a sample Display Stand. Test it. 100 packages sell for \$15.00. Cost you \$7.50.

Write For Samples Or Order
From Your Jobber

Reflexo Products Company

Selling Agents for
W. H. BAGSHAW COMPANY

347 Fifth Avenue New York

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 96)

the "money crop," there is every indication of good business. Greenville is the highest priced burley market in the United States, and the crop is bigger and better this year than it ever has been, so we are looking and preparing for a large business in the phonograph line for the coming year.

The market will open on December 4 and continue through until about April 1, so that we will have a few months of good business to start the new year with, and when the season closes, with prices good, it will not be very difficult to persuade the farmers who have not bought a musical instrument to buy one on the expectations of their next crop.

Seiberling-Lucas Music Co., Portland, Ore. By Frank Lucas:

The three outstanding features of the business for the year just coming to a close may be set down as follows: (1) The remarkable demand for "jazz" music. (2) The strong and successful effort to bring these organizations to a higher plane musically. (3) The fact that most buyers wish to buy on the instalment plan and at extremely low payments.

Prospects for 1924 are good and would be wonderfully good were it not for the fact that grain, fruit and stock farmers are not enjoying great prosperity.

Siegling Music House, Inc., Charleston, S. C. By Rudolph Siegling, President:

In our part of the country, due to local conditions, business has been exceedingly bad for the past two years, but has shown improvement for the last six months, and we can now say that our business is very much better than in pre-war times. Our increase of business for 1924 will be due to the high price of cotton, the best we have ever had. Unlike the North and West, the South, up to the last six months, did not enjoy the same amount of prosperity. We are glad to say the tables have now turned and we look for better times.

N. Snellenburg & Co., Philadelphia, Pa. By Everett W. Keefe, Manager Edison Department:

1923 has been just an all around good year. Not a boom in sight, but a year seemingly chuck-full of good, sound, old-fashioned common sense.

People have stopped buying for the pleasure of digging down in their pockets; dealers have stopped leading up and then waiting complacently for people to walk into the store with the ready cash. To employ a familiar phrase, "Those days are gone forever."

Alone responsible for our success and probably the success of every dealer in the field during the present year, was the growing appreciation of music everywhere, brought about by a gradual molding process of our daily lives and by continuous and determined effort toward a definite goal.

1924 will be a big year, brimful of success and opportunity for the merchant who is alive to its possibilities. Popular priced models will open the doors to thousands of new homes. Most of the war-time machines, with the exception of the few which have remained through sheer merit, have been eliminated from the market.

Radio, despite the slight dent which it has made temporarily in phonograph sales, has already resulted in a manifestly greater appreciation of music and a consequent increase in volume, especially of record sales. Then, too, the exploitation of Christmas Clubs on a large scale and the constantly increasing number of building and loan associations have brought people face to face with the advantages of the partial payment idea and many are now buying phonographs on instalments who never otherwise would have accumulated sufficient money to buy an instrument.

On the whole, 1924 should be a big year to the dealer who goes hard after the business. He will need to fight for every inch of success, but his reward will be sure.

Wilson Broadway Music Co., Inc., Chicago. By L. L. Smerage:

The outstanding feature of the present year's business is that we have found a great feeling of optimism everywhere, and this has been more than borne out by the business that is being done right now.

As to 1924, we sincerely believe that it will be the best year since 1919. We have orders to indicate this.

From Manufacturers and Others

Amphion Talking Machine Co., St. Paul, Minn.

We have shown a 30 per cent increase in sales of our phonographs for the year ending November 30 and expect to show a greater increase next year.

With general business getting better prices for products and getting into the market more next year and labor in good demand we look upon next year as a very prosperous one for all lines of business.

Artophone Corporation, St. Louis, Mo.:

The outstanding feature of the present year's business, as far as we have been concerned, has been the great increase in record and machine sales. Also the fact that the merchants are demanding high-class merchandise.

We believe that the business of 1924 should be fully as good if not better than 1923; when we consider the prosperous condition of the talking machine business and the country generally we feel justified in making this prediction.

Brunswick-Balke-Collender Co., Chicago. By

**A. J. Kendrick, General Sales Manager
Phonograph Division:**

An endeavor to express without prejudice an opinion or forecast for 1924, or the outstanding feature of this year's business is difficult without being somewhat guided by selfish associations and problems.

1923, with its generally more prosperous conditions, found many in the phonograph trade unable to take advantage of those opportunities, largely because of failure to promptly readjust themselves to changes—more radical in character than in recent past periods.

There seem to be two outstanding factors in the trade which impaired progress—one was need for financial readjustment—and needed reorganization of sales methods and practices. General prosperity, rather than efficiency in either of these two factors made for a good year. 1923 therefore can be considered a year of preparation.

Clearer vision of what can be accomplished in 1924 and how to accomplish it has certainly resulted. The need and advantages of constructive merchandising have become more evident. General industries and agriculture are prospectively good and employment is widespread, with wages satisfactory.

Exports and conditions abroad appear feeble, but to those situations we are quite reconciled.

In 1924 business should be what we make it—visions are better and opportunities greater than any year in the last half dozen.

Cheney Talking Machine Co., Chicago. By A. C. Harper, President:

We are looking forward to 1924 with a great deal of confidence, as we believe the phonograph business will be very satisfactory. Notwithstanding that 1924 will be a presidential year, general business conditions are very sound, money plentiful, labor well employed at high wages, and the farming communities gradually improving their condition. This means a large purchasing power, and should be reflected in the entire phonograph industry.

We are pleased to report that the Cheney Talking Machine Co. has had the best year in its history in 1923. Our business has shown a marked increase over 1922, and in 1922 we increased our sales 100 per cent over 1921. Present conditions indicate that our sales in 1924 will be considerably larger than during 1923.

Tunes that are in the air —



FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 98)

Columbia Mantel Co., Brooklyn, N. Y. By Walther A. Anderson, President:

The outstanding feature of the present year's business, aside from the fact that the over-production of talking machines has been about consumed, thereby bringing the industry to a more normal state, has been the introduction of radio. The combination of phonograph and radio will continue to grow in demand.

The coming year will be one during which sales must be vigorously and intelligently pushed. The product must be demonstrably superior in construction or produced at a lower cost so that there is a price advantage.

Everybody's Talking Machine Co., Philadelphia, Pa. By Samuel Fingrutd, Secretary:

The outlook for 1924 as regards our line seems to be extremely favorable.

With the issuance of our 1924 catalog, which has been acknowledged to be the most complete one ever issued to the trade, we can see from the enthusiastic manner in which it has already been received that our business is going to increase manifold during 1924.

Large talking machine establishments are beginning to see the wisdom of up-to-date service departments which not only add an enormous profit to their business, but are also making many good friends for them.

We see 1924 as a banner year, and we believe that all indications point to a most successful period for the entire industry.

Pathé Phonograph & Radio Corp., Brooklyn, N. Y. By Eugene A. Widmann, President:

Generally speaking, the country is prosperous; in some respects more so than ever.

The two most important commercial developments in the last two years are both strong competitors of the phonograph and the record; one is the automobile, which takes people away from their homes and their phonographs, and the other is the radio, which takes money from the phonograph prospect and gives him in a measure, although in a measure only, what is competitive with the phonograph.

But in spite of all this the phonograph is as strong as it ever was and 1924 will be good. The dealer can make it very good.

Orsenigo Co., Inc., Long Island City, N. Y. By E. J. Orsenigo:

Business for the past year we are glad to say has been the best in the history of our concern. We have reasons to believe that 1924 will be better. It has been physically impossible for us to fulfill the demand for our products due principally to the lack of artistic labor which is required for the manufacturing of our merchandise.

Victor Talking Machine Co., Camden, N. J. By Ralph L. Freeman, Director of Distribution:

This year has been one in which substantial progress towards stability in the industry and creation of favorable conditions for the future have been achieved. 1924 promises to be a year for which plans can be made in advance

with confidence. Our manufacturing program, already developed, for the first four months of 1924, calls for maximum production in all departments and full use of our greatly enlarged plant.

Peerless Album Co., New York. By Phil Ravis, President:

The barometer of the album business has, during the past six months, shown a condition of trade atmosphere which bids fair for 1924.

Not only has there been a widespread resumption of musical activity throughout the country, probably greater than at any time since the war, but all programs and schedules point to a fuller musical season just ahead.

Talking machine and phonograph men generally acknowledge that a demand for albums indicates the stability of record trade and the fact of certain increases in Peerless volume in 1923 promises a continuance of buying for home record libraries during 1924.

Just as a big Summer vacation season is always followed by a greedy public demand for photograph albums, a wide distribution of record albums inevitably follows a full calendar of musical events. Normalcy in record buying has undoubtedly come to stay.

Geo. C. Beckwith Co., Minneapolis, Minn. By C. K. Bennett, Vice-president:

This year has been different from any other year in my experience because the dealers have been so conservative in ordering, causing such a shortage in the most popular type of Victrolas, and a resultant loss in business. Our trouble is keeping up with the demand, and we are busier than ever making excuses. However, we are making plans for a big increase in business in 1924.

F. C. Kent Co., Irvington, N. J. By F. C. Kent, President:

As seen from our personal viewpoint the outstanding features of the present year's business have been:

(a) The return to its former prosperity of the phonograph industry as a whole upon a sound financial basis, which argues well for a wholesome and substantial future growth along safe and sane lines.

(b) The elimination of a great many fly-by-night concerns whose questionable tactics constituted a real menace to the stability and dependability of the phonograph industry.

(c) The realization that the radio, instead of being an active and serious competitor, as many feared, is, on the contrary, a stimulating factor in making sales, especially of records.

(d) The entrance into the phonographic field of several concerns of irreproachable repute and great financial strength, whose successful endeavors to market strictly high-grade phonographs must of necessity result in added prestige and considerable additional importance to the trade in general.

(e) The really remarkable extension of the activities of the manufacturer and the jobbers of the Edison disc phonograph, as is evidenced

by the unusually large number of added Edison dealers and the corresponding increase in sales.

As to the outlook for the year 1924 we would state that we are looking forward to and preparing accordingly for the biggest year in our history, even exceeding the year which is now drawing to a close and which, our records show, has far excelled in every way any previous year in which we have participated.

C. L. Marshall Co., Detroit, Mich. By C. L. Marshall:

The most pronounced feature of this year's business condition, according to my impressions, and this refers not only to the phonograph business, but other manufactured lines, is that the real worth of merchandise is given greater consideration than for some time past, and prices must be consistent with the values. The price-cutting situation which existed for a period caused a reversal of the fundamental principle of buying and selling—price sold the merchandise, and the value and quality was given secondary consideration, if at all. This, naturally, affected legitimate lines, but with the reaction came the demand for well-made, reputable merchandise of value and quality at the right price, and the manufacturer who aspires to secure and maintain a standing and permanency for his product must be able to meet these requirements.

Business for 1923 has been satisfactory in all of our lines and the prospects for 1924 are good. The trouble is the most of us have been expecting the unusual, instead of the normal, healthy results of well-directed efforts. We expect an increase in our business for 1924, not from a change in conditions, but results from the effort we have put forth this year and the work we expect to do in this direction in 1924.

SOME RECORD SALE!

WESTFIELD, N. J., December 1.—William J. Rosen, proprietor of the Westfield Music Shop, 39 Elm street, this city, recently sold 600 Victor Red Seal records to one purchaser. The buyer has a record library of close to 1,800 numbers. His idea in buying so many records at one sitting was to avoid the necessity of later having to complete his library with double-faced Red Seals. All of the purchases were single-faced records.

MICA DIAPHRAGMS

Buy direct from the largest manufacturers of high grade India Ruby mica diaphragms. Clear Tone diaphragms.

Samples and quotations on request

HIRSCH MICA COMPANY
Flushing, Porter Aves. and Thames St.
BROOKLYN · · NEW YORK

CLEVELAND

Securing Sufficient Stock to Meet Big Christmas Demand Chief Problem of the Trade—Vigorous Drives Boost Sales—The News

CLEVELAND, O., December 7.—While jobbing interests and dealers, for that matter, are occupied largely with the problem of getting sufficient machines and records to meet the Christmas business which has already started, and is about ten days ahead of the usual holiday trade, both wholesale and retail interests are co-operating thoroughly to perpetuate the interest-sustaining factors that were started months before the holiday season.

This does not mean that wholesalers are neglecting to encourage the retailers with business-promotion plans, even through the now busy season. They want to feel reasonably sure that the dealer element will enter the new year with more new business immediately in prospect.

Columbia Booth at Better Homes Exposition

One of the recent unusual accomplishments in this connection was staged by the Cleveland branch of the Columbia Co. in a large booth at the Better Homes Exposition in Buffalo, where every new model of Columbia was displayed. The event was managed by M. H. Batz, Buffalo territory representative for the Cleveland Columbia branch. Through Mr. Batz a Buffalo newspaper sent a special letter to every person in the district whose income is \$5,000 or more, with an urge to especially look at the Columbia exhibit. It is now estimated that of the more than 60,000 persons who visited the exposition, close to 100 per cent of them did visit the booth, and were made directly interested in the new instruments. One of the largest prospect lists ever obtained for a single week's entertainment was acquired, which may be of aid to Columbia dealers later on.

B. H. Smith, formerly connected with the executive office of the Columbia Phonograph Co., has been placed in charge of the record department of the local branch.

New Eclipse Red Seal Record Poster

In keeping with the move to interest the people in the better music records, the Eclipse Musical Co., Victor wholesaler, has prepared a poster to feature Red Seal records. The first of these made its appearance December 1, picturing a scene from "Lucia," and proclaiming the remarkably low figure at which a double record with the Sextet from "Lucia" and the Quartet from "Rigoletto" may be had. These posters will be used by dealers in their windows.

Edison Tone-Tests Go Over Big

The tone-tests arranged for Cleveland zone Edison dealers by the Phonograph Co., Edison distributor, have gone over bigger than any similar previous effort, according to reports by dealers to E. S. Hershberger, secretary, who arranged this latest tour. More persons attended

these tests, and larger lists of prospects for new instruments were obtained.

Strong Campaign of Meier & Sons Co.

Credit for the greatest achievement by an individual dealer to obtain new business should go to the L. Meier & Sons Co., Victor dealers, who conducted a twenty-six days' campaign through November. It is now conservatively estimated that at least 50,000 persons were made directly interested in this campaign, through the giving away of numerous prizes and the two nights' appearance of Eight Popular Victor Artists at the Lyceum Theatre, where 3,000 persons alone heard and saw the people whose records they are familiar with. Special advertising was conducted in daily newspapers, street cars and the like, but the expense and effort are more than justified by the renewed interest in the talking machine. Of course, many sales were made, according to Louis Meier, and not a few of those resulted in larger machines being substituted for smaller machines before deals were actually closed. During the artists' appearance here they were entertained by Mr. Meier at the Hanna Restaurant and the Cleveland Athletic Club, where leaders in the talking machine trade here were also present. During the first night of the artists' appearance the car schedule was upset by so many people going to the Lyceum Theatre that the street car dispatcher in that district had to order extra cars for the home-bound crowd.

A Helpful Christmas Suggestion

Since all dealers make a point of featuring records touching on or appertaining to Christmas, a helpful list of 500 such records has been prepared by the Cleveland Talking Machine Co., Victor wholesaler, and many dealers had already filled their quotas of these records during the first week the list of numbers was distributed.

Colored Artist Booms Records Sales

In the matter of immediate business for the retailer the idea of the officials of the Cleveland Columbia branch in bringing Bessie Smith, noted colored artist recording for Columbia, to Cleveland, resulted in the biggest sale of records of all kinds to colored folk that retailers who cater to them ever did in one week. Miss Smith appeared at the Globe Theatre, which was packed hours before the performance started.

L. S. McLeod Now a Benedict

Though record-making artists may not have done show work, some of them know what doubling in brass means, and to a certain extent one Bennie Krueger, orchestra conductor extraordinary, did that same. Mr. Krueger was acquired by local Brunswick executives to put on a Brunswick week for the George S. Dales Co. at Akron.

While thus engaged none other than L. S. McLeod, branch manager at Cleveland, had to go and get married. Miss Carmeta Mae Smith, Cleveland girl, was the bride. And Bennie Krueger, also Margaret Young, another Brunswick artist, were among the special guests at the wedding. Mr. McLeod held the news in abeyance from his associates in the Brunswick, but it came to light just in time for the staff to purchase a fine, large chair, in which, supposedly, he will take life easy henceforth.

Walter Camp Speaks at Luncheon

Among the recent weekly luncheon speakers at the Cleveland Advertising Club was Walter Camp himself, originator of the well-known "Daily Dozen." Mr. Camp spoke on health, and illustrated his speech with some of the principles outlined by his Health Records. Many dealers attended the meeting to get first-hand information on the subject, which they found valuable with the immediate increase of health record sales.

Important Sonora Dealer Helps

One of the important helps that already is bringing dealers returns on holiday business is the series of Sonora Christmas suggestions that are being distributed in this territory by the Sonora Phonograph Ohio Co. Many early machine sales have been closed through this medium already, dealers advise J. T. Pringle, general manager.

New Distributors for Diaphragm Co.

The Diaphragm Co., with headquarters in the Union Building, this city, is continuing to enlarge its territory for its violin spruce reproducer. H. C. Cooley, sales manager, announces the appointment of the Parker Phonograph Co., Seattle, for the Washington and Oregon territory, and W. R. Connolly, former Cleveland, of Eustis, Fla., as distributor for the latter State.

Record Cut-Out Plan Helps Dealers

When dealers need new records they must needs find space for them, and the so-called dead record stock must consequently be reduced. In this connection the local Brunswick organization is co-operating with Brunswick dealers by the installation of the Brunswick record cut-out plan, and many dealers in this territory already have been able to prepare their establishments for the newer and current music.

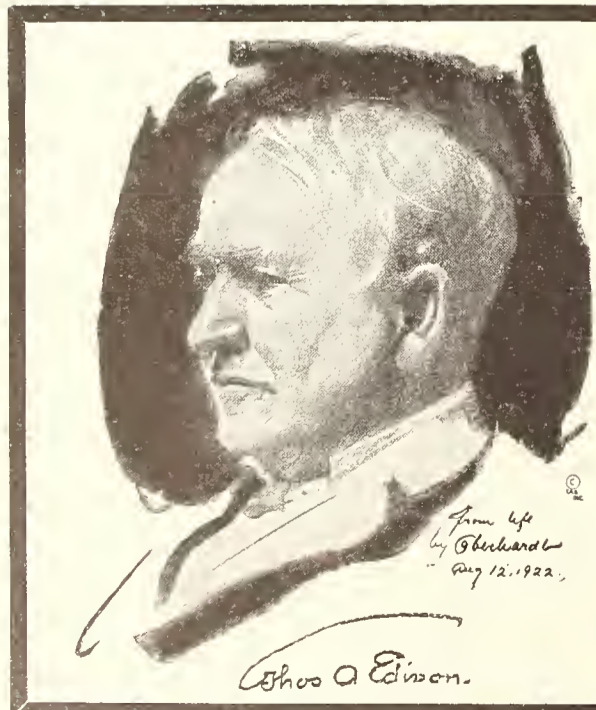
Adopt Machine Exchange Plan

Because of the difference of popular opinion on certain types of machines, and the fact that some dealers will have instruments that do not move readily, while other dealers could use just such machines, the Cleveland Talking Machine Co., Victor wholesaler, has adopted a machine exchange plan, so that those with such machine surplus may dispose of it, and those requiring the machines may have them. Lists of machines that are available for redistribution are being compiled by the dealers.

Many New Stores and Changes Reported

T. R. Buel, secretary, the Cheney Phonograph

(Continued on page 102)



Edison Blazes the Trail

First to produce a mechanical reproduction of sound.

First and Only Phonograph to reproduce the actual voice of the artist or tones of an instrument.

First in Service—Styles—Quality—Late Hits.

Originator of the Phonograph Industry.

Get acquainted with The New Edison—Hear it in your own store.

Write Now for a demonstration after January first.

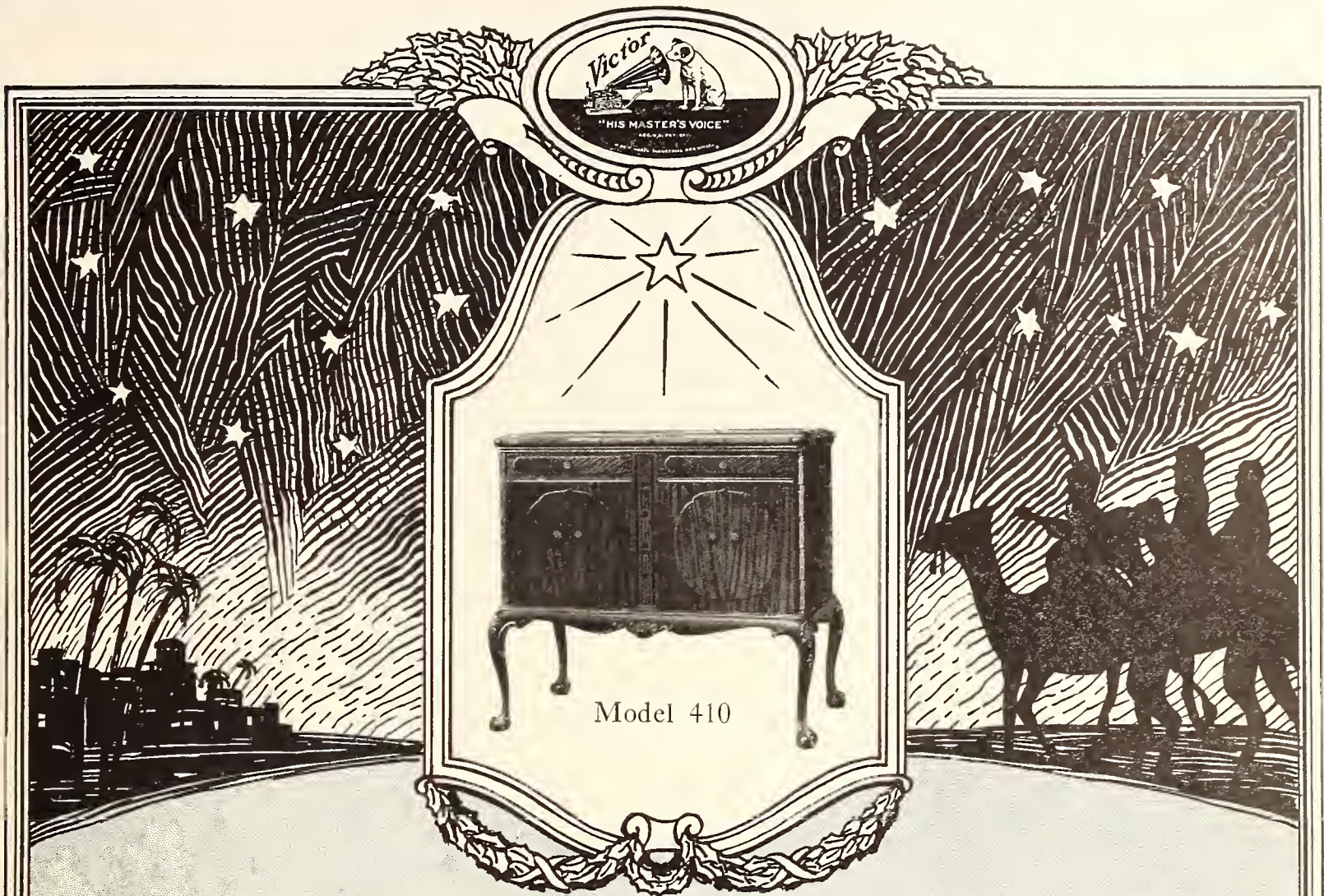
We are planning for many transfers of dealerships and additional representation during the coming year. Perhaps your town is on the list. Information will be supplied upon request.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.



When the question was raised as to the character of copy we should have in this issue, we felt we ought to tell you that our business relations with every individual Victor dealer have been really enjoyable to all of us.

We have tried to perfect **ECLIPSE SERVICE** to the point where everything would move with the certainty of the second. The moment your letters come into the office, they are opened and each and every order is dispatched to the shipping department immediately.

We are here to serve you—to get your shipments on the way the day your order comes in. Still we are not entirely satisfied. We want to make **ECLIPSE SERVICE** pronouncedly better in the future. Any suggestion you may wish to make is deserving of thanks. If you think conditions governing your business are not typical of the average, tell us about it. We may have a suggestion to offer. Our sole interest is in you as a Victor dealer because upon your success depends the greater success of our own organization whose services are at your continuous command.

Successful years are always crowned with a happier Holiday Season. May 1924 bring you the best there is in store.

THE ECLIPSE  MUSICAL ©
VICTOR WHOLESALERS CLEVELAND OHIO

These Song Hits are the talk of the town.

**"NO, NO,
NORA!"**

THE Foxtrot
Sensation

**"I
LOVE
YOU"**

The Melody
Song hit from
"LITTLE JESSIE JAMES"

**"LOVE
TALES"**

A fine swinging
FOX-TROT TUNE

"You can't go wrong with any FEIST song" ©

CLEVELAND FEELS INSTRUMENT LACK

(Continued from page 100)

Sales Co., announces the addition of the Zifter Music Co. to the Cheney line, and with plans for an informal introduction of Cheney for the near future.

Several new dealers for the Bush & Lane Duo Vox, in Pittsburgh, Akron and Warren, have been added lately by C. H. Kennedy, district representative for this instrument.

Brown Bros., an old-established firm that has been featuring Columbia for a long time, has moved into its new location on East Ninth near Prospect, this city. Dan Des Foldes and R. H. Smith, of the Cleveland Columbia branch, aided in planning the Columbia display for the opening, the largest individual display of phonographs

seen here in a considerable length of time.

More new Sonora dealers are announced by J. L. Du Breuil, sales manager, the Sonora Phonograph Ohio Co. These include Andrew Motika and Dunn's Music Store, in Cleveland, and Fred Bailey, at Washington Court House.

The Frazell Music Store, Toledo, is rebuilding its entire first floor in connection with the introduction of the new line of Columbias, and following the completion of new hearing rooms and other improvements, may hold an informal opening. The Arson Furniture Co., Niagara Falls, also has added the new line of Columbias.

Jacob Weinheimer's Sons, Syracuse, N. Y., one of the largest retail establishments in that vicinity, is a new Brunswick dealer to be added to the Cleveland district list.

New Cheney retailers enrolled in the last few

weeks include the L. Kline Music Co., New Kensington; Pennsylvania Salt Manufacturing Co., Natronia; D. B. Rouret, Curwensville, and the Hirshberg Furniture Co., McKeysport, all in Pennsylvania; Spense's Music Co., Columbus; Findt Music Co., Steubenville; T. E. Rice Piano Co., Wooster, and Fred C. Klopfer, Bucyrus, O.

New Edison dealers include E. W. Muntz, Cleveland; East End Furniture Co. and Michigan Furniture Co., Youngstown.

Additional Sonora dealers in the southern Ohio territory announced by Carl E. Kraner, Sonora Phonograph Co. Ohio representative, include A. Steinkamp & Co., Portsmouth, and C. J. Breslen, Cambridge, O.

The Bernstein Piano Co., this city, has acquired the Victor business formerly held by the Deutsch-Crane Co.

ALBANY

Christmas Gift Sales Keep Retailers on Their Toes—Expect Sales Records to Be Shattered

ALBANY, N. Y., December 8.—That holiday business is good is plainly evident by the activity noted in all the music stores. This condition exists throughout northeastern New York, according to N. D. Griffin, manager of the American Phonograph Co., distributor of the Edison. During the past month nine new dealers have placed large orders for stock and practically all of the old customers have placed orders greatly in excess of the corresponding period last year. Mr. Griffin obtained an abnormally large stock in anticipation of increased orders, but the December shipments will exhaust the supply of many models and deplete all others.

The holiday trade of the local dealers is expected to exceed all previous years, largely due to the Christmas clubs, which have been the means of placing hundreds of machines, so that by Christmas day there will be but few instruments left. With the opening of the month the Albany banks began the distribution of more than a half million dollars to Christmas club depositors and the music stores are getting their share of this fund for Christmas shopping. The Baker Music House is facing an acute shortage in machines, although the stock orders were slightly in excess of last year. The radio department has an excellent window display and this line is being featured. O. E. Kellogg, general manager, said that the advent of the radio made him apprehensive of a decline in the sale of talking machines and records, but the experience of the past year has shown it has increased business. "We are daily asked for records of pieces heard over the radio and find it is an advertisement of the new releases," said Mr. Kellogg.

Miss Mabel Rich, of the educational depart-

ment of the Victor Co., gave a demonstration in music appreciation in the third grade of School No. 12 as a part of the program of the seventy-eighth annual meeting of the New York State Teachers' Association in Albany held recently. Lists of records suitable for use in schools, issued by the Victor Co., were distributed among the teachers and many called at the local Victor stores for a demonstration of them. It is expected that music memory contests, with the aid of talking machines and records, will be instituted in schools that have not yet adopted the plan, as a result of this talk.

The Standard Furniture Co., of 112-114 South

Pearl street, has taken the agency for Sonora machines and is advertising them extensively in connection with the general advertising campaign of the Sonora Co. Practically all the furniture dealers and department stores here are handling both machines and records.

Pommer & Sons have installed an auto-phone amplifier at the store entrance and the latest Brunswick records are played daily, attracting the attention of shoppers.

The Central Talking Machine Shop, Inc., of New York City, has filed a certificate at the Secretary of State's office showing the adoption of the name of Retail Music Corp.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

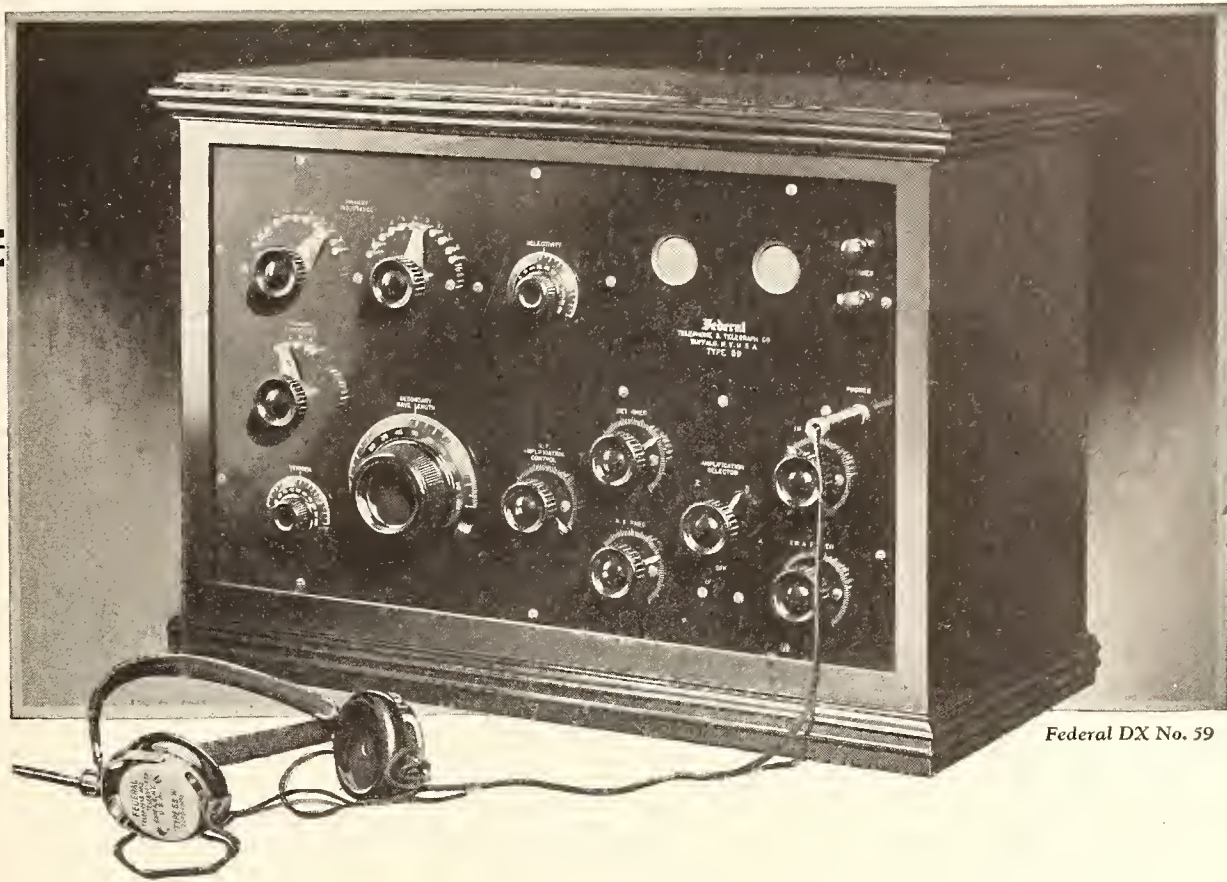
Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.



Federal DX No. 59

Tune In!

The Buying Public is Calling You

FOR years the phonograph shop has been looked upon as headquarters of "entertainment for the home." This has meant profit for you and will *continue* to mean profit if you stock and sell dependable radio equipment *as a logical and consistent part of your business.*

Radio is no longer in its experimental stage. Do not let prejudice or disinterest rob you of profit which should be yours. Federal Telephone and Telegraph Co.,

is a corporation with a quarter century of sound success and with the highest financial rating behind its iron clad guarantee of performance on all radio sets and parts that bear the Federal mark. Simplicity of operation and the sturdy, dependable efficiency of Federal products make it unnecessary for you to be an electrical wizard in order to sell radio equipment.

Radio is "entertainment for the home". Make your store its headquarters.

Write today for the Federal proposition for phonograph dealers

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England

Federal

Standard **RADIO** Products

© 1923
Leo. Feist, Inc.

If we have one an-other — That's ev'ry-thing — The way we love each other — That's ev'rything

THAT'S EVERYTHING

"You can't go wrong with any FEIST song"

Everything That Makes A Wonderful FOX-TROT



C. C. HARVEY IN NEW STORE

New Building in Brockton, Mass., Was Occupied by House Early in December

BROCKTON, MASS., December 7.—The C. C. Harvey Co., which has been carrying on a general music business at 57 Main street, in this city, for a long terms of years, moved on December 1 to its new building at 27 Legion Parkway, just around the corner from its present quarters. This new building, which has just been completed, consists of two floors which are occupied entirely by the C. C. Harvey Co. business. The first floor will be used for the talking machine department, and the second floor will be devoted to the piano and general musical merchandise department. New decorations and new fixtures, such as record racks, demonstration booths and record counters, have been installed. V. Merrill Jones, manager, is very enthusiastic over the new quarters, as they

give him double the floor space, and, in general, much more attractive warerooms. The C. C. Harvey Co. carries the Ampico, pianos and the Victor, Edison and Columbia phonographs.

HOLYOKE DEALER ENGAGED

HOLYOKE, MASS., December 7.—Announcement has been made of the engagement of Miss Bertha Jacobson, of Minneapolis, Minn., to Harry Wernick, of this city, which was announced at a party held in Silverman's Hall here the middle of November. Mr. Wernick is the live-wire head of the Holyoke Phonograph Co., which has handled Columbia products for a number of years. Many friends in the talking machine trade attended the party.

Separate departments for sheet music and phonographs are among the features of the recently remodeled W. T. Grant department store in Pawtucket, R. I.

MESKILL MUSIC SHOP OPENS

MUNCIE, IND., December 6.—The Meskill Music Shop, 109 West Jackson street, held its formal opening here recently. A. L. Huber, who is in charge of the store, has been identified with the music business about eighteen years. The record department of the store, which is owned by an Indianapolis concern, will be in charge of Miss Louise Huber, daughter of the manager of the store.

BRUCE MUSIC CO. CHANGES HANDS

DECATUR, ILL., December 7.—The Bruce Music Co., at 118 East William street, has been purchased by L. H. Nifong, formerly of Peoria, and R. W. Garecht, formerly of Springfield, who are opening the shop under the name of the Decatur Music Shop. The new firm will deal in Columbia phonographs and records and pianos.

Quality and Service

Quality No. 4 and No. 7 "Perfection" reproducer and attachment to play all lateral cut records on Edison Machines.

Quality No. 6 "Perfection" Universal Attachment to play all makes of records on Edison Machines.

Reproducers to fit Victor or Columbia Machines for playing "Hill and Dale" cut records.

Attachment Arms for Edison Machines.

All "Perfection" attachments in best quality—Antique Gold—Oxidized—
or Nickel finish.

Write for samples and prices.

H. H. AMBLER, President

New England Talking Machine Company

16 Beach Street

Boston, Mass.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

LIVELY DAYS IN TRADE AS BUSINESS HITS THE GRADE AND HOLIDAY SALES START IN EARNEST

Lethargy of November Replaced by Decided Activity in Retail Trade Circles—Short Business Period Before Passing of Christmas Sales Season Promises to Bring Up Sales Totals

BOSTON, MASS., December 7.—The talking machine trade has begun to find things rather lively. Almost on the first day of the month the tide of business distinctly changed; that is to say, while November was not what dealers had looked for, conditions are likely to be more than made up for this month, but it will mean a lot of hustling for there will be fewer selling days for the purchasers. In the end the volume of holiday business will be something of goodly proportions, it is predicted. The jobbers have been able to fill orders satisfactorily, except in some styles that have been in particularly heavy demand. In most cases the dealers have goodly stocks, which means that there will be prompt deliveries. With December's quota taken into consideration the sum total of the 1923 business promises to make a very good showing. One thing that dealers relate with few exceptions: the call for higher priced machines exceeds in volume that of any previous year.

New Strand Dealers Appointed

The Strand machine is now being carried by a great many high-grade dealers throughout the New England territory, and orders that are coming into Manager Erisman's office indicate that sales are now very large.

It is significant that when the Erisman Co. took on the Strand the names of forty dealers, leaders in the business, were selected as those whom Mr. Erisman especially wanted to carry this machine. Practically all of these forty now are doing a good business with this line. Among the most recent houses to sign up for the Strand is the Lothrop Piano Co., of Dover and Rochester, N. H.; the Taylor Furniture Co., 770 Washington street, Boston, where Manager Smith is going into the talking machine business on a big scale; the Garreau Home Furniture Co., of Pawtucket, R. I.; Gamer's Music Store, 965 Tremont street, Boston, which is carrying a complete line of Strands; the W. T. Burns Furniture Co., of Woburn; Louis Karelitz Furniture Co., of Peabody; C. J. Murphy, of Biddeford, Me., and the Wakefield Music Shop, Wakefield, of which Walter Davis,

formerly with Henderson's, is now the manager.

Hallet & Davis Activities

The Harvard-Yale football game was liberally attended by the Hallet & Davis Co.'s staff, for there were C. C. Conway, whose son, Norton Conway, is a member of the Yale freshman team; E. E. Conway, R. O. Ainslie and H. C. Spain. John Cotter, of this house, has lately moved into a new office on the third floor front, which is about the last word in handsome, comfortable furnishings. Lester Jones, who handles the talking machine end of the Hallet & Davis business, has been making trips through New England and New York lately in the interest of several types of machines which Hallet & Davis dealers have taken in large numbers.

Co-operated With Columbia Dealers

Mrs. Alice W. Graves, stock-keeping and record expert of the Boston branch of the Columbia Co., has returned from an extended trip through western Massachusetts and Connecticut, where she has been working in close harmony with Columbia dealers, developing their record department and featuring, through dealers' clerks, the unlimited possibilities of moving back numbers in the present catalog. Since her return Manager Fred E. Mann has received several letters from dealers in appreciation of Mrs. Graves' services in developing business.

S. M. Sugarman Convalescent

It will be good news to his many friends that S. M. Sugarman, treasurer of the Rosen Talking Machine Co., School street, is recovering from an operation for acute appendicitis. He and his son, Ben H. Sugarman, are important factors in the retail distribution of the Victor and Columbia lines of merchandise.

Oskenonton, Columbia Artist, a Visitor

Oskenonton, exclusive Columbia artist, paid a visit to the Boston branch of the Columbia Co. early in November while on his way to fill concert engagements in New England. His father and grandfather were great chiefs bearing the same name, and they spent the greater

part of their lives in the Grand River Reservation in Canada. By hereditary rights he bears the proud title of Chief of the Mohawk tribe. Dealers throughout New England are looking forward to very favorable sales of this Indian artist's records as the result of his appearance in different towns and cities.

A. C. Erisman Announces Radio

The A. C. Erisman Co., 175 Tremont street, has taken on radio outfits, Mr. Erisman having come to the conclusion that the time is ripe for dealers to carry complete outfits. In a letter which he is sending out to the trade he says by way of introduction: "At last, after two years of careful study, we wish to announce to the talking machine and music trade that we are now in a position to offer you the highest grade radio product obtainable." The sets, therefore, that Mr. Erisman is offering are the Colin B. Kennedy set, of St. Louis, and the Federal Telephone & Telegraph sets.

Already the Erisman store has disposed of a number of these sets, and certain demonstrations in the showrooms are attracting considerable attention. It is especially interesting that Mr. Erisman enjoyed the Harvard-Yale football game on November 24 through the medium of a Kennedy set, and he received the news of the various plays not only while the machine set on his desk, but even while he was carrying it from the showroom to his office, a distance of perhaps 150 feet.

General Phonograph Corp. Expands

The General Phonograph Corp. of New England, Inc., has now got nicely settled in its new executive quarters, but the location at 142 Berkeley street is the same, for it only is that additional space has been taken across the hallway. The new room, and a very large one, is numbered 303, and the windows look out on Columbus avenue. The old quarters are now entirely used for stock purposes and all the available room is needed, since Manager Smith's New England business is growing rapidly. Manager Smith says that the exchange plan lately tried out has worked most advantageously all around and dealers everywhere are taking advantage of it. The department has laid in a large supply of Okeh and Odeon lines for the holiday trade and it looks as

(Continued on page 106)

Season's Greetings

VICTOR dealers are to be congratulated upon the closing of a very profitable VICTOR year with its increase in business. It is in a spirit of appreciation that we extend to the trade our sincere wishes for a joyous Yuletide and a New Year full of prosperity and happiness.

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain Localities Offer Dealership Opportunities. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison is FIRST with HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

though there'll be little left in stock by the time the dealers' orders have been filled. New dealers who are to handle these two lines of records are J. A. Bienkowski, of New Britain, Conn.; the Chicopee Novelty Co., of Chicopee, Mass., and Jac Anenberg, of Middletown, Conn.

It is interesting news that the General Phonograph Corp. is about to release a line of real Irish records which have been recorded in the Old Country. A line of Portuguese records lately released has been selling rapidly among the Portuguese of this city, who make up quite a large colony here. In the line of the classics considerable business is looked for in the records of great foreign artists which are to be had in the Fonotopia and Odeon lines. These records are of a very high class.

Installs Cheney in Radio Station

It is of special interest radiowise that the Shepard Stores, which do most of the broadcasting from this locality from station WNAC, has placed a Cheney talking machine in its radio studios and is using it exclusively for this work. The radio department has come to the conclusion that the Cheney records produce the best tone for broadcasting.

New Cheney Accounts

A concern to lately take on the Cheney line in New England is Brown, Thomson Co., of Hartford, Conn. Irving Caplan is the manager,

and he says his organization is well pleased with this machine. On the day that the initial order was received three machines were sold. Another concern to sign up for Cheney representation is the O. J. Gonya Bros Co., of Rumford, Me., which will carry this line exclusively.

Big Month for Sonora

The biggest month in any eighteen similar periods is the way that the business of November is characterized at the headquarters of the Sonora Co. of New England, and Tom Burke says that while large consignments of late models of Sonoras are coming into the stockroom it is difficult to keep up with the demand from dealers. The low-priced models, he says, are also in good demand and it is more than likely that there will not be enough for the December shipments.

Carbone Bros. Open New Store

On the first of the month Carbone Bros. opened a new talking machine shop at 482 Broadway, South Boston, known as Carbone Bros. Music Shop, Inc., and the conspicuous figure in the establishment is Prince Napoleon Carbone, a diminutive young gentleman, standing three and a half feet high, who has an international reputation, having traveled all over the world as a song and dance artist. He is a native-born Italian and has been in this country ten years and speaks fluent English. He

has appeared before thousands on the Keith circuit and has also been with circuses in this country. Prince Napoleon has three other brothers, Nicolo, Josef and Andy, the latter having been his manager during his public appearances. The Carbone Bros. also maintain a profitable store at 1443 Dorchester avenue,



Prince Napoleon Carbone

Dorchester, where the Victor line is carried exclusively. The store in South Boston is handsomely fitted up and business promises to be of unusually large volume, especially with the approach of the holidays.

Activities of the Burke Boys

Outstanding items of news anent the Burke boys, all associated with the Sonora house here, are that Joe has got a new Chalmers coach, of which he is justifiably very proud; that Tom took in the Yale-Princeton game and rooted, of course for the first-named college, since he has lots of friends in Connecticut; and that Ray has just returned from a good week in Maine, where he visited Bangor, Bath, Portland, Rockland and other places.

Popular Brunswick Releases in Demand

There have been some very popular releases lately in the Brunswick line of records and dealers looking to Kraft, Bates & Spencer for their consignments are sending in large orders for the big hits in the classical and popular catalogs. The new models of Brunswick machines, too, are finding a quick sale as the holidays are approaching. The Maurice Music Shoppe, of New Bedford, has just taken on the Brunswick line exclusively, and the indications are that Kraft, Bates & Spencer will have to send frequent invoices of goods, to judge by the way the initial order was disposed of.

We Serve New England!



THE speed and efficiency with which we have filled "rush" orders in the past is by no means impaired by the hustle and bustle of the present holiday season. The completeness of our stocks of Okeh, Odeon, Okeh Irish and Foreign Language Records is still maintained. Our prompt and efficient service is functioning as smoothly as ever!

We extend to our many friends and the trade in general our sincere wishes for A Very Merry Christmas and A Happy, Successful New Year!

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records

Buy Okeh Needles

They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 106)

Platt Spencer, of the traveling staff for the Brunswick, has just returned from a good trip in northern Vermont and Maine, where he found dealers most enthusiastic. Mr. Spencer is starting off again into Maine territory in a few days where, present reports indicate, business in the talking machine field is humming.

Eastern Co. Reports Busy Conditions


Herbert Shoemaker reports business very good for the Eastern Talking Machine Co. and adds that dealers, for the most part, took the company's advice and ordered their stocks early. He predicts that there will be a shortage in certain types, and already it is so with the 80 and 210 styles of Victors, which have been ordered very heavily by a number of the dealers. Mr. Shoemaker says the record business has been extremely large. The Eastern Co. has just signed up for a new representation out in Medford, the Medford Talking Machine Co., 19 Salem street, Medford Square. The store has been well stocked up with the Victor line of machines and records.

Robert Steinert Home From Europe

Robert Steinert, of M. Steinert & Sons, is back home from his European trip, on which he started early in October with his mother, Mrs. Alexander Steinert. "Bob" told The World correspondent that he spent most of his time in Paris, where his brother, Alexander L. Steinert, a coming figure in the musical world, is studying music, and that everywhere he went he found the French industriously occupied and imbued with a determined spirit to "come back." He said there were few idle people and there was a general air of cheerfulness throughout Paris and such of the environs he visited.

Restrained From Store Door Playing

The Supreme Court a few days ago in this city affirmed a decree of the Superior Court adjudging the Rosen Talking Machine Co., which is operated by Solomon N. Sugerman and his son, Ben S. Sugerman, guilty of contempt in violating an injunction restraining them from playing machines in their doorway or store in School street in such a manner as to be appreciably audible in stores on the opposite side of the street. In an opinion the Court says: "Courts will not permit defendants to evade responsibility for violating an injunction by doing through subterfuge a thing which is not in terms a violation, yet produces the same



At the end of a big Victor year we extend the compliments of the season to our many friends and trust that 1924 will prove a still greater year for Victor sales than 1923.

The Horton-Gallo-Creamer Co.
Victor Service Specialists
NEW HAVEN, CONN.

effect by accomplishing substantially that which they were enjoined from doing."

H. H. Ambler Actively in Charge

H. H. Ambler, who recently purchased the business of the New England Talking Machine Co., has energetically taken hold of the details and is already putting into execution many well-laid plans for the future development of the business. Mr. Ambler is an indefatigable worker and a thorough business executive. Under his management it is safe to predict a bright future for the company. He has adopted for his slogan "Quality and Service." In addition to more extensive advertising, a series of follow-up letters have been prepared, the first of which was mailed recently to 5,000 dealers. It

is Mr. Ambler's intention to keep closely in touch with the trade, both by letters and personal calls, and just as soon as all details are satisfactorily arranged at the headquarters of the company he will personally call upon the trade as time permits. He considers of prime importance, however, the quality of production and to this end of the business he is giving particular attention. He has placed in charge of production R. E. Chesley, who occupied this important position under the former management. Mr. Chesley has been familiar with this work for several years and has a thorough knowledge of all mechanical details.

Death of R. L. Freeman's Father

Victor jobbers and dealers will be sorry to learn of the loss that has come to R. L. Freeman, director of distribution for the Victor product, whose father passed away in Nova Scotia. Mr. Freeman passed through Boston on his way up to the Province and, following the funeral of his father, he brought his mother back with him to the States. The local trade pleasantly remembers meeting Mr. Freeman several Summers past as he has journeyed thither on his way to Nova Scotia to spend his vacation with the old folks.

Kenneth E. Reed Optimistic

Kenneth E. Reed, wholesale Victor manager for M. Steinert & Sons, voicing his views of trade conditions, said a few days ago that the present indications point to one of the finest Decembers in the history of the business. While admitting that business had been a bit quiet and not exactly what it should have been in November, nevertheless, he said it would gather strength and in fewer business days than usual would in the end make up for lost time in a most positive manner. That is to say, there would be a large volume of business concentrated in a shorter period of time, and this would mean that there will be a real Christmas rush toward the end of the holiday season.

Many Visitors to Steinert's

Boston visitors at the Steinert Arch street store, all of them Victor dealers, have been Miss Jane Hennessey, of the Tilton Furber Co., of Providence; Earl La Roe, of La Roe's Music Store, of Woonsocket; Herman Fleischman, of Marcellus Roper Co., Worcester, and who is

(Continued on page 108)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY.** A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 107)

pleasantly remembered as one of the old staff of the Steinert house; J. H. Barney and Frank Hale, of Barney's Music Store, Newport, R. I.

Dodge & Gardner Expand

A piece of out-of-town news just gathered is that Dodge & Gardner, of Plymouth, N. H., have lately purchased the Victor business of A. F. Burt & Co., so that now this concern has stores at three New Hampshire centers—Littleton, which is the company's headquarters; Woodsville and Plymouth.

Adds to Floor Space

The trade also will be interested to learn that Fred Gardner, of Gardner's Temple of Music, Lawrence, has added to his space by taking the second floor of the building where he is located, this extra accommodation being made necessary by increased business.

Peter McInerney Promoted

Peter McInerney, formerly of the dealer service department of the Boston branch of the Columbia Co., has been promoted to the post of supervisor of merchandise and will care for the supervision of record stocks and inventory. He brings to his new work a wide knowledge of the needs of the dealers, as well as their problems, and he is one of the most popular of the younger men in the local talking machine business. Pete, by the bye, is to be a January bridegroom.

Columbia Sample Record Popular

The special demonstration record which the Columbia Co. released recently has proved immensely popular in the New England field. The enthusiasm of Columbia dealers is a guarantee of the successful presentation to the public of one of the most important developments of record manufacturing since the Columbia gave the public the double-faced record.

Celebrates Silver Wedding

Henry Kahn, proprietor of Kahn's Music Shop, 636 Washington street and 22 Harvard

place, Boston, and who is widely known in the trade, lately celebrated his silver wedding anniversary. Mr. and Mrs. Kahn received many congratulations from friends in the music industry.

Visitors to Jerome H. Remick Co.

Two recent callers at the song shop of Jerome H. Remick Co., 168 Tremont street, which handles the Columbia exclusively, were Solomon and Richard Howard, the composers of "Oh, You Little Sun-uv-er-gun." They were here to listen to their number recorded on the New Process Columbia by Ray Miller and His Orchestra.

Eight Victor Artists on Tour

It will be good news in New England that the Eight Favorite Victor Artists, as they are now called, are to be in New England this month. They appeared at Fall River on December 6 and at Waterbury on December 7, with other dates to be announced later. Their tour is being managed by M. Steinert & Sons.

Okeh Artist Broadcasts

P. J. Gaffney, one of the Okeh artists, has had his musical ability well popularized through the medium of the WNAC broadcasting station, which is the Shepard Stores, in this city, and he lately got a letter from as far away as Montana testifying to the enjoyment derived from hearing him. He is now in New York making some new recordings.

Joe Burke in Gotham

Joe Burke, of the Sonora Co. of New England, has just gone over to New York to attend a jobbers' conference relative to the 1924 Sonora models.

Radio Sport News Get 'Em

The C. C. Harvey Co.'s Boylston street store attracted a large crowd on the afternoon of the big Harvard-Yale game when a Zenith radio set announced the continuous news of the game in the doorway of the store, which was

jammed during the entire period of the game.

Winthrop A. Harvey, of the C. C. Harvey Co., is back home from a Southern trip which he and Mrs. Harvey took as far as South Carolina. Soon after New Year's Ernest A. Cressey, of this house, and Mrs. Cressey plan to take a trip to the Middle West.

L. M. Coates in New Post

Louis M. Coates has lately been added to the staff of Kraft, Bates & Spencer, filling the important post of credit manager.

Miss F. E. Adams With Erisman Co.

Miss F. E. Adams, formerly in charge of the record department of the Atherton Furniture Co. at Brockton, has been engaged by Arthur Erisman to take charge of the promotion department of the A. C. Erisman Co. at his Boston store. Arthur C. Erisman was over in New York the middle of November, where he met the Strand factory managers.

Edison Trade Stocked to Meet Demand

Frederick H. Silliman, head of the Pardee, Ellenberger Co., Inc., Edison distributor for New England, speaks most enthusiastically of business conditions and, with the exception of perhaps two types of machines, he says the house will be able to take care of the trade. Dealers meanwhile responded to the call to lay in a sufficient stock early in the season, so it is not likely that there will be any eleventh hour rush to get goods.

Sales Drive at Henderson's

L. W. Scott, who is in charge of the talking machine department of Henderson's, Boylston street, has been busy with a special sales drive the past week. Mr. Scott says the indications are good for a lively holiday season.

Shepard Enlarges "Talker" Department

Because of extensive alterations in the piano department of the Shepard stores, which have entrances from Tremont and Winter streets and Temple place, there is to be considerably



FOR the markedly successful year which we are now closing, we voice our appreciation to our many friends. The whole-hearted cooperation of New England Victor retailers in the past has spurred us on to still greater efforts for 1924.

*We shall continue to prove that
"Steinert Service Serves."*

M. Steinert & Sons
Victor Wholesalers

35-37 Arch Street Boston, Mass.

Consult Us for Proposition on DeForest Radio Merchandise

more room devoted to the talking machine department, which is under the management of J. J. Moran, more familiarly known to the trade as "J. J." With the pianos thus out of the way to a floor above the line of Victrolas, Brunswicks and Cheney's will be shown to far better advantage than ever before. The holiday business in this department has started off very encouragingly.

Holiday Sales Grow at Prime's

The Prime Furniture Co., with an excellent location at the corner of Washington and Stuart streets, has just installed a talking machine department in a corner of the ground floor and this is in charge of Miss Laura Lawless, who formerly was associated with one of the Henderson stores. It is an exclusive Victrola shop and Miss Lawless says that she is finding quite a brisk business, which is rolling up as the days advance toward Christmas.

Doing Large Repair and Supply Business

Werrick Bros., who have been established in the phonograph parts and accessories business at 15 School street, this city, for the past five years, are carrying not only an extensive line of repair parts, but are jobbers of Brilliantone, Gilt Edge, Reflexo and Wall-Kane needles. Albums, delivery bags, envelopes and everything that goes with this line are also handled. Mr. Werrick, the sole owner of the firm of Werrick Bros., has been in this particular line for the past eighteen years.

Thos. W. Steele, of Hyde River, a Benedict

Thomas W. Steele, who has built up a very fine business in Victor talking machines, records and sheet music in Hyde River, Mass., was recently married, the happy bride being Miss Evelyn F. Atkins, of Somerville. He recently completed a very handsome home for himself and his bride. Mr. Steele has won quite a following in the community by his unflinching courtesy and attention to the interests of his customers. He was formerly in the talking machine business in Somerville where he also was very popular and successful.

The POOLEY



Model 225
\$120

Figured Mahogany or Walnut

POOLEY PHONOGRAPHS are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure.

Write for further details

W. B. GLYNN
Distributing Co.
Saxtons River, Vt.

Distributor for New England States

WE thank our friends for the wonderful year we have just gone through. Without your help it would have been impossible.

1924 we sincerely hope will be the biggest ever for you. We can help in making it so. Our plans for 1924 are based on a real desire to be of service to our dealers. Better line up with the Eastern next year and we can work together.




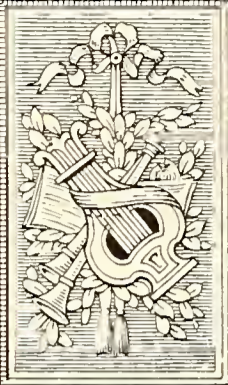
OUTLET STORE SECURES POOLEY MEDFORD TALKING MACHINE CO. OPENS

PROVIDENCE, R. I., December 4.—The W. B. Glynn Distributing Co., Saxtons River, Vt., New England distributor for Pooley phonographs, closed a contract recently with the Outlet Co., of this city, whereby this well-known store will handle a complete Pooley line. H. G. Russell, manager of the Outlet Co.'s phonograph department, is very optimistic regarding the sales outlook for the Pooley phonograph and an extensive sales campaign has already been started in behalf of these products. The W. B. Glynn Distributing Co. is planning to co-operate with this well-known department store in every possible way in developing Pooley business.

A charter of incorporation under the laws of California was recently granted to the Compton Music Co., Compton, Cal. The concern has a capital stock of \$25,000.

MEDFORD, MASS., December 4.—The Medford Talking Machine Co. recently opened very attractive quarters on Main street, this town, in a new building recently completed. New fixtures and record racks and counters have been installed as well as sheet music racks, all in pale gray finish. The indirect system of lighting gives the store a very beautiful appearance. There are also two large show windows with a special lighting system, while a large electric light sign has been erected over the front entrance to the store, which can be seen blocks away. The establishment is in charge of Miss Marjorie Limoges, who is a talented musician and widely known in Medford. This concern handles Victor talking machines and records.

A. D. Chatelle, music dealer, Warren, Ill., has opened a branch in Freeport, Ill.


Starr

 PHONOGRAPH
"The difference is in the tone"



STYLE X



The Gift That Lives

You are certain to give pleasure if you give all those near and dear to you the privilege of hearing the music they like whenever they wish. You may accomplish this with one gift—the gift of the Starr Phonograph. It is all artists, all instruments. You will find the Starr Singing Throat of Silver Grain Spruce *reanimates* any record and invests it with a rare charm such as you never before enjoyed.

The Starr plays and betters all records. A hearing will convince you. Hear all phonographs and then hear the Starr to experience a new delight. The new Gennett Records also offer you a new musical sensation. Hear both at the Starr Dealer. No obligation whatsoever.

THE STARR PIANO COMPANY Richmond, Indiana

NEW YORK BOSTON CHICAGO LOS ANGELES BIRMINGHAM DETROIT
 CINCINNATI CLEVELAND INDIANAPOLIS JACKSONVILLE LONDON, CANADA

THE TWIN CITIES

Machine Shortage Is Serious—Columbia Expansion Evident—Many New Edison Dealers—Prize-winners at Lucker's—Month's News

MINNEAPOLIS and ST. PAUL, MINN., December 7.—Wholesalers and dealers here are experiencing a distinct shortage of the popular types of machines—a shortage which will adversely affect holiday business. Dealers who have ordered conservatively are finding that they underestimated the demand. Wholesalers, in turn, are unable to get more deliveries from the factory, and as a consequence December sales, while they will undoubtedly be good, will not be as gratifying as they might be. Country business is showing surprisingly good results. Mail orders are arriving in hordes daily to Twin City jobbers from the small towns and agricultural districts.

Shortage of Victrolas

At the George C. Beckwith Co., Victor distributor, Charles K. Bennett, general manager, said: "This is the first time in my business experience that I have seen merchandise run out so early. The extreme shortage is due to the fact that the dealers have let their requirements go until the last minute. Practically every dealer has been playing 'safe' and been overconfident that the jobber would be able to supply the goods when wanted. We have letters from widely separated sections of the country asking for large orders which we are unable to fill."

Beckwith's is finding not only a shortage in Victrolas but also in the new double-face Red Seal records. The firm has not a single Victrola in stock from \$25 to \$200, the only models with which they are supplied being some at \$250 and \$300 and the more expensive Gothic and Chippendales. "The country business," according to Mr. Bennett, "is particularly active with the popular priced uprights. November has been a bigger month than the preceding month and of November, 1922. If we had had the stock we could have done \$100,000 more business." Children's records are going well now before Christmas, Beckwith's having just received a supply of envelopes for these juvenile records. They are most attractive.

Columbia Co. Activities

The Columbia Phonograph Co. is finding a

decided improvement in business, according to R. C. Tanner. The Columbia business is fine in Iowa, Wisconsin and parts of Minnesota, but not as good in North Dakota and South Dakota. Mr. Tanner says collections in the country have been very slow and remarks the particular demand for \$150 to \$200 consoles.

W. L. Sprague, head of the company, returned at Thanksgiving time from Green Bay, Wis. Previously Mr. Sprague was in Chicago where he met Robert Porter, of New York, field sales manager of the Columbia Co. The 25,000 25-cent records which the Columbia distributors here received have met with a phenomenal success.

The Dayton Co., one of the largest Minneapolis department stores, has just taken on the Columbia line. Other new accounts include the Chambers Music House in Mason City, Ia., and Woodford & Bill, Green Bay, Wis.

Edison Demand Booming

Mail orders are swamping the Lawrence H. Lucker Co., Edison distributor, and the firm is experiencing a big shortage in the \$100 and \$175 models. The company is finding the country business big, although the Minnesota Phonograph Co., the local Edison retail store, is doing only fair business—rather surprising for the season. About 1,000 inquiries have resulted from the ad which the Lucker Co. ran in five farm papers advertising cylinder records. The Minnesota Phonograph Co. has been kept very busy filling the resultant orders.

New Edison accounts include: Will W. Hazleton, Calmar, Ia.; J. L. Kroeger, Wheaton, Minn.; A. Lowy & Son, Silver Lake, Minn.; T. A. Hein, Dodge Center, and Erickson & Morken, Watson, Minn.

Visitors to the Edison offices during the month included William K. Koesel, Richardson, N. D.; A. J. Hockenhall, Tracy; Dr. J. B. Thompson, Arthur, N. D., and Charles Kelly, of F. S. Kelly Furniture Co., Duluth.

Miss Pernelle Michelson, head record girl of the Minnesota Phonograph Co., was recently married. As Mrs. Bethke she will remain at her post until the New Year.

A. L. Toepel, of the Lucker Co., proved his piscatorial prowess by winning first prize, a \$25 South Bend reel, in the contest for big fish recently conducted by the Warner Hardwood Co. Mr. Toepel's catch was an 18-pound pike, caught at Whitefish Lake, which measured 43 inches. Mr. Toepel was one of the trio of Edison fishermen pictured in the August 15 edition of The World.

Shortage of Cheney Phonographs

Edward G. Hoch, of the Edward G. Hoch Co., Cheney distributor, says: "Our firm is finding business far in excess of last year. If we maintain the same degree of prosperity, it is my opinion that the Christmas sales will greatly exceed last year's. We are selling more medium-priced than high-priced machines."

Mr. Hoch has just returned from Chicago, where he attempted to increase his order of Cheneys, but found it impossible, because everything is sold and the company cannot spare more merchandise.

"Doc" O'Neill a Busy Traveler

"Doc" O'Neill, of the Brunswick Co., returned this week from Chicago. Before Thanksgiving he made a trip to Montana. The Brunswick line has just been added at the Golden Rule. W. F. Cooper, mechanical man with the Brunswick Co., recently visited the Twin Cities.

J. J. Hayes Opens Store

J. J. Hayes held a successful opening at his store in Austin, where he carries Victrolas and Brunswicks. About 2,500 people visited the place, and Mr. Hayes gave away 55 dozen carnations and chrysanthemums. The firm secured many prospects on the opening day.

News Gleanings

C. C. Hicks, Minnesota representative for the Victor Co., left to-day for Philadelphia to spend the holidays. He will be away six or eight weeks.

Fred Strum, of the Beckwith Co., left this week for a trip through Wisconsin, having returned the last of November from a southern Minnesota tour.

George A. Mairs, formerly head of W. J. Dyer & Bros., Victor distributing business, is playing the dual role of manager of Dyer's piano and retail Victrola departments since Dyer's sold the wholesale business to the Beckwith Co. The former piano manager, Fred Miller, has left for Los Angeles, where he will make his home.

NEW ODEON AND OKEH ALBUMS

Special Album of Odeon Records for Holiday Season—Children's Okeh Album Also Ready

In order to stimulate the sale of Odeon orchestra records and to provide an unique Christmas gift, the General Phonograph Corp., manufacturer of Odeon and Okeh records, has placed three of the most popular twelve-inch Odeon instrumental recordings in a special album wrapped in holly paper for the holiday trade. This set retailing for \$4.00 makes a very unusual and most desirable Christmas remembrance that can be merchandised to excellent advantage by dealers during the holiday season.

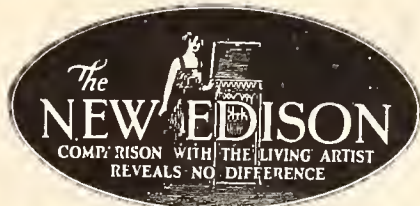
As a special appeal to the little folks the company has issued an album of Children's Okeh records entitled "Fairy Tales of Long Ago." This set consists of three double-faced ten-inch records, presenting original arrangements of well-known fairy stories sung by Joseph Phillips. Elsie Jean, composer of children's songs and stories, has written the words and music for this interesting series of records.

OKEH ARTIST OPENS STORE

WILMINGTON, DEL., December 8.—John B. Wilson, Okeh artist, who has been associated with George Kelly's "Original Six Orchestra" for the past two years, has opened a music store at 912 Orange street under the trade name of the J. B. Wilson Music Co. The establishment has been attractively decorated and furnished.

1924—

A Greater Edison Year



Start 1924 with the resolution to make your music business profitable. The Edison line of phonographs offers you this opportunity.

Popular price models—Increased Discounts.

Quick turnover—timely releases of the latest hits—Exclusive Edison features—assures a steady, growing, money-maker.

The Edison Phonograph is a prestige builder. Makes your store the musical center of the community.

We have a very liberal proposition for the live merchants of the Northwest.

Write Now—Right Now

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South Sixth St.

Minneapolis, Minnesota

Frieda Hempel's Golden Voice

HEMPEL singing in opera,
in oratorio, in concert—
Hempel singing in Edison
Records—the magic loveli-
ness of her voice is the same.



The **NEW**
P H O N O

Brought Into Your Home!

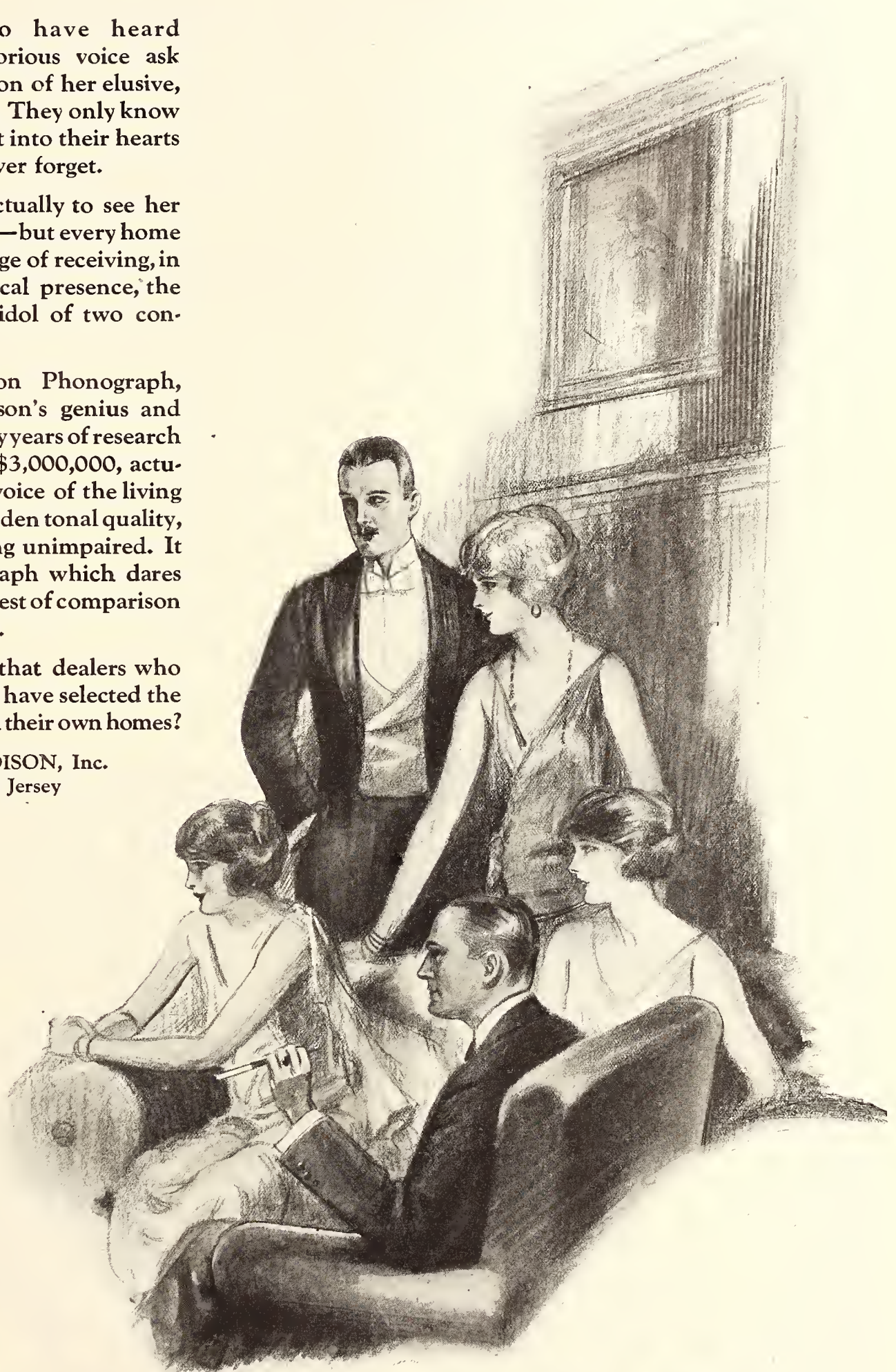
PEOPLE who have heard Hempel's glorious voice ask no explanation of her elusive, yet enduring charm. They only know that she sings straight into their hearts—songs they will never forget.

Few are privileged actually to see her exquisite personality—but every home may enjoy the privilege of receiving, in all save actual physical presence, the wondrous Hempel, idol of two continents.

For the New Edison Phonograph, product of Mr. Edison's genius and ideals, evolved only by years of research costing more than \$3,000,000, actually Re-Creates the voice of the living artist—with every golden tonal quality, every delicate shading unimpaired. It is the only phonograph which dares the final, conclusive test of comparison with the living artist.

Is it not significant that dealers who sell talking machines have selected the New Edison for use in their own homes?

THOMAS A. EDISON, Inc.
Orange, New Jersey



EDISON

G R A P H

IN PITTSBURGH

Retail Trade Active, With Machine Shortage General—New Dealers Established—Activities of Leading Companies—The Month's News

PITTSBURGH, PA., December 8.—With Christmas almost here there is unusual activity in talking machine circles here, with the result that all of the dealers are satisfied that there will be ample business for all who handle talking machines and records in the Steel City. Progressive retail dealers have co-operated with the advertising campaigns carried on in the daily papers by the Victor, Columbia, Brunswick, Edison, Starr, Sonora and Cheney companies. This has had the effect of increasing sales to a marked degree, and the outlook for holiday trade is exceptionally bright. This is especially true of the Victor line. It is generally known here that certain models of Victrolas are at a premium, and dealers who did not "stock up" with these popular models are unable to secure any positive assurance that they will be able to get new merchandise before the holiday sales start.

Many Orders for Christmas Delivery

That definite sales of talking machines and records for Christmas gifts have been made is shown by the number of machines and records that have been set aside to be shipped for delivery Christmas eve. These packages will bear the usual Christmas greetings and be decorated with yuletide trimmings.

"Kiddie Records" Popular

The Standard Talking Machine Co., Victor distributor, has placed on the market a very attractive set of "Kiddie Record" envelopes that are making a decided hit with dealers. There are four envelopes to a set. Each of the four is attractively lithographed in bright colors.

Joseph C. Roush, president of the company,

stated that trade conditions in the Victor line are most flattering and that the outlook for the holiday trade is exceptionally bright. Mr. Roush spent Thanksgiving Day with his daughter, who is at school in Birmingham, Pa.

Starr Co.'s Business Growing

H. C. Niles, of the Starr Phonograph Co., Starr Phonograph and Gennett record distributor, said: "We have had a very satisfactory volume of business during the past few weeks in the Starr line and our dealers report the same. Our several models are making a strong appeal to discriminating purchasers."

Gratifying Columbia Business

According to S. H. Nichols, manager of the Columbia Phonograph Co.'s Pittsburgh offices, the Columbia machines and records are having a "most gratifying sale." He is of the opinion that the holiday sales will show a marked increase over the same period a year ago.

Dealers Take on Edison

The Buehn Phonograph Co., Edison distributor, announces the following new Edison dealers: W. W. Espy Drug Co., Ben Avon, Pa.; Benjamin Music Shop, Vandegrift, Pa.; Roth Music Shop, Leechburg, Pa.; W. E. Capstick, Nant-y-glo, Pa.; C. E. Barnett, Caldwell, O., and the Reichart Furniture Co., Wheeling, W. Va.

The Pittsburgh retail Edison dealers are as follows: Boggs & Buhl, Lechner & Schoenberger, Gray & Martin, Columbia Music Co., Schroeder Piano Co. and the Braun Music Co.

W. F. Barnard, formerly of Norfolk, Va., has been added to the traveling sales staff of the Buehn Co.

L. C. Millheim, Edison retail dealer of Butler, Pa., who was seriously injured some time ago in an automobile mishap, is able to attend to business again.

Masses Like Good Music

Under the caption "Grand Opera and the Masses" the Pittsburgh Post thusly editorialized:

"The old question of the extent to which the masses appreciate the best in music is brought up again by announcement that a season of grand opera here will be preceded by lectures on the subject. It is a good idea from the standpoint of adding to appreciation of the music, but it is to be emphasized again that the taste for good music is born in many, requiring only cultivation. Dealers in phonograph records will explode all theories that grand opera has no appeal to the masses. Their sales records tell a different story. Grand opera records are going into some of the humblest homes."

Excellent Outlook for the Sonora

The outlook for Sonora phonograph sales in the Pittsburgh and adjoining territory for the Christmas holidays is reported as excellent, according to H. Milton Miller, manager of the Sonora Distributing Co. He said: "Our November business was brisk and showed an increase over the same period a year ago. It now looks as though we will not be able to furnish our retail dealers with the merchandise that they require for the holiday trade." A new Sonora and Aeolian record dealer is Cantrell's, of Beckley, W. Va. The Davis Drug Co., this city, has placed the Sonora on sale in its stores in Beltzhoover and Pittsburgh.

The Dawson Bros. Piano Co. has added the Cheney line. Starr phonographs and Gennett records are already handled here.

Columbia Branch Visitors

J. R. Daly, Columbia's representative in West Virginia and Southern Ohio, on a recent trip to Pittsburgh Columbia headquarters, reports that conditions in the music trades are very

Happiness and Prosperity

For the progressive Victor retailer 1924 gives every indication of being a year of success and prosperity. The VICTOR industry is stronger than ever before, with the future exceptionally promising.

The support of our dealers the past year is keenly and sincerely appreciated and for the coming year our organization will be admirably equipped to serve VICTOR dealers efficiently and well.

C. C. MELLOR COMPANY

VICTOR WHOLESALERS

Penn Avenue and Twelfth Street

PITTSBURGH, PA.



You Didn't Care When You Broke My Heart

(So Why Should I Care Now)

You didn't care when you broke my heart, so why

"You can't go wrong with any FEIST song"

© 1923 Leo. Feist, Inc.

MADE IN THE USA

favorable. Mr. Daly's numerous campaigns on the new machines and New Process record apparently have registered in a big way with the music dealers throughout his territory.

The local headquarters have been giving indications of great activities in the past few weeks. S. H. Nichols, manager, is being besieged daily by visiting dealers with congratulatory comments on Columbia's liberal record exchange arrangement.

The Howard Boys, Willie and Eugene, who conduct a Columbia Music Shop on the stage in the "Passing Show," renewed their numerous Columbia acquaintances on their recent Pittsburgh visit.

Crowds at Edison Tone-test

So many people were unable to gain admittance to the "tone-test" given by Miss Marie Morrissey, contralto, at Gettysburg, Pa., that her first appearance was cut short so that a second concert could be arranged. Miss Morrissey was assisted by Jacques Glockner, 'cellist, and Earl Beatty, pianist. They appeared at Gettysburg under the auspices of the local Edison dealer.

Music Dealer Logical Radio Salesman

Frank Dorian, of the General Radio Corp.'s Pittsburgh offices, reports an improvement in business. The company distributes the Strand phonograph and the Okeh records, as well as a full line of radio outfits of the General Radio Corp. Mr. Dorian stated that he was more and more convinced that the logical salesman for the radio line was the music merchant.

Brisk Player-Tone Demand

Sales of the several models, both console and upright, of the Player-Tone Talking Machine Co. are reported as brisk. I. Goldsmith, president of the company, stated that holiday sales are in keeping with the general business activity all over the country.

Shortage of Some Victor Models

Thomas T. Evans, manager of the C. C. Mellor Co.'s wholesale Victrola department, said: "Business is good, the only complaint is that we are unable to supply all of our Victor dealers with the amount of merchandise they should have." "Our business is better than we expected and our only regret is that we have not the several models of the Victor talking machines that are in great demand," was the statement of George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co.

Featuring Victor Weekly Releases

Geo. Swoger, enterprising Victor dealer at 921 Wood street, Wilkinsburg, is using timely advertising announcing the new weekly Victor releases. Mr. Swoger prepares circulars and handbills featuring each week's hits and this advertising is making itself apparent in the increased weekly sales figures.

The Star Music Co., formerly located at 751A Sutter avenue, Brooklyn, N. Y., recently moved to larger and more attractive quarters at 433 Miller avenue, that city.

M. H. HOUSEL OPENS NEW HOME

Hundreds Inspect New Quarters at Opening—Victor Co. and Jobbers Send Best Wishes

WILLIAMSPORT, PA., December 8.—The new store of M. H. Housel & Co., at 141 and 143 West Fourth street, was opened this week and hundreds of people passed through the fine new home of the company and received a rosebud as a souvenir. The building which the store occupies has been remodeled, a new limestone front being erected with an attractive show window for the display of talking machines.

The interior of the Housel store is finished in ivory enamel. The display and reception room is at the front of the store. Ten hearing rooms and two large demonstration rooms are in rotation on either side of the storeroom. The repair room is located in the rear and will be in charge of B. J. Leavy. The record racks are located in the front of the store.

Huge baskets of flowers were sent to Mr. Housel by the Victor Co., Elmira Arms Co., Louis Buehn Co., of Philadelphia; Lycoming National Bank, Penn Phonograph Co. and the Standard Talking Machine Co., of Pittsburgh. A telegram was received from the Victor Co. extending best wishes to Mr. Housel.

OKEH ARTIST ON WESTERN TOUR

Miss Sara Martin, popular singer of Blues and other selections that are favorites with the colored race, is now touring through the West, and reports from Tulsa and Oklahoma City indicate that this exclusive Okeh artist is meeting with a most cordial reception. Miss Martin is giving three shows daily, and, according to the box office figures, standing room only is available.

Baim Bros. & Friedberg, Brooklyn, 'N. Y., have placed the Brunswick in their three stores.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Greetings

To our many dealers, old and new, we desire to express our appreciation for their valued patronage.

May this Christmas Season be the happiest and most prosperous you have ever enjoyed and may the coming year, 1924, prove to be the most successful in your experience.

BUEHN PHONOGRAPH Co.
EDISON DISTRIBUTORS
421 SEVENTH AVE.
PITTSBURGH

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 9, 1923.

SINCE the last issue of The Talking Machine World there has been opportunity to look over business conditions in the general field in order to see what the fundamentals are and what is likely to happen during the rest of the Winter. No one who has the slightest ability in the way of analysis can doubt for a moment that these conditions are sound and very good. The critical months of October and November have come and gone, leaving us with statistics of the most encouraging kind. The bank clearings in the Chicago Federal Reserve District have shown an increase not to have been expected, while the general condition of the banks is remarkable in showing a vast increase in deposits of all kinds and unparalleled increases in loans and discounts. Just why there should be such a piling up of deposits may be hard to tell, just as it is equally hard to imagine why the contrast should be so great between wholesale and retail business during the last six weeks. For some reason retailers have been kicking at not doing quite so much business as they have felt themselves entitled to do during this period. But the sufficient answer is that the past six weeks have been Winter weeks only in name. Astronomically, the sun is on the descending node and within one week of the appearance of this issue of The Talking Machine World will be at his lowest point for the year. Yet we have had no Winter. "If Winter Comes," sang the poet to the great advantage of a recent fictionist, "Can Spring Be Far Behind?" No, it cannot; but when Winter has not come, Spring may be a long way off. And so it is. Our busy season is late in beginning; but it has finally begun. And when our season does begin, as this one is now beginning, it is invariably a busy one.

On a Sound Basis

order to see what the fundamentals are and what is likely to happen during the rest of the Winter. No one who has the slightest ability in the way of analysis can doubt for a moment that these conditions are sound and very good.

AN industry may usually be judged by the kind of its merchandise; and the same is true of the talking machine industry. Essential as

The Day of Class

the popular priced goods may be at any time, the fact remains that the true position our industry holds in the national life is to be measured chiefly by the reaction of the people to our better class goods. The more high-priced talking machines and high-grade records are sold, the more it may confidently be said that our industry meets a need essential to the public welfare. It does, of course, meet such a need, but the more we are able to embody that meeting of a need in the very highest class of merchandise, the more successfully we can sell such merchandise, the better for our industry, the better for the public and the better for music appreciation in America. And, furthermore, the sale of high priced and artistic talking machines need not be unprofitable. There is not the slightest reason for believing or supposing anything so absurd. It is necessary, however, to point out the indubitable truth that the retail merchant tends always to be on the lookout for merchandise which will sell itself. The more nearly the stock on his floors comes to the automatic-sale ideal, the better he is likely to be pleased; and this for the most natural of reasons. But the truth is that if and when a merchant says that high-priced artistic talking machines and high-grade records are not easily salable, he is simply saying that he has not himself mastered the art of salesmanship. He has not studied the position of the talking machine in the minds of the American people and he is simply sacrificing permanent prestige and profit to immediate results, grasping at what is often a mere shadow instead of angling for the substance. The present time is one of unexampled development of the talking machine in every architectural and mechanical sense. Never have such fine-looking and fine-sounding machines been produced. Never has the opportunity been so great to establish the talking machine business on the soundest and most powerful foundations. It surely is not asking too much to ask the mid-West merchant to think always of how good a machine he can sell, not of how easily the customer can pick out something to suit imagined and poorly understood needs. Salesmanship never lets the untrained demand rule the sale. The people are ready to buy high-class goods. Why stand in the way?

THE talking machine trade in the mid-West has been happily free from the evil-smelling failures which have so often disgraced the annals of other industries, but it must be admitted that the observations made by Judge Kickham Scanlan of the Circuit Court before the credit men of Chicago a few days ago carry a moral which no one of us has the right to neglect. He told the credit men quite openly that a gang of crooked attorneys operates in Chicago to take advantage of the difficulties of commercial houses, especially in the retail line, which find themselves financially embarrassed, and by trickery and fraud to contrive to have their victims thrown into bankruptcy, to the end that the gang may enrich itself through receiverships and juggling of assets. Of course the unfortunate creditors are the victims, only less individually, and in the aggregate more, than the unhappy debtors themselves. The Judge pretty pointedly hinted that business men are mainly to blame for this state of affairs. They do not attend to their civic duties, they evade jury service, they do not even vote on Election Day. And then they have the effrontery to complain when things go wrong in the administration of civil and criminal justice. The Judge is right. It is the good business man, the eminent pillar of the community, the loving father and husband, the good employer, the upright dealer with his fellow-men, who allows all this sort of crookedness to go on, because he will not take seriously the duties his citizenship imposes upon him. Who is to blame? You and I! What are we going to do about it? Perhaps Referee Eastman could a tale unfold which would equal, if not surpass, the communications which the Ghost of Hamlet's father hinted that he could make, and he would.

What the Judge Thinks

THE wood-using industries, among which the talking machine trade is of course numbered, should be active in the effort now being

We and Our Lumber

made to revive the interest of Congress in the question of lumber conservation. What ten years ago was an amiable theory is to-day a fact of the utmost immediate importance. The question of lumber supply is to-day generally felt to be a matter of importance to the wood-using manufacturer only because of the constantly increasing costs and the unfortunate status of the supply of certain wanted species. It is, however, not going to remain in this merely inconvenient and annoying condition. It is rapidly becoming not merely irritating, but actually dangerous. It is rapidly becoming not at all a matter of price, but altogether a matter of supply. Certain species of lumber have already arrived at the point of exhaustion. Certain others are rapidly approaching that point. Depletion is imminent, exhaustion is almost within sight. The day, in a word, approaches when the American manufacturer will have to import his lumber. It is not a pleasing anticipation. Yet it is certain to be translated into fact unless forthwith is organized a definite national and State policy of preserving the present resources from untimely destruction by unsystematic cutting in response to unsystematic demand, as well as of promoting the growing of new forests to take the place of the old ones. Here the interests of the manufacturer of lumber and of the wood-using industries join hands. Here, too, the retail trade sees its own interests at stake. Here the forestry experts must meet the lumber men, and the public must see that fair play is rendered on both sides. The engineering profession is taking the matter up and will undoubtedly put its weight behind some legislation based on a combination of the two bills now in committee of Congress aimed at initiating a comprehensive conservation policy. The talking machine men are vitally interested in the settlement of this question. Any help that any individual can give should be given and a letter from every reader of this paragraph to his U. S. Senator asking him to give attention to the Capper bill would be a tremendous help in turning the thoughts of our representatives in Washington toward the importance of this question and the necessity of immediate favorable action to check the depletion of our lumber resources.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

TREMENDOUS SALES OF GIFT INSTRUMENTS AND RECORDS ARE FEATURE OF CHRISTMAS BUSINESS

Retailers and Jobbers Keep Manufacturers Busy as Holiday Buying Depletes Stocks and Orders for 1924 Goods Pour In—Surprising Demand for Portables—News and Activities of the Trade

CHICAGO, ILL., December 8.—With the long-looked-for Christmas season actually at hand, manufacturers, jobbers and dealers in talking machines are extremely busy. The retailers, in particular, report a tremendous demand for gift instruments and high-class records, as well as small goods, such as wind and string instruments and drums.

A month ago many manufacturers reported that they were working to capacity and for a time it seemed that this work was only being turned out for the holiday trade. However, this demand has been increasing rather than decreasing and it appears that dealers, expecting to clear out their present stocks and deplete their warerooms, are ordering heavy shipments to be on hand for the first of the new year.

From present indications we can look forward to a change in many lines during the coming year. Heretofore the heavy demand has been for Queen Anne models, but at present inquiries are for Tudor and William and Mary designs.

Many of the manufacturers have the following to say in effect regarding the coming change: Several years ago the manufacturers of high-grade furniture were centering their activities about the Queen Anne types of furniture, which action was reflected in the talking machine field,

so that the demand for Queen Anne models naturally followed. Some time ago, however, the high-grade furniture manufacturers began to boost Tudor and William and Mary designs. This action stirred up other manufacturers, who fell in line early. The introduction of talking machines designed according to these periods soon followed. Several large talking machine manufacturers, seeing the trend of demand for these newly introduced styles, took the cue and soon began to manufacture phonographs designed accordingly.

At present it looks as though several of the well-known manufacturers of high-grade tone arms are also contemplating more or less design changes in their product so as to keep up with the demand for new talking machine designs. However, it is not expected at this time that changes of tone arm design will be radical, but it is believed that the several specially prepared tone arm models will soon make their appearance.

Retail dealers are also reporting that there has been quite an increase in the sales of portable types of talking machines. It was known for quite a while that manufacturers were turning out large numbers of these instruments, but at the same time it was said that the dealers were not moving them as quickly as desired.

To-day, however, it seems that the dealers figure that this will be a real "portable" Christmas and have planned accordingly. Dealers throughout Chicago are reporting very satisfactory sales of portables and some of them have even begun reordering.

Towards the latter part of the month considerable attention was devoted by retail dealers here to radio and much interest was aroused throughout the trade in the activities of several well-known radio manufacturers in coupling their receiving sets with talking machines of well-known makes. Of course, no talking machine company actually came out and announced that the coupling of radio sets to its instruments would be a prominent feature with them. It is naturally to be assumed that these radio manufacturers purchased the talking machines of their own accord and incorporated their sets therein for the purpose of determining how the general public looks upon propositions such as this.

Needless to say, the interest aroused was greater than anticipated from a public viewpoint and it would not be surprising if before very long more than one talking machine company should make the announcement that such combinations as radio and talking machines were to become permanent features with them.

Factories Working for 1924

There has been a question in the minds of many in Chicago as to whether or not the present demand for talking machines will continue. Numerous persons were of the opinion that last-minute orders were being sent in by dealers

(Continued on page 118)

REDUCING COSTS 90%

People have come to know the value of the fibre needle. It sweetens the voice of the talking machine and to the record it adds longevity. Economy is the selling force that is increasing this demand. Show your next fibre needle customer a further saving of 90% on needle costs and sell him a L. & H. Needle Cutter. By its use, the needle will play ten records instead of one.

CUTS CLEAN

The L. & H. Needle Cutter does not slice—it makes a vertical down stroke and cuts clean. No minute ragged edge left on the needle. Tension spring leverage insures smooth action. Constructed of steel heavily nickeled.

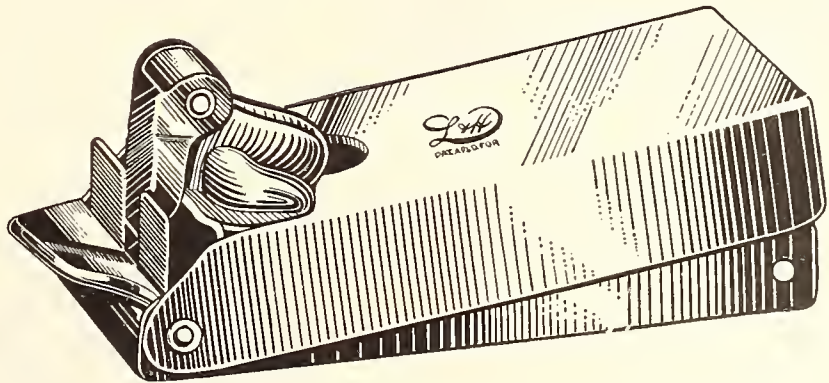
There is a generous profit in this instrument and it has established a reputation for being easily salable.

RETAIL PRICE \$1.50

LYON & HEALY

Everything Known in Music Founded in the Year 1864

WABASH AVE. at JACKSON CHICAGO



Order direct from your local distributor, or, if you prefer

CLIP AND MAIL

LYON & HEALY, Inc.,
Wabash Ave., at Jackson Blvd., Dept. H.
Chicago, Illinois.

Please ship immediately dozen Lyon & Healy Needle Cutters.

Name

Street

City State

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

and manufacturers were therefore trying to satisfy this demand by pushing their plants to capacity. However, when one stops to consider that a talking machine cannot be turned out overnight, but that it takes from weeks to months to complete it in any high-grade factory, he can readily understand that all these instruments are not being turned out for the Christmas season. A very striking bit of evidence proving that the manufacturers are looking steadily for 1924 delivery may be seen when one takes note of the activities of manufacturers who produce parts for the talking machines such as, for example, motors and tone arms.

One concern that is especially busy in turning out its product is the United Mfg. & Distributing Co., which, according to an announcement by H. L. Mills, vice-president and general manager, averaged a daily production of 1,160 motors during the first week of December.

Schiff's New Venture

H. T. Schiff, well known throughout the talk-

**LAKESIDE No. 500 SET**

Coast to Coast Reception

This High Grade Cabinet in Walnut or Mahogany, equipped with four tubes, is built entirely in our own plant, and enables us to meet all competition at rock-bottom prices.

Write for prices.

We can equip your phonograph with this apparatus.

LAKESIDE SUPPLY CO.

73 W. Van Buren St.

Chicago, Ill.

ing machine trade, announces this week that he has designed and made improvements upon a certain type of talking machine cabinets which he anticipates marketing under the name of

Radio Master. This new instrument will be a combination of talking machine and radio receiver and will come in four models, one of the main features being that no loop or other kind of aerial will be visible. Mr. Schiff wants it known that this improvement on his part will have nothing to do whatsoever or be in any way connected with the activities of the Vitrola Co., of which he is factory manager.

Art Kahn Recording for Columbia

News of Art Kahn's first recording is being welcomed by Chicago Columbia dealers with unusual interest. Having been connected with the Lubliner & Trinz Theatre syndicate, he has had a chance to appear in all parts of Chicago.

Art Kahn, when only nine years old, gave a concert at the Auditorium Theatre, the largest

**For The New Edison**

Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NGM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

NOT
Just Another Equipment
BUT

a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.

Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."

WRITE YOUR EDISON JOB-
BER. HE HAS IT.

Price the same. Liberal dis-
count to dealers.

GUARANTEED IN EVERY
WAY.

MONEY BACK IF NOT
SATISFIED.

We handle highest grade
Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Art Kahn and His Orchestra

theatre in Chicago. When thirteen, after having studied with Balatka and Heniot Levy, he received a diamond medal and a teacher's diploma for his piano accomplishments. When the dance music craze came along Art Kahn became connected with Lubliner & Trinz as general music director, in which capacity he is still engaged. He has a special dance orchestra combination in the Senate Theatre and it is this orchestra that made the following records for Columbia: "Sobbin' Blues," "Bit by Bit You're Breaking My Heart" and "Foolish Child."

Geer Repeater in Christmas Package

Last year the Walbert Mfg. Co. offered the holiday trade its well-known Geer repeater packed in a specially prepared Christmas box. At that time the demand was especially good for this special package and dealers, remembering the experience of last year, lost no time in ordering heavily so as to be ready for the Christmas trade this year.

Walter Huth, head of the Walbert Mfg. Co., also reports satisfactory sales of the Univernier knob, which is being manufactured by this company for the radio trade. Mr. Huth reports that in comparing the names on the sales list for the Geer repeater, which goes to talking machine dealers, and the Univernier knob, which goes to dealers handling radio, he is able to say that the number of talking machine dealers now taking on radio is constantly increasing, as many of the dealers who are taking on the Univernier at present are old customers.

Daily Phonograph Co. Chartered

A newcomer in the talking machine field here is the Daily Phonograph Co. which recently opened shop at 1917 South Western avenue to deal in talking machines and records. The company was incorporated for \$5,000 by Messrs.

(Continued on page 120)

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FACTS ABOUT "MASTERCRAFT"

There's no monopoly on virtue in manufacture—product or distribution.

You can't "corner" creative imagination—and the faculty to sense public taste—in advance.

Speaking of phonographs—the final rigid test—is wide and repeated distribution.

"MASTERCRAFT" has stood that test.

We have no loud, smooth and oily pronouncements to make—voiced either in falsetto or bass.

A few simple truths are sufficient.

As manufacturers of phonographs only—we are the largest in the country.

We originate—create and develop our own instruments—known as the "MASTERCRAFT" line. They are distributed from Coast to Coast—from Canada to the Gulf—and touch some of the foreign ports of the world.

Our factories have up-to-the-minute equipment and facilities—handling large volumes promptly and efficiently.

Our artisans—carefully selected—are men of long experience and acknowledged skill in their respective specialties.

"MASTERCRAFT" instruments are priced rock bottom—and rock bottom means just that. Service based on Golden Rule—and a sales plan stiffly tried—and never found wanting.

Here's a sterling opportunity to make real money for the keen, alert and wide-awake business man.

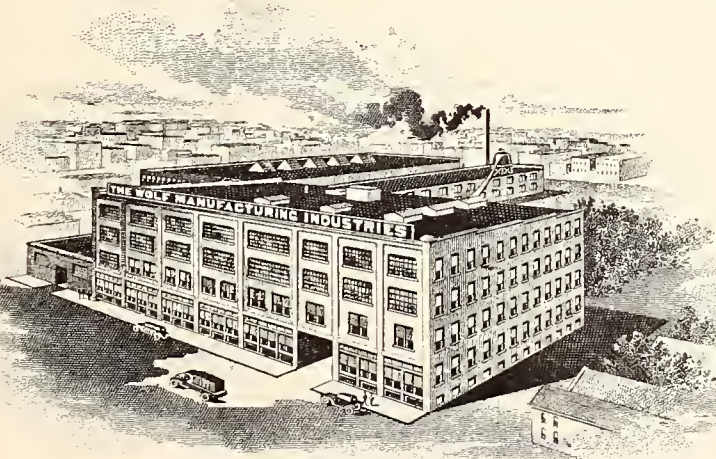
But it takes *action* to get anywhere—so *it's your move*—

For just two cents.

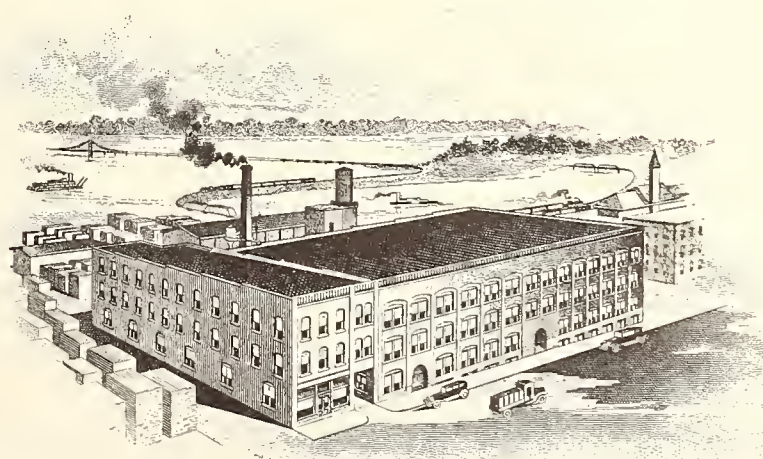
THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS
QUINCY, ILLINOIS



PLANT No. 1



PLANT No. 2

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

W. H. Daily, J. W. Daily and Everett Sapp.
New Publishing Concern

A new concern in the publishing business in Chicago's field is the Garrick Music Sales Co., which is introducing several popular numbers of its own. These numbers include "Lost My Baby Blues," "Tell Me You'll Forgive Me" and "There Is a Sad Little Girl for Every Happy Little Boy," which, by the way, have been featured by many of Chicago's top-notch orchestras, such as Benson's Orchestra, of Chicago, under the direction of Don Bestor. The new concern at present is holding forth at 4040 Dickens avenue, but will soon take up headquarters in the Loop district.

Judge Scanlan's Interesting Information

In a recent talk before the Chicago Association of Credit Men, Judge Kickham Scanlan offered some very interesting information pertaining to bankruptcy. Judge Scanlan told his listeners to beware of dishonest lawyers, many of whom were connected with the so-called "bankruptcy ring." In his talk he pointed out that there had developed in Chicago a ring of dishonest lawyers who operated under the guise of a collection agency, which, as a matter of fact, was merely a decoy. The lawyers, through this decoy, would learn that a certain firm was in need of money and by hook or crook they would get a list of that firm's creditors and then offer to act for the creditors as collectors. Failing in this they would attempt to buy up the creditors' claims and if successful would then file a suit for bankruptcy. He also pointed out that sometimes these crooked lawyers would go to a firm that was hard pressed for money and offer their assistance and then ask for a statement showing the list of debtors which they would use in forcing a receivership, which would be followed by the wrecking of the firm and thereby cheating the creditors.

Barnett's Music Store Burns

Barnett's Paradise of Music, located at 11240 South Michigan avenue, the Roseland section



Model 400
\$160
Figured Mahogany or Walnut

There's Profits in Pooleys

The reputation of the Pooley Phonograph as a high-quality product is in line with its reputation as a profitable selling product. Dealers who have had experience with the Pooley Phonograph know that its superiority of figured veneers, its beauty of design, its solidity of construction and its wonderful tone make its selling franchise more than worth while.

Ranging in price from \$115 to \$250—the line sells steadily because its merit is outstanding. We have an unusually liberal sales proposition on this superior phonograph. The big selling season is right at hand. Write to us at once for full details—it will pay you well.

COLE & DUNAS MUSIC CO.
430 S. Wabash Ave. Chicago, Ill.
Distributor for State of Wisconsin

of Chicago, suffered an \$8,000 fire loss recently. The store is conducted by H. Barnett and represents both the Sonora and Vocalion lines, as well as the Gulbransen player-piano.

A New Hall Fibre Needle

For several months prior to his death the late Frederick D. Hall, founder of the Hall Mfg. Co., worked on and perfected a new style fibre needle which he felt would be far superior to his original product. Happily, Mr. Hall was rewarded for his efforts shortly before his death. The improvements which he finally worked out consisted of a hollow grinding process which took out the pulp sides of the needle and left the hard fibre edges which would last longer and play more records without repointing. Since the death of Mr. Hall the new management of the company has been producing samples of these new needles and sending them to friends in the trade for testing purposes and, after many months of this work, reports coming back to the Hall management have convinced them that

concave sides have accomplished the seemingly impossible task of preserving needle and record to even a greater extent than heretofore. So convincing have these tests proved that the management of the Hall Mfg. Co. has decided to slowly discontinue manufacture of the old design fibre needle and formally replace it with the new Hall hollow ground fibre needle.

Wendell Hall on Victor Records

Wendell Hall, known to practically every radio fan in the country as the "red-headed music maker," has returned to his post as head broadcaster at KYW station, Chicago, after a lapse of several months, during which time he made a tour of the country and played at many broadcasting stations. While in the East Mr. Hall signed up as an exclusive artist with the Victor Co. and recorded several of his most famous numbers, including "It Ain't Gonna Rain No Mo'," "Underneath the Mellow Moon," "My Carolina Rose" and several other popular songs which

(Continued on page 122)

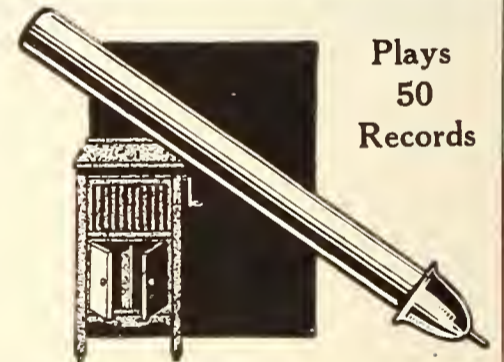


THE STANDARD NEEDLE OF QUALITY

IS

Tonofone

It's Playing Is Marvelous!



Plays
50
Records

Packed in attractive colored display cartons.

Gets all the tones without scratch or squeak—cannot injure the finest record.

Tonofone is not just an experiment but has stood every test—on the market over seven years.

Others may imitate—none can duplicate

TONOFONE SEMI-PERMANENT NEEDLES ARE NOW BEING SOLD BY OVER 8,000 DEALERS

If you do not have complete stock on hand, mail your order to the nearest wholesale distributor listed below

Retail Prices:

Box of 12 needles 25c

Box of 4 needles 10c

100 Per Cent Profit to Dealers

Export Representatives:

South Atlantic Export Co.
25 Broad St.
New York City, N. Y.

DISTRIBUTORS:

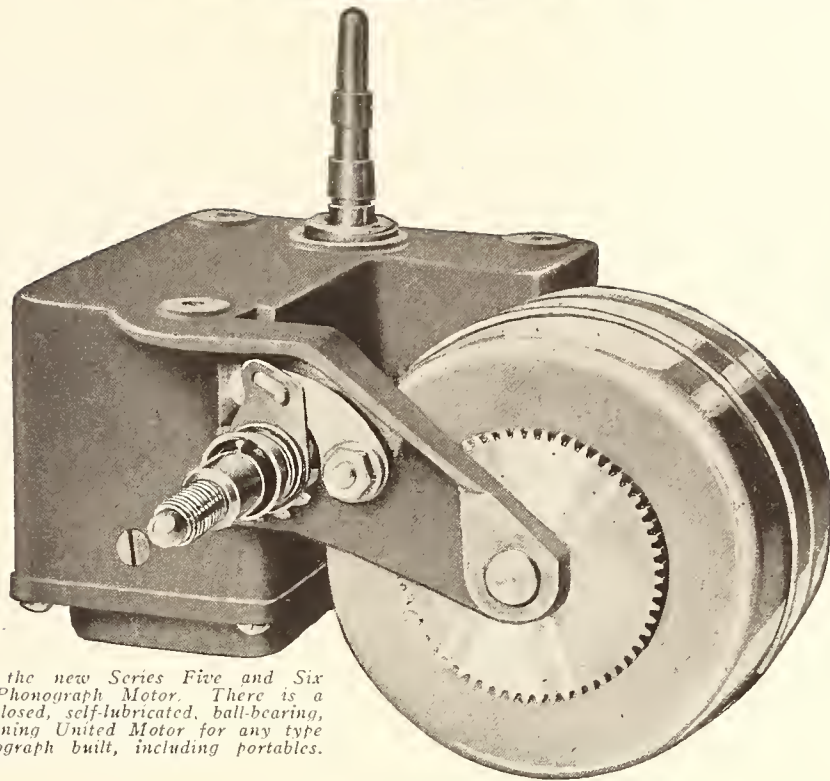
- Atlanta, Ga.—Atlanta Hiawatha Phonograph Co., 702 Austell Bldg.
- Boston, Mass.—Kraft, Bates & Spencer, Inc., 80 Kingston St.
- Boston, Mass.—The Lansing Sales Co., 170 Harrison Ave.
- Buffalo, N. Y.—Iroquois Sales Corp., 210 Franklin St.
- Chicago, Ill.—Cole & Dunas Music Co., 430 S. Wabash Ave.
- Chicago, Ill.—Consolidated Talking Machine Co., 229 W. Washington St.
- Chicago, Ill.—Illinois Musical Supply Co., 630 S. Wabash Ave.
- Davenport, Iowa—Davenport Phonograph & Accessory Co., 319-321 Brady St.
- Davenport, Iowa—A. P. Griggs Piano Co., 121 E. Second St.
- Detroit, Mich.—Consolidated Talking Machine Co., 2957 Gratiot St.
- Iowa City, Iowa—Brenard Mfg. Co.
- Los Angeles, Calif.—Walter S. Gray Co., 926 Midway Place.
- Los Angeles, Calif.—Munson-Rayner Corp., 643 S. Olive St.
- Milwaukee, Wis.—Yahr & Lange Drug Co., 207 E. Water St.
- Minneapolis, Minn.—Consolidated Talking Machine Co., 1121 Nicollet Ave.
- New York City, N. Y.—Plaza Music Co., 18 W. 20th St.
- New York City, N. Y.—Bristol & Barber, 3 E. 14th St.
- Philadelphia, Pa.—M. D. Swisher, 115 S. Tenth St.
- Pittsburgh, Pa.—Shibley-Massinghan Co., 949 Pennsylvania Ave.
- Portland, Oregon—L. D. Heater, 357 Ankeny St.
- St. Paul, Minn.—Northwestern Phonograph Supply Co., Ryan Bldg.
- San Francisco, Calif.—Walter S. Gray Co., 1054 Mission St.
- San Francisco, Calif.—Munson-Rayner Corp., 86 Third St.
- St. Louis, Mo.—Shapleigh Hardware Co.
- St. Louis, Mo.—The Artophone Corp., 1213-15 Pine St.
- Montreal, Canada—H. A. Bemister, 122 St. Antoine St.

THE TONOFONE COMPANY
MAKERS

110 S. Wabash Avenue

CHICAGO, ILL.

UNITED



This is the new Series Five and Six United Phonograph Motor. There is a fully enclosed, self-lubricated, ball-bearing, silent-running United Motor for any type of phonograph built, including portables.

Once in Four—or Five Years

How often *should* an ordinary phonograph motor be oiled? *How often is it oiled?* You said it! The user of a phonograph simply can't be expected to remember to oil the motor. For this reason United Motors are built to require no lubrication—at least for four or five years. That comes as close to perpetual oiling as is mechanically possible. And it's an exclusive United feature—achieved by the *air-tight* cast-iron housing which fully encloses a United mechanism and makes possible the United automatic continuous wick-oiling system which evenly and adequately lubricates all moving parts. Every four or five years simply lift the turntable and fill the brass oil cup!



UNITED

PHONOGRAPH MOTORS

STANDARD ON A SWEEPING MAJORITY OF ALL MAKES OF PHONOGRAPHS

Springs Replaced in 2 Minutes!

Instead of at least an hour wasted taking apart the motor, installing a new spring and reassembling, with a United Motor you merely take out old spring assembly and insert a new one—a two-minute job that doesn't even soil the fingers! And we repair old assemblies free—charging only for the new springs.

Completely Enclosed!

The only enclosed motors of international reputation are the United. Cast-iron box houses governor, gears, worm and lower end of shaft. Excludes dust, dirt, shavings, slivers, sawdust, needles, etc., forever.

Protects vital parts from damage during assembling, shipment, demonstration and use. Insures a permanent alignment. Removes necessity of "tuning" motor when installing it.

Other Superiorities!

Spring barrels are held in positive alignment by the exclusive United suspension—cannot work loose. Smooth, easy functioning of control lever always assured. All plain bearings are perfectly machined and trued in United Motors. Ball-bearings take care of end-thrust. Finally, each motor is mounted, tested and regulated before shipping—insuring silence.

Send for our book—"The Heart of the Phonograph"

UNITED MANUFACTURING AND DISTRIBUTING COMPANY

9705 Cottage Grove Avenue, Chicago, Illinois

The world's largest independent makers of phonograph motors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

he composed and has given great publicity through the air with his own accompaniment on the ukulele. All of these songs have been marketed by Forster and have proved themselves to be excellent sellers in all parts of the country.

Piano Club Activities

There is every evidence that the Piano Club of Chicago is due for one of its most interesting years. Following the annual election of officers each year comes the announcement of the tentative plans of the newly elected officials, telling what they contemplate doing in order to stimulate interest among the members. The recent election of John McKenna, manager of the Chicago office of the Columbia Phonograph Co., who was placed in the chair of the president, was followed by plans which are believed to be destined to make the club bigger and better than ever before.

For example, shortly after the election there followed the club's first dance and musicale, which turned out to be a very successful affair. This was succeeded by a big event which happened at the Coliseum during the Chicago Radio Show, when the management of that enterprise turned over 700 admission tickets to one of the club's members, a representative of The Talking Machine World, to be given to all members of the club. The day of this event was on Sunday, November 25, and was known as Piano Club Day at the Radio Show, a most successful affair, due to the fact that large numbers of the club membership turned out.

So far this year, which, by the way, began in October, the entertainment at the noonday meetings has become the talk of the trade, as the entertainment committee, under the chairmanship of Ben Wood, of Westphono, Inc., has been seeing to it that the best speakers and artists obtainable are on deck.

One of the recent speakers before the club was J. Hannibal Clancy, an attorney of Detroit, who had the following to say regarding the

practice of law in the United States: "A man with a good lawyer and a poor case wins, while the man with a good case and poor lawyer loses and this is the only country in the world where that can take place. Fully 90 per cent of American pleadings are the wreckage, waste and driftwood of the dark ages. They are a mass of exotic formulas written by the cloistered monks of the ninth century, by men who were debating which was the big end of an egg and how many angels can stand on the end of a needle."

No More Licenses

Announcement was recently made by Corporation Counsel Busch, of the City of Chicago, that he has prepared an ordinance repealing other ordinances which had no justification in law to license certain businesses. In all there are said to be twenty-three classes of businesses in this city which will profit by the new repeal and will save many companies several hundred thousands of dollars yearly by virtue of not having to renew their licenses with the city of Chicago.

Among the classes of manufactures to benefit are those of talking machines, pianos and other musical instruments, publishers' representatives, retail merchandise stores, dancing schools, advertising agencies, etc.

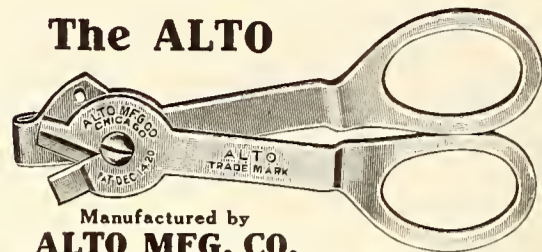
Melrose Bros. Move to Loop

Melrose Bros. Music Co., which has, since its founding, maintained its wholesale and professional offices at Sixty-third street and Cottage Grove avenue in conjunction with a retail music store, has sent out the announcement that in the future the wholesale and professional offices will be located in Room 605 at 119 North Clark street. However, the retail store will continue to do business at the old location on the South Side.

This concern, which has become known as "The House That Blues Built," has had a very successful run of business during the past year

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTOManufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

and sales have been enlarged to such an extent that the move was made necessary. The "Blues" numbers published by Melrose have attracted the attention of orchestras throughout the country and this is especially true of its numbers, "Sobbin' Blues" and "Tin Roof Blues," which have been having such success on practically all talking machine records and player-piano rolls.

Purchases Symphony Music Co.

B. H. Milligan, proprietor of Milligan's Music Shop, Inc., has just purchased the entire business of the Symphony Music Co. at 1020 Wilson avenue. This store has long been a very popular Columbia retail representative and it is the intention of Mr. Milligan to continue featuring this well-known line of talking machines and records. The purchasing of this store now gives Mr. Milligan a string of three retail establishments, the others being at 4643 Sheridan road and 3232 West Madison street.

Improved Sterling Stylus Bar

The Sterling Devices Mfg. Co. announced last month several improvements and modifications pertaining to its product. Now the news is given out by this company that the old stylus bar used on its reproducer, which was a two-pieced soldered affair, has been discontinued and that in its place a newly designed one-piece bar will

(Continued on page 124)

Style J
Mahogany**KIMBALL PHONOGRAPHS****Are Holiday Favorites**

THE buyer who is obliged to leave his purchase of a phonograph until late in the season usually wants the product of the *reliable* manufacturer.

Kimball Phonographs are favorites because the *name* means satisfaction. Compare the Kimball in construction, in visible beauty or tone and accurate reproduction and there is none to excel.

The excellence and convenience of the Upright type of phonograph should not be overlooked.

In the Kimball of both Console and Upright types there is variety of design and wide range of prices.

*Ask about Territory and Agency Terms.***W. W. KIMBALL CO.**

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records

Style G

One of several
beautiful upright models

Style M

One of several beautiful
console models**KIMBALL PHONOGRAPHS PLAY ALL RECORDS**

Oro-Tone No. 4 Automatic

The Most Scientific Edison Equipment Ever Produced
For Playing All Disc Records



SHOWING POSITION FOR PLAYING VICTOR AND OTHER LATERAL CUT RECORDS



SHOWS POSITION FOR PLAYING EDISON AND OTHER VERTICAL CUT RECORDS

THE Oro-Tone No. 4 Automatic Equipment has proved itself the sensation of the year. First, in quality of tone—worthy of being associated with the superb Edison; Second, in perfection of operation—a simple turn of the hand and the No. 4 Automatic is ready to play either lateral or vertical cut records perfectly. Dealers who know the worth of the Oro-Tone No. 4 Automatic freely say it's a valuable asset in closing sales for Edison phonographs.

Operates with a raising and lowering lever the same as the regular Edison reproducer—all adjustments automatic.

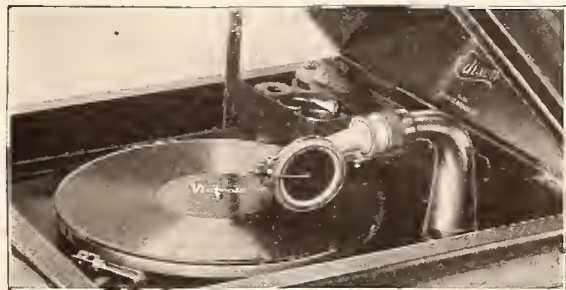
The Oro-Tone No. 4 Automatic for the first time gives the correct weight or pressure on the record you are playing, the correct needle center and the correct angle or position of the reproducer. There are no weights to shift, no adjustments to make. A simple turn of the hand and the reproducer will play either lateral or vertical cut records perfectly. It will not damage the records due to the perfect automatic adjustment feature and the correct needle center and sensitive operation when playing.

Announcing the Oro-Tone No. 5 E For Playing Lateral Cut Records Only



The New Oro-Tone No. 5 E Edison Attachment

Plays all the lateral cut records—Victor, Columbia, Brunswick, etc., on the Edison Phonograph.



Showing Convenient Position of Reproducer When Changing Needle

This new scientific attachment is fitted with the Oro-Tone 100 per cent perfect reproducer and gives the same high quality of tone and service as the No. 4 Automatic. It operates with the raising and lowering the lever, the same as the Edison reproducer.

PRICES NO. 4 AUTOMATIC

Nickel	\$7.00
Gold	9.00
Oxidized (Antique Bronze).....	9.00
Less Usual Discount to Dealers.	

PRICES NO. 5-E ATTACHMENT

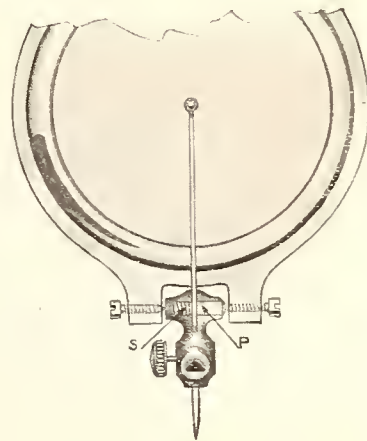
Nickel	\$6.00
Gold	7.50
Oxidized (Antique Bronze).....	7.50
Less Usual Discount to Dealers.	

Order Your Sample Today on 30 Days Approval.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Ill

Ask your Edison jobber for sample.
Distributed in Canada by R. S. Williams & Sons Co., Toronto, Montreal and Winnipeg.



The 100% Perfect, Self Adjusting Reproducer

You must hear this wonderful automatic reproducer to appreciate its powerful, rich, liquid tone. It overcomes improper pivot point contact. Oil-tempered Spring S. is compressed by plunger P. when pivot point screws are seated. This spring automatically releases or compresses as a result of contraction or expansion of metal due to heat, cold or other causes. This automatic adjustment insures vibration freedom of the stylus bar without binding or looseness. It is the last word in scientific reproducer construction.

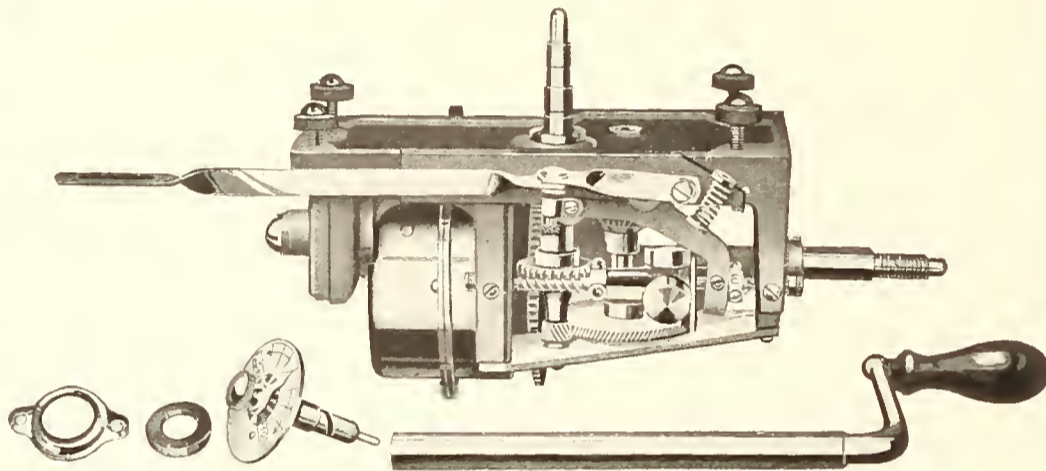
The Motor



The Hall Mark of Dependability, Service and Quality

Two Million in Use

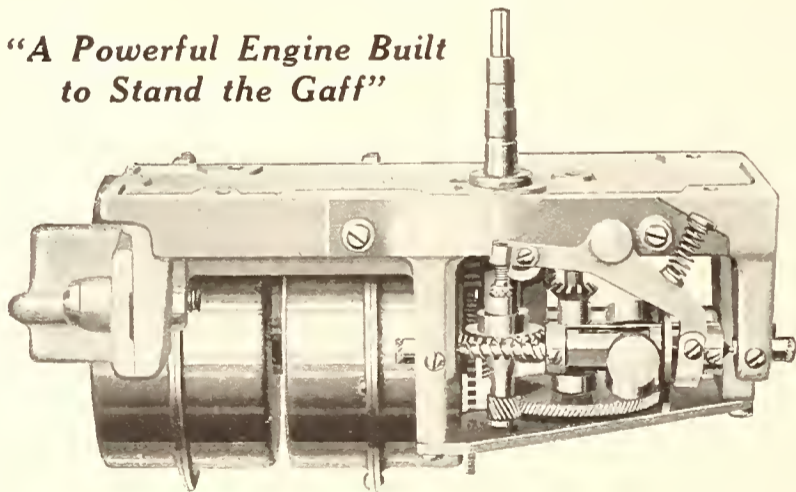
and giving satisfaction. A revelation in smoothness and quietness. Each and every part used in the building of a Krasco Motor is produced by the Krasco Manufacturing Company. Krasco is built—not made or assembled.



SIX SIZES

From a double spring motor playing four 10-inch records
to a
Four spring playing ten.

*"A Powerful Engine Built
to Stand the Gaff"*



Krasco Motors Are Interchangeable as to Mounting—Borings for One Fit All

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.

*May we quote you prices and
send descriptive literature?*

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM CHICAGO HEADQUARTERS

(Continued from page 122)

be used. Although the old bar was satisfactory in every way, that is to say, from a playing standpoint, it offered one objection in that when repair service was necessary special tools had to be used and it was only a high-class mechanic who could make these repairs. With the introduction of the new bar, however, all special tools can now be discarded by repair departments, as it is said that the new bar offers repair possibilities which can be accomplished in a very short while by practically anyone.

Opens New Columbia Shop

Miss Ophelia Clark is the name of the proprietor of a new talking machine shop located at 4103 South State street, which is practically in the heart of the colored district of Chicago. The new shop is exclusively Columbia and it is understood that since the opening, which took place about a week or so ago, a large volume of Columbia goods has been disposed of at retail, especially popular song and dance music records.

New G.-D. Sales Manual

Music merchants everywhere have long known and admired the educational sales helps which the Gulbransen-Dickinson Co. constantly offers for their benefit. Another thing that is known concerning the sales plans, bulletins and dealer helps offered by this concern is that they come not of an overnight thought or dream, but as a result of months and months of analytical research. The latest copyrighted sales manual devotes quite a section to the accompaniment features of the Gulbransen player. In this section will be found an illustration showing how accompaniments can be handled. For example, a talking machine is used in the demonstration. A straight cut player roll of "Traumeri" is placed on the Gulbransen player and then a "Traumeri" record is placed on the talking machine. Then the person at the piano begins to accompany the talking machine by following out the suggestions in the sales manual. The reason of it all is to show the value of the Gulbransen player as an accompanying or transposing instrument and the ease with which this is accomplished. Many dealers handling both talking machines and Gulbransen players have been working on this plan for many months at the suggestion of the Gulbransen Co. and have reported to the company that the plan when carried out along lines suggested in the sales manual proves of immense value in stimulating sales of Gulbransen players, as well as high-grade talking machines.

Rodeheaver a Busy Man in Japan

Should a Japanese or Chinese, fresh from his native land, approach you, make a circular motion with his hand and hum a tune or song more or less familiar to you, what would you do? Call him crazy, or classify him with the American freedom as a "nut" in all likelihood. But suppose such a person approached a taxi driver in Camden, N. J., Richmond, Ind., Chicago or New York what would be the result? Ten to one it would mean a howl of derision, a curt order to move on and "quit botherin' me."

Such is not the case in Kawasaka, Japan, according to Homer Rodeheaver, noted chorister and leading artist for the Rainbow Record Co., 218 South Wabash avenue, this city, who is now touring the Orient making a study of the needs of the missionaries for musical aid and the possibilities of using records to supply this need.

Rodeheaver, in a letter to friends here, tells of stopping in Kawasaka to visit the Nipponophone Co., the great Japanese recording laboratory. Unable to make the rickshaw men understand their destination, Rodeheaver said that he made the circular motion as of a record being played and at the same time started to hum "Brighten the Corner Where You Are," a hymn he recently recorded in the Japanese language.

The tune, which is daily becoming better known in all parts of the Flowery Kingdom,

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

coupled with the circular motion, was sufficient, Rodeheaver writes. Smiles lighted the men's faces and with nods and gestures they urged the passengers into their vehicles and soon were at the plant.

The purpose of the visit was to locate L. E. Gillingham, who had a narrow escape from disaster in the earthquake. The plant had been greatly damaged but was under process of reconstruction, Rodeheaver said. The schedule calls for production of records to be resumed by the middle of December. The offices and recording laboratory have been moved to Kobe, according to Mr. Rodeheaver.

New Headquarters of Broadcaster Corp.

The recent removal of the headquarters of the Broadcaster Corp. from 312 Union Park Court to 2414 West Cullerton street, the talking ma-



M. Rovech

chine trade center in this territory, emphasized the exceptional progress made by this firm the past year. In its new home the Broadcaster Corp. has a manufacturing capacity of 800 ma-



The increasing use of Fibre Needles has brought about a greater demand than ever for LIDSEEN FIBRE NEEDLE CUTTERS.

The ease with which a Fibre Needle may be repointed with a LIDSEEN CUTTER promotes the use and enjoyment of this valuable accessory.

Selling LIDSEEN FIBRE NEEDLE CUTTERS will not only be highly profitable to you, but will greatly increase your Fibre Needle sales.

Write today for further details and prices.

LIDSEEN PRODUCTS
830-846 South Central Ave., CHICAGO

chine a week, together with novelty furniture of various descriptions. The plant has a floor space of 112,000 square feet, and when all the equipment is installed will represent one of the most up-to-date and complete factories in the Chicago trade.

One of the most important factors in the success of the Broadcaster Corp. is M. Rovech, president of the company, who is well known in Chicago business circles. Although a comparative newcomer in the phonograph industry, Mr. Rovech has been engaged in the mercantile world for many years. He was a successful silk jobber until he entered the talking machine trade some three years ago, and although conditions were far below normal at that time he succeeded in developing a profitable business. Under his supervision and direction the Broadcaster Corp.'s activities have increased steadily, with the result that the company is closing the most successful year in its history, with every

indication that 1924 will surpass the very satisfactory figures for this year.

Milligan's Music Shop Expands

B. H. Milligan, of Milligan's Music Shop, Inc., recently purchased the Symphony Music Co. at 1020 Wilson avenue, this city. The Symphony Music Co. has handled the Columbia line for a number of years, and Mr. Milligan immediately put in a complete stock of Columbia New Process records and will actively sell the new Columbia in this neighborhood.

H. D. Finch in New Post

H. D. Finch, formerly of Wichita, Kan., is now connected with the Wentzel Music Co., 3051 Lincoln avenue, this city. He has had considerable experience in the retail field, and his acquisition by the Wentzel Music Co. should prove mutually profitable. This concern, by the way, has just moved into attractive new quarters at the above-mentioned address. The Victrola

(Continued on page 126)



Vitanola 46
List Price, \$175.00
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
List Price, \$125.00
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

10 Other Standard Models
Consoles and Uprights

Write for Catalogue "F"

VITANOLA

The Phonograph of Marvelous Tone

Produced by a manufacturer who has the necessary experience and vast facilities to know what you want and to be able to give it to you.

"The Biggest Dollar for Dollar Value on the Market"

When in Chicago see full line of samples on display at
738 South Michigan Avenue.

Ground Floor—Phone Wabash 9290

VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

"It is easier to sell the Vitanola than to compete with it"

W. W. KIMBALL CO. SERVICE

Okeh Records

Records of Quality

Latest "hits," including the Okeh Laughing Record No. 4678 Christmas records, set of 3, in albums; a special set in albums of "Unfinished Symphony" (Schubert), also Oberon Overture, etc.

W. W. KIMBALL CO., Wholesale Distributors.

306 So. Wabash Ave.

Kimball Building

CHICAGO

At the Holiday Season and all-the-year-around, the ready, friendly Kimball Service is available for the dealer anywhere who has established his connections here. Let us know your needs as early as possible.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

department occupies two floors. The first floor is devoted entirely to the display of the various instruments and the second floor contains twelve demonstration booths. It is one of the finest establishments in this city.

A. B. Cornell on Reproducing Equipment

A. B. Cornell, treasurer and sales manager of the Jewel Phonoparts Co., of this city, is keenly enthusiastic regarding business conditions at the present time and the outlook for 1924. In a recent chat with The World Mr. Cornell said: "Our business has been heavier the past few months than during any corresponding season of previous years and for the next five months we are expecting the largest sales totals we have ever attained. This is gratifying in view of the fact that we are endeavoring to follow the old-fashioned way of concentrating our activities solely upon quality in manufacturing our products. While necessarily it costs more to make goods of a high-grade character, we find that there is always a certain proportion of the trade who recognize and appreciate this method of doing business.

"We are surprised that so many manufacturers of phonographs pay close attention to attractive and well-finished cabinets, securing the most reliable motors obtainable, and hardware of quality, but when it reaches the point of selecting the most vital item of the instrument, namely, the reproducing unit, they decide upon the use of inferior equipment, in order to save a little money. Ofttimes the difference of 50 cents or one dollar in the tone arm or reproducer outfit influences them to economize in this direction, believing that their dealers will not recognize the difference and therefore will offer no objection. They are greatly mistaken, however, for it means a great deal more to the manufacturers to build up a clientele of pleased and satisfied customers than to save a few cents here and there.

"A trade analysis shows that 50 per cent of the sales of phonographs are made through the recommendations of satisfied customers using them in their homes. Strange as it may seem, manufacturers are the worst offenders in this respect, as the dealers themselves, being on the firing line and closer to the public's requirements, are more particular about their reproducing equipment. Furthermore, the average manufacturer does not seem to realize that the best tone arm and reproducer in the world, together with the best tone chamber, will not give maximum quality and quantity of reproduction, unless they are thoroughly balanced with each other and with the cabinet in which they are placed.

"We often hear remarks to the effect that such and such a phonograph has a 'wonderful' tone, but to my way of thinking this is absolutely wrong, for no phonograph should have a tone of its own. There is only one basis on which a comparison can be made, namely, the best phonograph is the one that reproduces the

(Continued on page 128)

The BROADCASTER CORPORATION



Model C-3
Specifications:
39 inches wide, 23 inches deep,
35 1/2 inches high. Gold plated.
Three-spring motor. Plush-velvet
turntable. Piano hand-polished
finish. Finished in Mahogany
and Walnut. 5/8-5 ply
Veneers

*A Bigger Plant
A Greater
Organization*

**Facilitates a larger
and more Superior
Talking Machine
Production at
LOWER PRICES.**

Users of either large or small quantities of talking machines are urged to write for information regarding our line—useful for special sale purposes.

*Write for price list and specifications
of our other models.*



Model C-4
Specifications:
35 1/2 inches wide, 22 1/2 inches
deep, 35 inches high. Central lid
opening. Two-spring motor. Fur-
nished in either nickel or gold.
Piano hand-polish finish in Ma-
hogany or Walnut. 5/8-5 ply
Veneers



Model No. 3
BROADCASTER
50" High, 20" Wide,
20 1/2" Deep. Guaranteed
two-spring motor. Figured birch
5-ply. Finished in
mahogany and wal-
nut. French pol-
ished, finish or dull.
A Rare Buy!

Broadcaster Corporation

(Successor to the Linerphone T. M. Co.)

New Plant

2414 to 2430 W. Callerton St.
CHICAGO, ILL.

THE BLOOD TONE ARM CO. takes this opportunity of thanking the Talking Machine Trade for its generous patronage during 1923, due to which our business has grown far beyond our anticipations.

Beginning January 1, 1924, we will introduce new Blood Improvements that will add greatly to the value of Blood Products, thereby insuring the Talking Machine Trade the Best Tone Arm obtainable and at the popular price we have established.

Because we felt that it was not wholly worthy of the Blood Reputation we have discontinued the $2\frac{1}{8}$ inch size reproducer and shall adhere to the $2\frac{7}{16}$ inch size, which has proved itself to be the most satisfactory for all disc records.

Although we are working to capacity at present we are guaranteeing prompt service and immediate delivery.

BLOOD TONE ARM CO.

326 RIVER STREET

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

greatest amount of music on the record and is the nearest approach to the manner in which it was recorded by the artist. As a matter of fact, practically all of the music is in the record, but many phonographs bring out only a small proportion of what is actually there. Many of them scarcely ever reproduce overtones, which, of course, is an important factor in giving music the charm which it possesses.

"The day of the ordinary phonograph is past, and those independent manufacturers who hope to get their share of the business in spite of the consistent advertising used by the standard manufacturers can only do so by furnishing their dealers and the public with the highest grade quality that is obtainable."

An Unusual Phonograph Department

Probably the most notable feature of the fine new Brunswick representation recently opened at 1022 Wilson avenue by the Grosvenor Music House, Inc., is the spacious and luxurious lounge on the mezzanine floor. It is one of the very few real waiting rooms in music establish-

ments in Chicago and is an idea well worth carrying out by any music establishment which has the means and space at its disposal. It promises to be at once a most valuable service to the patrons of the Grosvenor store and an excellent advertisement of the establishment. As Wm. F. Grosvenor said in a chat with *The World*, "We want to make our store a rendezvous for the people who love convenience and music who frequent the Wilson avenue shopping district. Here sweethearts can meet sweethearts and wives can meet husbands before dinner or theatre engagements. Of course, there is nothing commercial in all this, but if, while seated on this balcony lounge from which a complete view of the store may be had, they happen to see something which interests them or hear a talking machine record that excites their admiration and interest, we naturally will not place any obstacle in their way should they wish to follow up the clue."

With handsome rugs, artistic reed furniture and attractive writing desks, the lounge is, in-

deed, a tempting place for those who wish to rest or await a companion. No expense or work has been spared to make this establishment one of the most convenient in the city, and the homelike environment should do much to make this Brunswick house a success.

The fundamental principle underlying Mr. Grosvenor's sales attack is to enable the prospective customer to picture himself in the enjoyment of the instrument in which he is being interested by the salesman. In the attractive but comparatively simply equipped store formerly occupied, Mr. Grosvenor was compelled to draw the desired picture on the mind of the customer by verbal means aided, of course, by demonstration. In the new quarters the instruments have a setting in simulation of the drawing or music room.

New Witmark Manager in Chicago

Announcement has just come from the Chicago office of M. Witmark & Sons that John Conrad has succeeded Tom J. Quigley, who recently resigned as manager of this office to assume the management of the new Chicago offices of Hearst Music Publishers, Ltd., Canada. Mr. Conrad is well known throughout music publishing circles here and formerly headed the Conrad Music Co. He is the composer of many popular songs and has been connected with the Chicago office of Witmark & Sons for many months prior to his appointment as manager.

New Brunswick and Gulbransen Dealer

Another excellent retail talking machine account that has taken on the Brunswick line is the Jefferson Music Shop, Inc., at 4766 Milwaukee avenue, which was incorporated and started doing business on September 1, 1922.

Several months after the opening of this shop broader steps were taken by the management and the well-known line of Gulbransen player-pianos was handled. On December 1 announcement was made by the management of the Jefferson Music Shop, Inc., that the firm had added to its already excellent representation a full line of Brunswick talking machines and records and that plans were under way to increase the size of the shop by adding additional parlors. At present the store consists of eight of the most modern hearing rooms and booths, as well as up-to-date record counters and racks.

The management and incorporators of the shop are Hans Schoessling and his nephew, Lionel C. Lenz. Mr. Schoessling is one of the best-known men in this territory, having started over twenty years ago as city salesman for the Victor department of the Rudolph Wurlitzer Mfg. Co. He acted in this capacity for fifteen years and for five years thereafter was wholesale manager of Wurlitzer's Victor department, which position he held until he decided to go into business for himself in September of last year.

The Jefferson Music Shop, Inc., is located in an ideal business section of Chicago, being in that section which is known as Chicago's great Northwest Side business district, which is proving to be one of the busiest spots to be found throughout the outlying districts of the city of Chicago.

Daniel Miller Co. Chartered

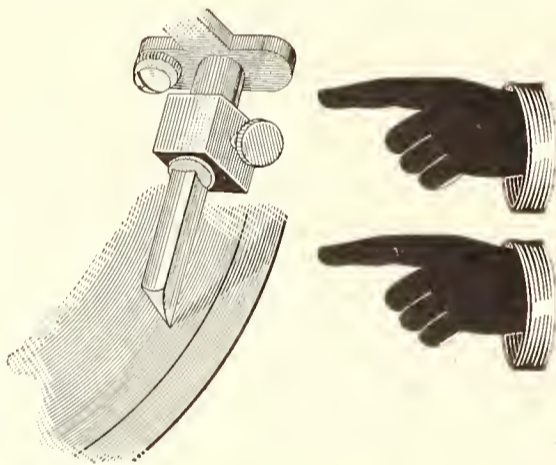
A charter of incorporation to manufacture and deal in musical instruments was recently granted to the Daniel Miller Co., 116A South Adams street. Incorporators are W. C. Leavitt, L. E. Sutherland and Ben. L. Thurman.

Hearst Opens Executive Offices

On December 3 the Hearst Music Publishers, Ltd., of Canada, formally opened its new executive offices for the United States on the fourth floor of the Garrick Theatre Building, Chicago. The opening was celebrated by personal visits of many prominent members of the trade as well as a large coterie of eminent artists of the stage, all of whom extended their congratulations to the Hearst Co. because of its rapid development in the publishing business of Canada. They also offered their hearty co-

A Very Important Announcement to the Talking Machine Trade CONCAVED FIBRE NEEDLES

A new principle in manufacturing Hall Fibre Needles. Through constant research and by hundreds of tests, we have perfected the Principle of Concaving (or more plainly, Hollow Grounding) the two pulp sides of our Hall Fibre Needles with the positive result that we now have what we believe to be the most perfect styli known, for the reproduction of sound from a Disc Talking Machine Record.



We claim for our New Improved Hall Concaved Fibre Needle the following pertinent facts:

- First—MORE PERFECT REPRODUCTION.**
- Second—PLAYS MANY RECORDS WITHOUT RE-POINTING.**
- Third—ELIMINATION OF SURFACE NOISES.**
- Fourth—CANNOT POSSIBLY INJURE RECORDS.**
- Fifth—IMPROVED TONE QUALITY AND CLEARNESS.**
- Sixth—CAN BE USED ON ALL MAKES OF DISC RECORDS.**

As Distributors and Dealers you owe it to yourself to supply the Talking Machine User with the most perfect reproducing styli known and obtainable, and this you have in the HALL CONCAVED FIBRE NEEDLE.

DISTRIBUTORS

We have been manufacturing and supplying you with our Improved Needles for a number of months, so no doubt your present stock contains our new product.

DEALERS

Place orders NOW for your Xmas stock with your Distributors.

HALL MANUFACTURING CO.
35 W. Kinzie Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

operation in supporting the Hearst organization in the United States.

The manager of the new office is none other than Thos. J. Quigley, one of the best-known figures in music publishing circles of the West, who a month ago severed his connection as manager of the M. Witmark & Sons' Chicago office. Not only is Mr. Quigley manager of this new office, but he is also manager of the Hearst, Ltd. throughout the United States.

In his new position Mr. Quigley will be assisted by C. F. Parrish, sales manager; Billy Thompson, professional manager, and a professional staff consisting of Berwin Schmidt, Billy Mitchell, Bernice Herwitz and Ellen Converse.

Mr. Quigley was connected with the Witmark office here for over twelve years before severing his connections in order to take up his new duties with the Hearst Co.

Bent Co. Now Represents Brunswick

In these columns last month there appeared a story to the effect that George P. Bent, who

founded the old George P. Bent Piano Co., had, after several years' retirement, returned to the trade as a co-partner with his son, Charles, in conducting the Bent Music Shop at 214 South Wabash avenue.

In coming back into the trade Mr. Bent saw fit to purchase the interests of his son's former co-partners, R. R. Corcoran and H. J. MacFarland. This purchasing of interests brought about the complete reorganization of the Bent Music Shop and made Mr. Bent and his son, Charles, sole owners of this business. At the time of Mr. Bent's purchase the company was capitalized for \$50,000, but since then this capitalization has been raised to \$100,000.

With the reorganization of the company, which was formerly exclusively Victor, the Bent people have made arrangements with the Brunswick Co. for the taking on of a retail Brunswick representation in their store.

The consummation of this deal between the Bent Music Shop and the Brunswick Co. now

gives the latter institution one of the finest retail representations in the Loop section, a store which is one of the most widely known in the city.

From a historical standpoint George P. Bent is perhaps one of the leading figures in music circles in the West. In the year 1881 he founded the George P. Bent Piano Co. and became the manufacturer of the famous Crown piano, which, due to its many mechanical features and extraordinary advertising, soon became one of the most popular pianos on the market.

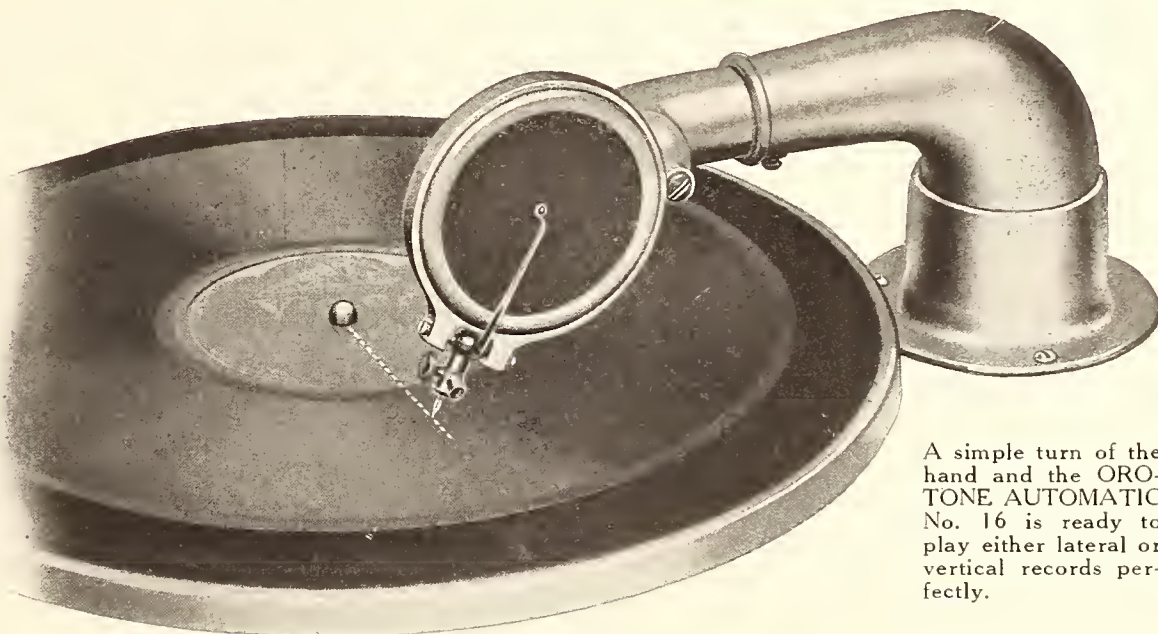
Perhaps the most unusual piece of advertising was a post card affair which Mr. Bent sent out years ago and which because of the phoneticity of its wording became one of the most popular phrases in the music industry. It was nothing more than a little post card carrying the phrase "A Cent Sent Bent Is a Cent Well Spent." The other text matter on the post
(Continued on page 130)

Oro-Tone Automatic No. 16

Start the New Year With This Marvelous Tone-Arm

ADVANTAGES

- 1 There are no weights to shift—no adjustments to make.
- 2 The Automatic No. 16 automatically gives correct weight on record.
- 3 The Automatic No. 16 automatically centers needle on record.
- 4 The Automatic No. 16 automatically permits correct reproducer position.



A simple turn of the hand and the ORO-TONE AUTOMATIC No. 16 is ready to play either lateral or vertical records perfectly.

This is an age of rapid progress. Your business next year will be what you make it. Make selling easier for your dealers, and keep their interest in your line at high pitch, by supplying this new and better tone-arm and reproducer on your phonographs.



Position for Hill and Dale Records

Note dotted line showing how reproducer takes correct angle and perfect needle center when turned to play vertical-cut records.

The new No. 16 Automatic will give your phonographs increased prestige with the trade and greater popularity with phonograph buyers. Its attractive appearance, perfect, automatic operation and powerful, rich tone grips the attention of dealers and customers alike, and stirs desire for possession.

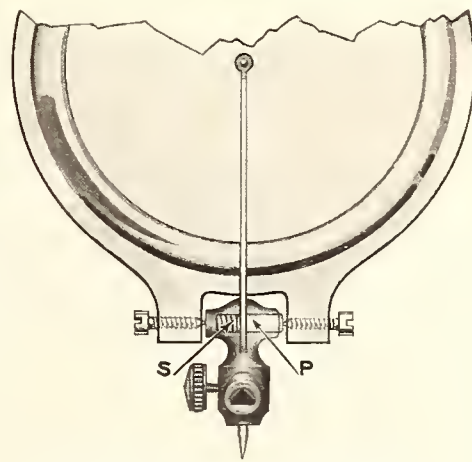
SAMPLE SENT ON
30 DAYS' APPROVAL

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Illinois

Manufactured in Canada by W. H. Banfield & Sons, under the trade name ORO-TONE-BANFIELD.

Australian distributors: The United Distributors Co., Melbourne and Sydney.



The 100% Perfect Reproducer
The New Oro-Tone Automatic

You must hear this wonderful automatic reproducer to appreciate its powerful, rich, liquid tone. It overcomes improper pivot point contact. Oil tempered spring S is compressed by plunger P when pivot point screws are seated. This spring automatically releases or compresses as a result of contraction or expansion of metal due to heat, cold or other causes. This automatic adjustment insures vibration freedom of the stylus bar without binding or looseness. It is the last word in scientific reproducer construction.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 129)

card was a request to place a 1-cent stamp on it, mailing it back to the company, and the sales force would then do the rest.

All through his career in the music business Mr. Bent kept pounding the trade with unusual advertising literature such as quoted above. A few years ago he decided to retire from business and he, therefore, sold out his interests and took up residence in Los Angeles, Cal. His sons, Charles and Harry, however, remained in Chicago and interested themselves in various retail enterprises here, particularly as dealers in Victrolas and Victor records.

The management of the Bent Music Shop will be supervised mainly by his son, Charles M. Bent, and although Mr. Bent intends to continue his residence in California he will from time to time visit Chicago and assist in the management.

With the taking on of the Brunswick line it is believed that Mr. Bent will employ many of his sales suggestions and advertising methods in order to make the Victor-Brunswick shop continue to rank among the best retail organizations in this city.

Gulbransen Force Active Bowlers

At a recent weekly play of the Gulbransen Registry Piano Bowling League held at the Madison-Kedzie Arcade, the key-fitters, action-finishers and the foremen won three games, the finishers won two and lost one, the stringers won one and lost two and the office, tuners and regulators lost three. The standing of the teams to date is as follows: key-fitters, won twenty-four and lost nine; finishers, won twenty-one and lost twelve; action-finishers, won twenty-one and lost twelve; stringers, won fifteen and lost eighteen; foremen, won fourteen and lost nineteen; office, won thirteen and lost twenty; tuners, won twelve and lost twenty-one; regulators, won twelve and lost twenty-one.

Sales Stimulation

Recently several big department stores in this section have been offering bargains in commercial low-priced talking machines. It also happens that many of these concerns handle nationally known makes of instruments in conjunction with these commercial ones and naturally many in the trade here began to wonder just what effect the sales of these would have on the national instrument sales, particularly in the houses doing the advertising.

In commenting upon this situation, S. L. Zax,

sales manager of the Broadcaster Corp., has the following to say:

"The advertising appeal in these cases when analyzed simply means that the advertisers are merchandisers who cannot afford to wait for a family event or a holiday in order to bring buyers into their stores. Neither can these men who handle talking machines in this manner confine their activities to seasons. They are preaching that 'To-day—and not at any other time but to-day—you can provide yourself with a talking machine which you need and want, and at a very special price, and we, as reputable merchants, guarantee the instrument.'

"In other words, they are appealing to the bargain instincts of the public mind. Naturally there is a reaction on the part of the public as can be seen by anyone observing the crowds of people that attend these sales. The question then comes up as to what good it does the mer-

chandiser to handle nationally known brands of instruments if he merely advertises and gets the buying public to purchase a commercial instrument?

"The answer is that he creates a desire in the mind of the public to own a talking machine and, as has been said before, he makes his sales then and there and does not await the coming of any event or season.

"What really happens at these sales? From close observation I have noticed that not only is a large number of these instruments disposed of, but great numbers of people whose original intent was to purchase the cheaper machine came, looked and heard and finally ended their visit by being induced by the sales person to purchase the nationally known make, and at a standard price and without cutting.

"The reputation of these retailers and their extensive advertising methods put to rest any doubts in the minds of the buyers concerning the reliability of the instrument advertised at ludicrously low prices. The values are so obvious that the sales always prove successful. As a result of this many merchants are finally convinced that the so-called commercial instrument serves a distinct purpose, namely, that of a real sales stimulator."

Increase National Advertising Campaign

For the first of the year the United States Music Co. announced an elaborate advertising campaign of general character using magazines of national circulation. Now this company makes another announcement that in addition to Saturday Evening Post and Red Book, it will add several other national mediums to its advertising list during 1924.

In its national campaign of publicity the United States Music Co. had in mind the double idea of making both player-pianos and music rolls more popular through bringing their possibilities strongly before the music buying public and the advertising was therefore so designed as to bring business direct to the dealer.

For example, the advertisements of the company have so far not been devoted exclusively to music rolls, but each piece of copy called particular attention to the player-piano and what it can accomplish under various conditions, both as an entertainer and instructor.

Dealers who have made a study of the copy prepared for the company's campaign have ex-

(Continued on page 132)

To the Trade:

We Cordially Extend

Christmas Greetings and Best Wishes for the New Year

Sterling Devices Manufacturing Co.
412 Orleans Street
CHICAGO, ILL.

Manufacturers, Dealers: Watch for our January Announcement
of our new line of Sterling Tone Arms and Reproducers

IN BEAUTIFUL XMAS BOXES FOR HOLIDAY GIFTS



THE GEER REPEATER

Finished in genuine gold plating at the same price, \$1.50, in beautiful holly and poinsettia boxes for Christmas Gifts. Send us your orders early for prompt shipments.

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

Announcement!



Style 10

Since October 1st our factory has been sold up for the balance of the year.

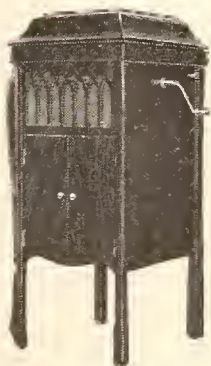
Our dealers appreciate the quality of our goods as well as our service and have co-operated with us to their fullest extent by anticipating their requirements in advance.



Style 20

Now is an opportune time to do likewise.

We are booking orders for 1924 delivery only.



Style 1

Size: 40 inches High, 17 inches Wide, 18½ inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.

Console models Nos. 20, 30, and 40 are constructed of genuine 5 ply mahogany panels.

Console model No. 10, constructed of gum panels.

Size of all console models 35 inches wide, 33 inches high and 21 inches deep.



Style 2

Size: 46 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.



Style 30

A
Merry
Christmas
To the
Trade



Style 4

Size: 48 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany, Oak or Walnut. Panels 5-ply. United 2-Spring Motor.

1924
Greetings
—
Wishing You
Happiness
Joy and
Prosperity



Style 40

EXCEL PHONOGRAPH MFG. CO.

400-412 West Erie Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 130)

pressed enthusiasm regarding its possibilities and are at present convinced that the effect of this advertising has brought about increased sales of player rolls and pianos. In all probability it is expected that the U. S. Co. may devote some of its advertising in the near future to the idea of making not only player-pianos and music rolls popular, but talking machines as well, by bringing out copy that will educate the buying public to the possibilities of music rolls as accompaniments to talking machine records.

DeForest Dealers Meet

One of the big events during Radio Show week in Chicago was the first get-together meeting of DeForest dealers. This meeting was held at the Union League Club in Chicago on the evening of November 22, when a dinner was given under the auspices of the Electric Appliance Co., local distributor of DeForest. All told there were over 100 dealers present and the speakers of the evening included Dr. Lee

gave a talk to the visitors of the show on the history of radio, particularly the historical data pertaining to his early career and experiments which led to the development of the audion tube which made possible long-distance wireless reception.

Start Drive on Brunswick "Royal"

The Brunswick Co., in co-operation with its many retail dealers, has just launched what is believed to be the biggest drive on a special type talking machine that has ever been launched in this country. It is especially centered on the Brunswick "Royal" model, which retails at \$115, and in preparing for this drive the advertising department of Brunswick has issued some interesting pieces of literature pertaining to the Royal model. One piece in particular is devoted to an illustration which shows a woodworker at his bench finishing a Royal model, and, owing to its background, a strip of solid vermilion, is very striking in that it immediately arrests the eye and causes the observer to read

the few well-chosen words of text matter immediately underneath.

Other literature is a four-page folder especially prepared for the dealer which contains a number of interesting sales help suggestions. On the inside page of this folder is shown the Royal model in color with numbered arrow indicators directing

the eye to its numerous exclusive features.

Another bit of Royal publicity consists of four special newspaper advertisements prepared by the Brunswick advertising department. In size they vary from 200 to 800 lines. Proofs of these are sent the retailer and the electrotypes or mats may be had on application. The text matter is written strictly along retail lines and when appearing in local papers should prove excellent publicity for the retailer running the advertisement.

Important Krasco Moves

The Krasco assembly unit, consisting of a Krasco motor, tone arm, reproducer, automatic

RAINBOW RECORDS

have a regular, steady demand which produces regular, steady profits. Good territory open for distributors.

THE RODEHEAVER COMPANY

Record Dept. No. 100

218 Wabash Ave.
Chicago

814 Walnut Street
Philadelphia

stop and repeating device, all mounted as one unit and marketed by the Krasco Mfg. Co., has been withdrawn from open market and will in the future be confined exclusively as equipment for the Encore talking machine.

The above announcement was recently made by the Krasco Co., which further stated that the Encore talking machine is a newcomer, marketed by the Encore Talking Machine Co., and has contracted to take the entire output of the Krasco unit.

The Encore Talking Machine Co., it is understood, will soon be under production and will market a large line of both upright and console talking machines, as well as art models.

Other changes in the Krasco organization have been the addition of Paul Brooks and Thos. H. Devereaux to the sales force. Both of these gentlemen will call on the trade throughout the Central West and Chicago territories.

Merwin Ashley, vice-president of Krasco, says that for several months there has been increased demand for Krasco motors and for a time he was led to believe that this demand was by manufacturers who were only preparing for holiday business, but, as a matter of fact, the demand has been keeping up and he is now led to believe that the talking machine manufacturers have orders booked up for several months to come, in addition to holiday business.

Tonofone Closes Splendid Business

The Tonofone Co., of this city, manufacturer of the Tonofone needle, has been closing a splendid business and Miss F. E. Powell, secretary and treasurer of the company, is delighted with the fact that this popular semi-permanent needle is now being handled by over 8,000 dealers. In addition the Tonofone needle is being distributed by some of the most prominent jobbing concerns in the leading trade centers and Miss Powell is making plans whereby the Tonofone product will be the feature of an aggressive sales campaign during 1924.

Hartman Co. Leases Big Building

The Hartman Furniture & Carpet Co., one of Chicago's largest retail furniture houses, has just signed a lease for the taking over of an entire twelve-story building, the erection of which will begin on May 1, 1924. This concern represents Sonora phonographs exclusively in its big retail establishment at 226 South Wabash avenue, as well as in its several branches throughout the city. The new building will be erected on the site of the present Palmer House, one of Chicago's most famous landmarks, and will be ready for occupancy about April, 1925. According to Martin L. Straus, vice-president of the company, the new building will be the most elaborate retail furniture concern in the world. More than one hundred rooms will be devoted to the display of home furnishings and quite a few of these will be used to display Sonora talking machines.

Melody Music Shop Opens

A recent addition to the Columbia family is the Melody Music Shop, 4103 South State street. Miss Ophelia Clark is the proprietor and the store will specialize in negro records.



Great Gathering of DeForest Dealers at Banquet

DeForest, founder of the DeForest Radio Tel. & Tel. Co.; "Bill" Priess, chief engineer of DeForest, and H. H. Roemer, general sales manager of the company.

The formal introduction of Dr. DeForest and Mr. Priess was made by C. A. Rice, manager of the radio department of the Electric Appliance Co., which was followed by a talk on the possibilities and sales principles applied to radio by Mr. Roemer. Dr. DeForest's talk consisted of the technicalities of radio and brief historical data pertaining to radio.

Shortly after the meeting the entire body left for the Coliseum, where Professor DeForest

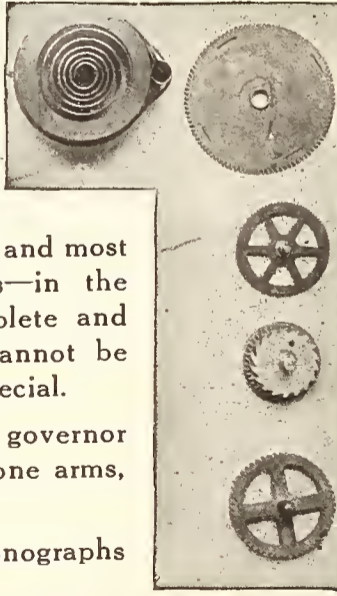
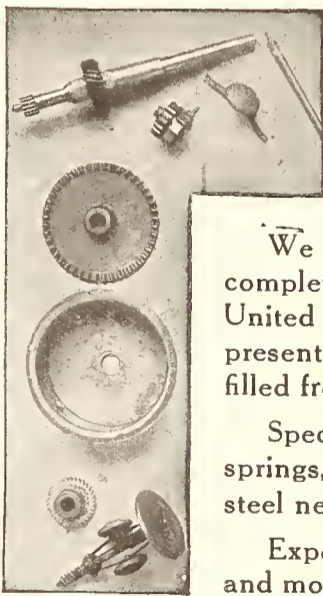
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

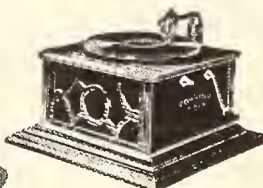
Consolidated Talking Machine Co.
Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill James Co.
Aratino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

The NEW Columbia is superior

*Hearing
is believing*

There is no lattice work or fabric to muffle the tone of the New Columbia.

The tone control leaves, built on the pipe organ principle, are an exclusive Columbia feature. They allow the music to issue forth without interruption by fabrics or gratings.

COLUMBIA PHONOGRAPH COMPANY
New York



Chicago Radio Show an Outstanding Success

Wealth of Exhibits by Pioneers and Newcomers Into the Industry Shows Phenomenal Development of Radio—Large Attendance of Young and Old, Both Sexes—Leaders Display Varied Lines

CHICAGO, ILL., December 6.—The Chicago Radio Show, which held forth at the Coliseum from November 20 to 25 inclusive, gave every evidence of proving conclusively that radio has passed far beyond the fad stage and has at last begun to be looked upon and accepted as an essential in so far as home entertainment is concerned. This conclusion is inevitable after a careful analysis of the tremendous crowds which gathered at the Coliseum during the show, and comparing these with the small number of onlookers who attended last year's event.

In making a comparison between the attendance of this year and of last year we find that in 1922 the bulk of onlookers consisted of school-boys, whereas this year's attendance consisted of 80 per cent adults, and it is estimated that 50 per cent of these were women.

It is said that the attendance, paid and gratis, ran well over the 100,000 mark, and that the free attendance consisted of retail dealers. Paid admissions approximated 18,000 nightly.

Not only were there complete sets, parts and accessories of everything in radio shown at the exhibitions, but further interest was injected into the event by the presence of such famous radio men as Dr. Lee DeForest, of the DeForest Radio Tel. & Tel. Co., New York, inventor of the audion tube; Bowden Washington, of Cutting Washington Radio Corp., Minneapolis, Minn., inventor of much naval equipment during the war; E. F. Llewelling, of the Buell Mfg. Co., Chicago (inventor of the famous Llewelling circuit) and others.

It goes without saying that most of the interest shown by the attending visitors was directed towards completed receiving sets, but those exhibitors who displayed parts came in for a goodly share of this interest. The women in particular devoted their attention to complete instruments and especially to receiving sets which eliminate the necessity for outdoor wiring and acid batteries.

Regarding loud speaking units it was easily seen that manufacturers of these items have been doing a remarkable work. During the show of 1922 there were quite a number of manufacturers of loud speaking units whose sole aim was the production of instruments which offered nothing but volume and very little tone quality. On the other hand, in comparing these units with those shown this year we find that many of them have banished the idea of volume and are introducing loud speakers which offer more tonal refinement.

In this show there were many exhibitors, including pioneers in the industry as well as newcomers. Among the pioneers and leaders in the trade we found the following:

The DeForest Radio Tel. & Tel. Co., with H. H. Roemer, general sales manager, in charge, assisted by L. J. Collopy, W. R. Dunn and

M. Staley, as well as a number of salesmen from DeForest's local representative, the Electric Appliance Co. The sets shown at this exhibit were DeForest models D 10 and D 7-A. Due to the fact that on Wednesday evening the big event of the show was Dr. Lee DeForest, who personally gave a talk to show visitors, the DeForest exhibit proved quite popular.

The Cutting Washington Radio Corp., of Minneapolis, maintained an exhibit under the direction of Herbert A. Brennan, sales manager, whose presence attracted many of his old friends in the talking machine trade. Bowden Washington, an official of this concern, was also one of the prominent speakers at the show, and he gave out many interesting ideas concerning naval radio equipment, the designing of which brought him recognition during the war. It was also announced in this booth that the new Cutting Washington hook-up, which involves a new principle, termed cascade regeneration, will shortly be announced.

Some of the most elaborate sets shown throughout the entire show were exhibited by the Colin B. Kennedy Co., of St. Louis. This exhibit consisted of several beautiful models of Jacobean consoles and Spanish desks. The exhibit was looked after by the vice-president and treasurer of the company, H. G. Rathbun, assisted by B. R. Hassler. Besides the art models there were also on display types 110, 220, 281, 311 and 552 and models V and F.

A combined exhibit was utilized by the Crosley Mfg. Co., of Cincinnati, and the Precision Equipment Co., of that city. Powell Crosley, Jr., is president of both concerns and also conducts the WWL broadcasting station at Cincinnati, Ohio, which is owned by him. The sets and parts being manufactured by these concerns are in such demand that Mr. Crosley has earned for himself the sobriquet of "The Ford of Radio," due to the fact that the Crosley Co. is said to be turning out over 1,000 sets each working day.

The Federal Tel. & Tel. Co. exhibit, a combination of talking machines and radio sets, held the attention of large numbers of visitors, particularly women. This combination consisted of a Victor console which embodied the famous "Federal" receiving unit. This exhibit proved particularly interesting to talking machine dealers. The exhibit was in charge of Milo A. Guérney, district manager, who maintains headquarters at Chicago.

The Bristol Co., of Waterbury, Conn., exhibited its Audiphone Jr. and Audiphone Sr. loud speakers. This exhibit was supervised by H. G. Hall, district manager; C. P. Oerlebeck and G. H. Ferguson.

The United Mfg. & Distributing Co. exhibited its full line of condensers and radio frequency amplified units. Little souvenirs in the shape

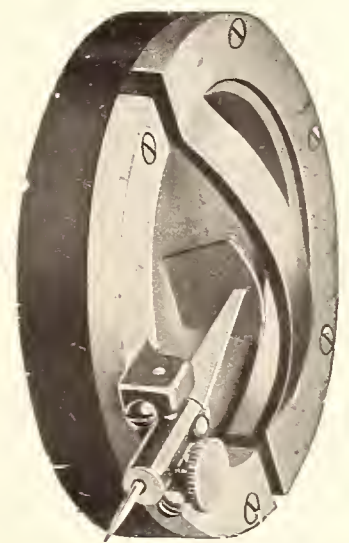
of paper monoplane, carrying United advertisements, were constantly shooting over the heads of the visitors. These were shot out from the balconies by the "United" employees.

The Univernier knob was on display at the Walbert Mfg. Co.'s booth. This little device is used in many places on a set where there is a knob demanding fine vernier adjustment. It is easily installed by just removing the ordinary knob and slipping the Univernier in its place, which in turn offers a twelve to one ratio in tuning in condensers, variometers, etc.

Among the other exhibitors were:

A. H. Grebe & Co., New York, N. Y.; Chicago Radio Laboratories, Chicago, Ill.; Lytton Radio Corp., Chicago, Ill.; F. A. D'Andrea, New York, N. Y.; Atwater Kent Mfg. Co., Philadelphia, Pa.; Automatic Electrical Devices Co., Cincinnati, O.; Multiple Electric Products Co., Newark, N. J.; H. G. Saal Co., Chicago, Ill.; Adams-Morgan Co., Upper Montclair, N. J.; Garod Corp., Newark, N. J.; Kellogg Switchboard & Supply Co., Chicago, Ill.; Moon Radio Corp., Long Island City, N. Y.; Radio Stores Corp., New York, N. Y.

The Ellis Reproducer Stands Supreme



The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adaptable to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by

Arthur Brand & Co.
1618 Vine St. Cincinnati, O.

Distributors of Talking Machine
Repair Parts and Supplies

AROUND BUFFALO

Shortage of Instruments Only Drawback in Unprecedented Holiday Business—All Lines Selling—Month's News and Activities

BUFFALO, N. Y., December 8.—November and early December showed a great increase in business over the same period of last year, according to talking machine dealers and jobbers in all sections of Buffalo. The middle of November brought with it cooler weather, which stimulated sales in instruments and records, and the volume of sales has been on an upward trend since then. Holiday orders are big, jobbers in all lines report. The greatest difficulty is not in getting the orders, but in getting the supplies to fill these orders, the shortage of instruments in the most-wanted styles having reached an acute stage. Record demands also are vastly greater than they were at this time last year. The new weekly release of Victor records has stimulated sales and the double-face Red Seals have been in great demand. Appearance of a number of Victor artists, including John McCormack and Rachmaninoff, has greatly increased the volume of sales in Red Seal records. The Buffalo release of Armbruster's dance records for the Okeh has been taken very favorably here.

Shortage of Victor Models

O. L. Neal, of the Buffalo Talking Machine Co., has returned from a visit to the Victor plant in Camden, N. J., with brighter hopes of being able to meet the demand for instruments this Winter. "Business is very good," Mr. Neal said, "but merchandise is scarce. Demands continue good and the holiday trade is exceptional, but we have not been able to satisfy all requests for the most popular models, especially instruments priced around \$200. We have only a small percentage of what we need. Sales for

the handsome Victor art model 405 have been very, very good indeed."

Forest Cheney a Local Visitor

Forest Cheney, of the Cheney Talking Machine Co., recently visited local dealers and was guest while here of William Stagg, Cheney distributor for western New York. While in Buffalo Mr. Cheney addressed the sales force of the Kurtzmann Piano Co. on "Conscientious Salesmanship." Managers of all Kurtzmann stores in western New York were present.

William R. Stagg, local distributor of the Cheney machine, has redecorated the display rooms. Heavy plush old rose draperies and window hangings, with rugs, lamps and other furnishings in contrasting colors, carry out the ivory and rose color scheme. Mr. Stagg reports a number of new accounts recently opened in this district, among which are C. May & Son, Goellners', Sticht Furniture Co., William Spaulding, of Sycamore, N. Y., and Henderson Co., of Utica and Albany.

Increase in Strand and Okeh Demand

"November showed quite an increase over the same month of 1922," according to F. C. Clare, of the Iroquois Sales Corp., Strand and Okeh record jobber. "Records, instruments and accessories all show an increase in sales." M. O. Giles, of the General Phonograph Co. in New York, was a recent visitor to the local distributing offices.

Freedman & Rosenberg Open New Store

An important event in the local trade this month was the auspicious opening of the Columbia Music Shop by Freedman & Rosenberg in one of the best locations in the city. The open-

ing date was advertised in all local newspapers and was also announced through the medium of handbills, special invitations by mail and personal and phone invitations. Two orchestras furnished concerts during the day and souvenirs were given to all patrons. Two of the city's finest were in attendance to regulate the crowd, as, by actual count, over seven thousand persons visited the store. Many sales were made on the opening day.

Curtis N. Andrews Rushed

The prediction of E. C. Seigesmund, sales manager of Curtis N. Andrews, Victor distributor for this territory, that all indications pointed to a big holiday business is coming to pass. The company is having a hard time of it to meet the demands of its dealers for a sufficient quantity of instruments to take care of the increasing number of customers who are contemplating the purchase of a talking machine as a Christmas gift. A corresponding increase in the demand for Victor records is also noticed, the natural holiday gain being augmented by the new system of weekly releases and the new Red Seal records. Mr. Seigesmund is optimistic concerning the outlook for greatly increased business during the new year.

Bieda Bros. Enlarging

Bieda Bros., well-known local Columbia dealers, have let contracts for a new building which they contemplate erecting in the near future. Floor plans of the structure call for a greatly enlarged phonograph department and twelve record hearing rooms will be installed. The record department of this concern is one of the most complete of any in the United States. The complete catalog of seven foreign languages and the American series records are carried.

Brunswick Dealers' Association Elects

The Brunswick Dealers' Association of Western New York held its annual election of officers, following a noon luncheon in Gandy's. M. Turchin was re-elected president and Mrs.

(Continued on page 136)



Andrews' Service Helped

Victor Dealers to realize on the great possibilities of Victor business during the year just coming to a close.

We appreciate their confidence and are prepared to do our full share in making 1924 an even bigger and better Victor year.

To Victor dealers we extend our sincere wishes for a HOLIDAY SEASON full of happiness and joy.

CURTIS N. ANDREWS
BUFFALO, N. Y.



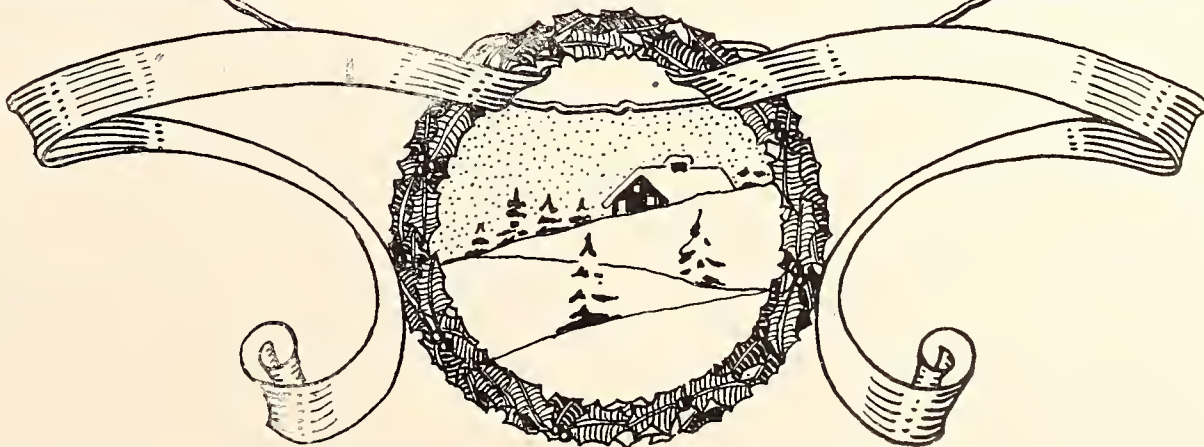
1923—1924

In extending to Victor dealers our sincere wishes for a joyous holiday season, and a New Year full of accomplishment, we take occasion to express our appreciation of the support given us by the retail trade during the year just closing and to pledge ourselves to devote our extensive facilities, in full, to the development of a bigger and better Victor business in 1924.

Yours For Co-Operation

**BUFFALO
TALKING MACHINE CO.**

Buffalo, N. Y.



BUFFALO HOLIDAY TRADE BOOMING

(Continued from page 134)

Helen Hammond retains her position as secretary. Dealers from this part of the State were present, declaring it has been one of the best years in their history. There was no fear of a slump in 1924 expressed by any of the Brunswick dealers.

J. H. Powers, of Chicago, in charge at present of the local Brunswick distributing branch, said this has been the best year in the history of the Brunswick Co. Mr. Powers was enthusiastic in his expressions of optimism when asked what he thought of the outlook for 1924. "If the factories will keep us supplied with instruments there is not the slightest doubt but that the coming year will far exceed our balances this year, which has been the greatest year for the Brunswick talking machine in its history. There is only one possibility for this to fall short, and that is the shortage of the most popular models," he said. "Our greatest demand has been for the console model, selling for around \$150 and \$200. The demand has been much greater than the output." Mr. Powers said the record demand has also been good. Appearance of Bennie Krueger and His Syncopating Orchestra has greatly stimulated sales of his records. He recently gave a concert dance in Medina, N. Y. Previously he appeared in Lockport and Niagara Falls.

Edison Holds Its Own

C. J. Hereth reports a brisk Edison business. "The New Edison has been holding its own," Mr. Hereth said, "and I have enjoyed a fine season. I expect a big holiday trade and have already received a great number of orders for Edisons." Mr. Hereth has erected a new electric sign in front of his store, featuring the Edison Re-creation tone-tests.

Seeber & Hofheins Complete Alterations

Seeber & Hofheins, exclusive Columbia dealers, have completed alterations to their main store, located in the heart of Buffalo, and the phonograph department has been completely rearranged. An elaborate window display, featuring the new Columbia phonographs and New Process records, is causing much favorable comment.

The Central Park branch store of Seeber & Hofheins, located in the best residential section of the city, reports increased sales of New Process records. Sales at this store show a remarkable increase over the corresponding months of last year. Shipments of new Columbias have arrived and are now on display.

Ad Drive Helps Victor Business

"Victrola business this month has been greater than I expected with the kind of weather we have been having," said A. W. Fleishman, manager of the Victor department of the Wm. Hengerer Co. An advertising campaign early in the holiday season greatly helped the Victor department.

Planning Drive on Columbia's

The Household Outfitting Co., Columbia

dealer, is awaiting a large shipment of Columbia phonographs. Extensive advertising plans are completed to exploit the new instruments. Columbia sales representative, M. H. Batz, held a conference of the sales force of the Household Outfitting Co., at which time the new motor was explained in detail, the future policy of the new Columbia Phonograph Co. was gone over and plans laid for a large volume of holiday trade for this progressive store.

Celebrates First Anniversary

The first anniversary of the opening of the J. Dombrowski Music Store, exclusive Columbia dealer, this city, was celebrated recently. This store has had a meteoric rise in the musical business and is deserving of all praise. A full line of the new Columbia phonographs and records are en route for the anniversary date. The new Columbia motor will be on exhibition and M. H. Batz, Columbia sales representative, will explain the features to the expected crowds.

A year ago, when the store opened, over 8,000 persons passed through and plans are being made this year to handle 12,000, as it is anticipated that the crowd will be that large. Orchestra concerts, souvenirs and other good things are in store for the patrons.

Columbia Display at Better Homes Exhibit

The Columbia Phonograph Co. displayed all types of the new Columbias and New Process

records at the Better Homes Exhibit at the Broadway Auditorium, this city, in November. Many music merchants visited the exhibit.

Houck Brunswick Shop Opens

The Houck Brunswick Shop was formally opened to-day. Mr. Houck is a veteran of the trade. A few years ago he entered the automobile business with E. C. Emons, but said he could not desert his first love and, consequently, re-entered the old field, handling the Brunswick exclusively at 3165 Bailey avenue.

W. H. Daniels Elected to Bank Board

William H. Daniels, of Denton, Cottier & Daniels, was recently unanimously elected a member of the board of trustees of the Erie County Bank & Savings Co. Mr. Daniels has been prominent in banking circles for years.

Jay Smith, formerly of Akron, N. Y., has purchased the Bartlett Building in Warsaw, N. Y., where he is planning to open a music store.

Arthur Victor, president of the Victor Co., furniture dealer, with a large department devoted to Victrolas has been chosen chairman of the Jewish Relief Commission in Buffalo.

V. W. Moody, of Silas E. Pearsall Co., New York, and formerly with the Buffalo Talking Machine Co., was a recent trade visitor. He was accompanied by Mrs. Moody.

A. E. Webb has purchased the music store of Laudauer, Inc., in Medina, N. Y.

Standard of Ethics for Retail Trade Publicity

Buffalo Better Business Commission Publishes a Platform With Ten Planks Defining Questionable Methods in Retail Music Merchants' Newspaper Advertising

BUFFALO, N. Y., December 8.—The Buffalo Better Business Commission, in response to a number of complaints, recently took cognizance of the questionable character of some of the advertising being run by several local piano and talking machine dealers and as the result of a careful survey of the situation made the following report embodying various recommendations calculated to improve the character of local musical instrument advertising to which local dealers will be asked to subscribe:

After an eight months' survey of musical instrument advertising in the city of Buffalo, the Better Business Commission makes the following recommendations, which, if closely adhered to by the dealers in such merchandise, will result in materially increased reader confidence in the industry's advertising; these recommendations to take effect Dec. 1, 1925:

Bait Advertising

This type of advertising, which includes attractively described, priced and illustrated merchandise that is discredited by salesmen, or is not on sale, or if on sale cannot be purchased, must not be used.

Comparative Prices

The misuse of comparative prices should be avoided. Experience has shown this form of misrepresentation is responsible for more deception in advertising than any other abuse. The

basis upon which the commission interprets the truth of a comparative value claim is: the price at which the same article, or one similar in workmanship and materials, is selling in two or more stores at the time of the advertisement. Statements of fractional savings, such as 1/3 off, 1/2 price, etc., should be avoided since they are dangerous to confidence.

Credit Terms

Should be clearly outlined so as to cause no confusion on the part of the reader. "Terms to Approved Credit Only," or some such phrase, truthfully and aptly to describe the conditions, will eliminate deception.

Derogatory Statements

In advertising or sales talk statements reflecting discredit upon competitors should be discontinued.

Down Payments

The statements "No Money Down" or "No Down Payment" shall not be used.

Statements such as "Pianos or Phonographs on Approval" shall not be used.

Statements such as a given number of records or rolls "with a phonograph or piano," without increasing the terms of purchase, shall clearly specify that a charge will be made for these records and rolls.

Use of Word "Free"

Should never be used where the securing of



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.



The NEW Columbia is superior

*Hearing
is believing*

The motor is in a class by itself.
Columbia scientists and engineers have set a new standard in their production of the New Columbia Motor. It is unequalled in accuracy; durability and silence in operation.

COLUMBIA PHONOGRAPH COMPANY
New York



the article advertised is dependent on the obligation to purchase something else in conjunction with it, or to perform a service of some sort to obtain it. "Free" offers have been very much abused in musical instrument advertising. The commission suggests "given" or "included" as more correctly descriptive of such offers.

F. O. B. Prices

The selling of musical instruments at F. O. B. prices is so new that confusion results unless the advertisement contains a complete explanation of the conditions precedent to such an offer.

Second-class Merchandise

Rebuilt or used merchandise shall be truthfully designated as such.

Unqualified Statements

Such as "The Greatest Sale in Buffalo," "Greatest Values Ever Offered," "Your Own Terms," "Unmatchable Values," "Lowest Prices Always," etc., should not be used. Superlatives are dangerous to confidence in advertising and should always be avoided.

Wholesale

The terms "Wholesale," "Selling at Wholesale," or "At Factory Prices," are confusing and should not be employed.

ST. LOUIS DEALER TO OPEN STORE

St. Louis, Mo., December 6.—Negotiations have just been completed for opening a Brunswick shop on busy Delmar boulevard. Ernest W. Kemp is the owner and progress is being made at top speed. The building is to be completed by December 10 and Unico equipment is already en route to accomplish an opening by December 20. When completed the new store will rank with the best in this vicinity.

MARKELS PLAYS AT RITZ-CARLTON

Popular Society Orchestra and Okeh Artist at Famous Hotel—Plays for Tea Dancing

The Markels Orchestra, New York Society Orchestra and an exclusive Okeh artist, is playing for tea dancing in the new Oak Room at the Ritz-Carlton Hotel, New York. This hotel maintains one of the most exclusive tearooms in the city, and it is frequented by foreign dignitaries as well as leaders in the society and



Michael Markels

theatrical worlds. Michael Markels, leader of the orchestra, is well known in musical circles, having played for society dances for many years, and numbering among his patronesses such prominent people as Mrs. Vincent Astor, Mrs. William Rockefeller and Mrs. Harry Payne Whitney.

EXTENSIVE IMPROVEMENT OF STORES

Holiday Business Rush No Bar to Store Remodeling—Service Deemed Important

Despite the fact that the retail trade throughout the country is up to its ears in holiday business many dealers are alive to the necessity of extending the best possible service to their patrons and are losing no time in adding to their facilities. This is manifested by the large number of rush orders for installation of its equipment and fixtures which is being received by the Unit Construction Co., Philadelphia, Pa.

Among the installations which are being rushed by this concern are the following: Forbes & Wallace, Springfield, Mass.; Link's Record Shop, Cincinnati, O.; Henry W. Upham Piano Co., Malden, Mass.; Luebtow's Music Co., Milwaukee, Wis.; C. L. Kauffman, Cleveland, O.; Efrid's Department Store, Charlotte, N. C.; LaVoice's Music Store, Plattsburg, N. Y.; C. G. Schultz Co., Chicago, Ill.; B. B. Todd Co., Philadelphia, Pa.; Kempf Bros., Utica, N. Y.; Keith Prowse, London, Eng.; Dills Bros., Parkersburg, W. Va.; Humes Music Store, Columbus, Ga.; Ludwig & Co., Springfield, Mass.; K. C. Sexton, Washington, D. C.; Fox Piano Co., New Rochelle, N. Y.; Sage & Allen, Hartford, Conn.; Ellis & Sons, Uniontown, Pa.; W. L. Hurley Co., Camden, N. J.; Francis Sexton Co., Washington, D. C.; Love-man, Joseph & Loeb, Birmingham, Ala.; E. C. Malarkey, Shamokin, Pa.; Caldwell Furniture Co., Malden, Mass.; Benjamin Futernik, Philadelphia, Pa.; Harry F. Asher, Mineola, L. I.; Roth's Music Store, Leechburg, Pa.; Ernest W. Kemp, St. Louis, Mo.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS

- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
 - BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
 - GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
 - GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
 - BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
 - STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
 - J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
 - INDEPENDENT JOBBING CO.
112 East Center St. North, Goldsboro, N. C.
 - IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
 - VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
 - C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
 - CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
 - CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
 - YAHR & LANGE DRUG CO.....Milwaukee, Wis.
 - THE DUNNING CO.....303 Second St., Des Moines, Iowa
 - RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
 - ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
 - ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
 - JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
 - TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
 - CARL FLORINE 131 East 4th Ave., Denver, Colo.
 - WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle
- Export:—CHIPMAN, LTD.
New York, London, Montreal, Wellington, Sydney, Melbourne, Perth, Havana, Mexico City, Buenos Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York



Two Models: Outing Sr. and Outing Jr.



Model 230
\$135
Figured Mahogany or Walnut

The
Pooley
PHONOGRAPH

The Phonograph Line That Speaks for Itself

By superior quality and value alone has the Pooley Phonograph achieved recognition and prestige. The reputation of the manufacturers for producing nothing but the best has been zealously guarded in the production of these instruments, and high-class houses now selling Pooley Phonographs are a recommendation and evidence of their excellence.

Successful and growing concerns are the ones with the ambition and purpose of securing for their customers the best for the money, and genuine values at consistent prices make sales easy, and build up a satisfied, loyal class of trade.

We offer you in the Pooley line the highest types of the artistic blending of musical instruments into fine furniture. Eight consoles and one upright style. Complete line on display at Detroit and Cleveland.

INQUIRIES SOLICITED

C. L. MARSHALL COMPANY, Wholesale Distributors

Michigan, Ohio, Kentucky, West Virginia and East Indiana
Pooley Phonographs, Outing Portables, Junior Operetta Records and Criterion Musical Merchandise Products
Detroit—514 Griswold St. Cleveland—328 Superior, W.

DETROIT

Retailers and Wholesalers Busy Supplying Pre-Christmas Demand for All Lines—The Month's News

DETROIT, MICH., December 7.—As expected, holiday business got a new start on the first of the current month and there is not a doubt in the minds of talking machine dealers that sales will continue brisk until the end of the month. Every sort of machine is included in the buying on the part of the public. Even the portable models are coming in for a good share of the business, especially the newer styles, which make ideal Christmas presents. Dealers, fortunately, are well stocked for the holiday trade.

In view of the coming of the Chauve-Souris show, due here the week of December 9, Grinnell Bros. have an entire window fixed up very attractively and dedicated to the musical hits of this show, particularly "Parade of the Wooden Soldiers." Toy-wooden soldiers fill the the window, as well as a dozen or more records which call attention to the show and the song numbers.

R. B. Alling, manager of the Phonograph Co., of Detroit, which also operates the Edison Shop, declares that November was the biggest month in the history of the store and that December will go far beyond it in sales. This coming from a conservative like Mr. Alling, who seldom talks for publication and who usually underestimates, augurs well for the standing of the Edison line in this territory. Mr. Alling has not let up one minute on his advertising, even during the hot weather months, and apparently his campaign is showing the cumulative results. Asked what particular models were selling best, he declared: "Well,

everything is moving. It is surprising to note that even working people come to our store and are willing to pay from \$200 and up for the Edison. A great deal of it is cash business, although we have a liberal credit system, and it is a pleasure to state that we have had very little trouble in getting our money. People are taking more interest in the importance of establishing credit for themselves and I have noticed that all during the year collections have held up remarkably well."

The J. L. Hudson Music Store is prepared for the biggest holiday business in its history and Manager Ed Andrews is ready with the biggest merchandise stocks. The Hudson Store is now concentrating on the Victor, Cheney and Brunswick. The new departure of selling records individually wrapped, thus guaranteeing that they are absolutely new, is proving a big success and Manager Andrews is well pleased with this change in policy. The Hudson Store no longer sends records out on approval. Manager Andrews now contends that "selling" the public on a policy idea is purely a matter of education, and it is just as easy to educate them one way as another.

Manager Quinn, of the Brunswick Shop, declares that they will show nearly a 100 per cent increase in December business, compared to the same month of 1922. The Brunswick Shop is doing its greatest volume on the console models.

The Sonora phonograph is being strongly featured by the Howard Music Shop at 9105 Twelfth street, and the Sonora Shop, at 1040 Gratiot avenue.

The phonograph shop in the Cunningham Store, 1065 Woodward avenue, Detroit, all this week is giving free concerts by the Finzel Arcadia Orchestra, Okeh artists. The hours for these concerts is from 12 to 1 P. M. As an added exploitation stunt 150 Okeh records are to be given away to those holding lucky num-

bers. This shop makes a big specialty of the Okeh and is doing a very nice business.

The Robinson-Cohen Co. has recently opened a third store, which means another shop to sell the Cheney line.

Columbia dealers report that the recent sale of demonstration Columbia records at 25 cents proved a big success. The new Columbia talking machines have created a great stir among dealers and it is certain that the Columbia trade values the franchise more than ever.

Sam Lind, of Lind & Marks, distributors of the Vocalion and manufacturers of the Wolverine phonograph, states that nothing can prevent December closing the best year the company has ever had. "We are doing more business every month with the Vocalion record and not a day goes by that we do not add a new Wolverine account," he declared.

NEW EMERSON RECORD ACTIVITIES

Company Planning to Enter the Personal Recording Field—Dealers to Act as Agents

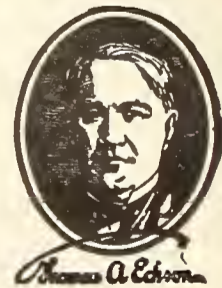
The Emerson Phonograph Co., Inc., announces the inauguration of a personal record department. This will include the making of individual recordings of the speaking or singing voice, instrumental solos, duets or quartets, as well as musical combinations of amateurs or professionals. Records of these recordings will be furnished in any quantity and it is proposed to allow all Emerson dealers to act as agents for this service. The Emerson recording rooms, 206 Fifth avenue, New York City, have been re-equipped so as to render prompt service and complete these personal recordings under the most favorable circumstances.

J. A. Flanagan, former manager of the phonograph department of Abraham & Straus, Brooklyn, is now manager of the Bronx T. M. Co.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.

Write us for our latest agency proposition.



The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan

Ready January 15th

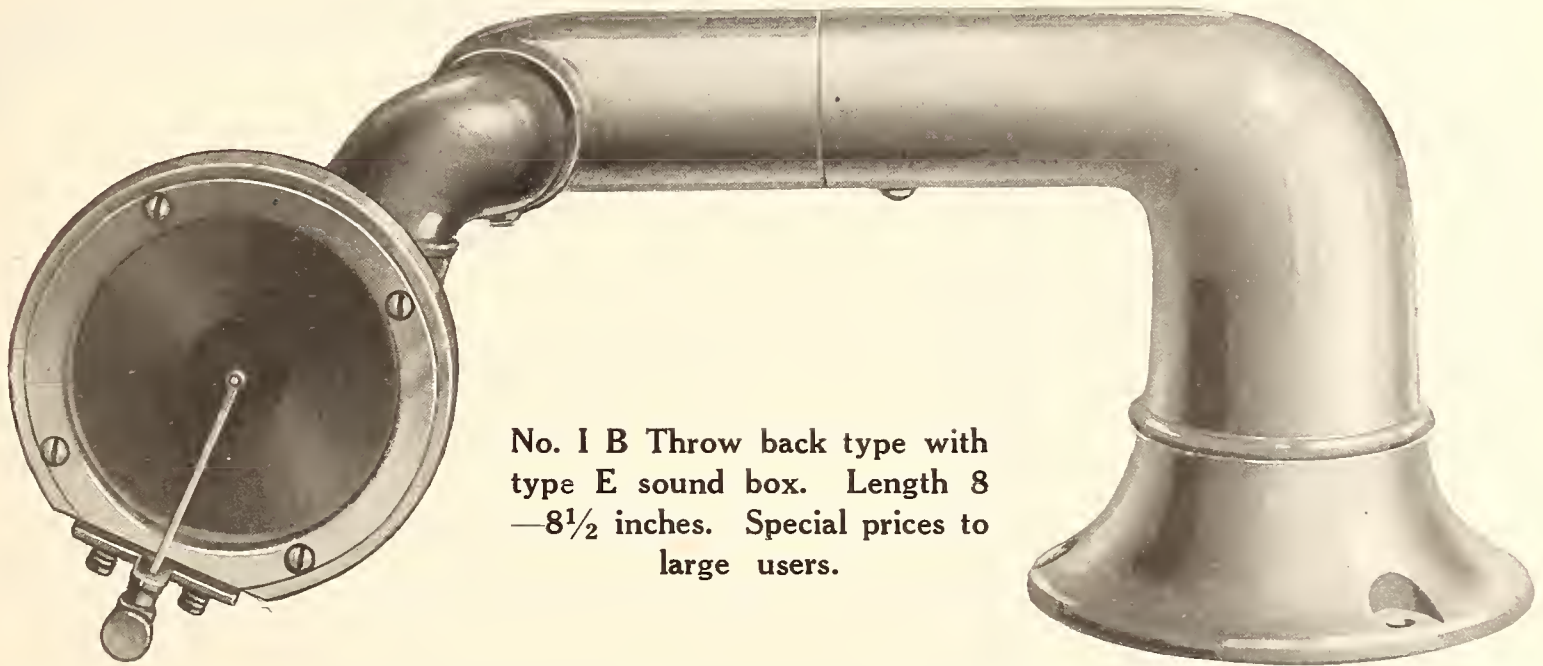
A Phono-Radio Tone Arm

(Patent applied for)

The most important development in the talking machine field—a tone arm that makes a talking machine a loud speaker for the radio. This new tone arm has the radio loud speaker permanently attached—the sound box does not have to be removed. Do not confuse this with the ordinary ear phone attachment. It is a loud speaker in every sense of the word. It will be made to fit all standard makes of talking machines. Dealers and manufacturers will find a decided demand for this combination. There is nothing like it in the market. Length 8—10½ inches. Highest tone quality.

Send now for full particulars

Now Ready for Immediate Delivery



No. 1 B Throw back type with type E sound box. Length 8—8½ inches. Special prices to large users.

A Merry Christmas and

A Happy New Year

WM. PHILLIPS PHONO PARTS CORP.
 145 West 45th Street CABLE ADDRESS: "PHONOPARTS" New York City

TOLEDO

Trade Is Happy as Sales Records Are Being Broken—Prosperity of Industries Helps—Month's News

TOLEDO, O., December 6.—The business tone underlying the machine and record trade here is extremely optimistic. Sales records are being smashed. Dealers downtown are particularly happy. Every one of them has recorded a better year than last. The cause for the big demand is not hard to find. Industrial conditions have been good all year and are still good. Few workers of skill are unemployed. The building trades are busy. Factories are working at normal capacity.

Again, Christmas savings checks released by the banks put several hundred thousands of dollars into the hands of customers for holiday buying. Not a few patrons had ordered machines to be paid for with Christmas checks and others were waiting to buy as soon as this money came to them. It's sure to be a fine holiday year.

The Toledo Talking Machine Co. has experienced a far busier twelve months than last. The shortage of several popular-priced Victrola models cut into the total, but this was overcome by pushing types that ran into larger figures. The weekly record releases also added a large volume of new business. As dealers learn the advantage of this innovation more sales are being made, according to Chas. H. Womeldorf. Then, the Red Seal numbers are more widely bought than ever before. Since the price cut people who thought they could not afford high-priced records have started buying.

The Lion Store Music Rooms are enjoying a splendid holiday business, A. J. Pete reports. Much of the present demand is the result of efforts put forth during the Summer months by

the five outside salesmen. One of the number had seventeen prospects call at the store during the past week; all bought either Victrola, Brunswick or Cheney machines. During one of the special drives recently inaugurated twenty-five Strand machines, lamp and "talker" combinations, were sold. Much of the success attained by the department is due to high-grade, year-round outside selling.

At the J. W. Greene Co. the sales contest between the piano, talking machine, record, music roll and non-producing teams has stimulated trade to a large extent, E. A. Kopf states. Several cash prizes are the rewards offered. Also a Thanksgiving turkey was given to the team in first place at that time. The non-producers are the office force, truckmen, repairmen and the like. They are expected to turn in the names of prospects or give information which will lead to a sale. The contest has developed this important fact—salesmen will produce extraordinary results under the right incentive. Particular pains are taken here to see that no record sale is lost. It is seldom that records are out because jobbers in several markets are patronized. But, in case a number is missing, a card of the "out" number is made and it is ordered immediately. Miss Hazel Lattimer devotes practically all of her time to the stock records. As quickly as the out record is received a card worded as follows is mailed the customer: "The Victor record you asked us for is now in stock at our store and will be held five days awaiting your call. Should you wish this record delivered to your home please notify us at once."

Another post card which has more than paid its way is one going to prospects with a letter asking for information and also the permission to serve them more fully.

W. Russell Hughes is a new member of the sales force. Miss Alexandria Aye has also joined forces with the house.

The Cable Piano Co., according to W. A. Grubbs, is meeting with fine success with its

record broadcasting tie-up. Numbers are furnished to one of the radio stations. In order to give the store full credit it is announced that records are furnished by the Cable Co. Then Kalts Entertainers Orchestra is co-operating with the record department by playing new dance hits on sale at the store. A window sign and photo of the players add to the interest. Brunswicks and Victrolas are featured.

Kenneth R. Shepard, credit manager for the Toledo district, has been promoted to the Detroit district and put in charge of credits and collections. He will supervise about twenty stores. Bernard Felix has been named as his successor. Ernest Miller has joined the sales force.

The United Music Store reaped a rich reward from the John McCormack window used during his Toledo concert. Many of the audience passed the window, which was brilliantly lighted and contained poster, cut-out and photograph of Mr. McCormack, with the caption "My Favorite Records," followed by the favorites of this popular Irish tenor.

Brooke John, orchestra leader, paid a visit to the store recently, as did Wendall Hall, new Victor artist, whose first record went on sale November 23. He, moreover, played selections of his own composition here, at the Lion Store and the Toledo Talking Machine Co.

At the Goosman Piano Co. sales exceed last year's total by a generous margin. A branch store has been opened at 420 St. Clair street under the management of C. E. Colber. Starr, Columbia and Vocalion phonographs are featured. Miss Grace Greenman, sales expert, is again in charge of the record and machine department.

Grinnell Bros.' Christmas trade is showing much promise. Sales are ahead of the past two years. While the console Victrola shortage is a severe one, nevertheless, many higher-priced instruments are being sold as substitutes. John Tate has joined the sales force of the house.

The Talking Machine Shop, Columbia dealer,



To all Victor dealers
we wish a

Merry Christmas

and a

Happy and Prosperous
New Year

The Toledo Talking Machine Co.

Victor Wholesaler

TOLEDO, O.

VAN VEEN & COMPANY

Woodworkers Since 1907—Still Going Strong

Complete equipment for the talking machine, radio, musical merchandise and sporting goods trade.

Hearing rooms, counters and record racks ready for prompt shipment.

There is responsibility and reputation behind our product—*“adding much to the value but nothing to the cost.”*

Christmas Greetings to the Trade

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

is enjoying a holiday trade of good proportions. Blues numbers are in demand, Fred. Frame, manager, states. The Columbia cut-out periods are appreciated by all dealers because they make it possible to keep stocks clean. The Toledo Home Furniture Co. is conducting a sales contest among the force. Prizes of \$100, \$75, \$50 and \$25 will be awarded. Each sales dollar counts as a point. Columbia and Brunswick machines and records share in the event, Miss Helen Canfield reports.

The Whitney-Blaine-Wildermuth Co. is putting forth extra efforts to close a large holiday volume, according to David Blaine, president. Every department in the house is featured at various times in the publicity. Christmas record gift certificates are urged as an exceptional means for remembering friends. The Victor holiday record list of numbers appropriate to the season is being patronized liberally, Miss Maud Winchell states.

The Frazell Piano Co., which recently expanded its floor space, has increased its sales force through the addition of Alden Ward, Milo Barrett, Carl Ferguson, Mr. Winters, Joe Faulcon and Mr. Pritchard. Sonora, Vocalion phonographs and Vocalion records are carried.

At the La Salle & Koch Co. music shop high-priced machines are sold more than the cheaper ones, Forrest O. Edwards, manager, reports. Odeon European records have been added to the record stock. Miss Kathaleyn Kortier has joined the record force here.

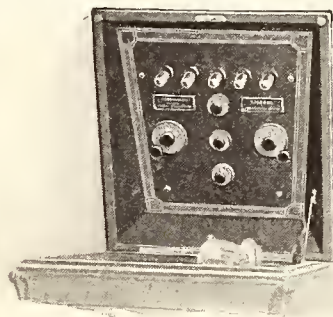
The Frazell Music Store, Columbia dealer at 715 Adam street, has remodeled its store, putting in additional hearing rooms and new fixtures on the first floor in order to give adequate

surroundings to the new line of Columbia phonographs and New Process records.

INTRODUCES THE RADIOLA IX

Radio Corp. of America Announces Important Addition to Line—Designed Specially for Installation in Phonographs

The Radio Corp. of America, manufacturer of Radiolas, has just placed on the market the Radiola IX, which it designates as a “radio phonograph adjunct.” In advising the trade regarding this important addition to its line, E. E.



The New Radiola IX

Bucher, sales manager of the company, stated as follows: “The Radio Corp. has received a great number of inquiries from phonograph and music dealers for the purchase of a radio set to be installed in phonographs, and of such design and construction that the reproducing horn of the phonograph would serve as the loud speaker of the radio set. The combination of the radio set and the phonograph is considered to be a particularly desirable item of merchandise for those whose living quarters are some-

what limited. Preference was expressed for a radio unit which could be mounted in a cabinet without disturbing the operation of the phonograph, and which could be installed without having the phonograph cabinet rebuilt or altered to accommodate the radio set.

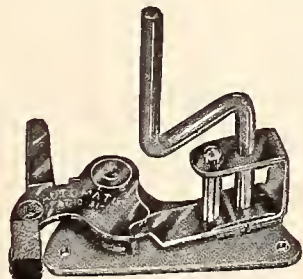
“To meet this demand it has been necessary to design a radio panel which, with all of its mechanism, was exceptionally thin and which could, if so desired, be installed in the lid of the vertical type of phonograph, or in the record carrying space, or in the space immediately above it in the console type. Dry battery operation was deemed essential, together with a degree of selectivity which would enable the purchaser to secure satisfactory operation through present traffic conditions in the ether. After an extended period of research and development, followed by extensive tests on most of the existing types of phonographs, the Radio Corp. of America now announces to the trade the introduction of the Radiola IX.”

The Radiola IX is a five-tube radio-audio frequency set which not only meets the stipulations set forth above, but it also provides a substantially equal degree of sensitiveness over the entire broadcast wave length scale, 220 to 550 meters. To this end the Radiola IX is equipped with special radio frequency transformers provided with selector switches, permitting the user to secure the maximum efficiency of operation on any wave length within the band specified by the Department of Commerce. For most purposes the Radiola IX operates satisfactorily with an indoor antenna, although standard outdoor aerials may be used.

For the present the Radiola IX is produced in three sizes: (1) a complete radio panel of the proper dimensions to fit Victrola model VV-100 and model 11; (2) a complete radio panel to fit the Columbia Grafonola model G-2. This size will also fit several other upright models; (3) a complete radio panel 17¾ inches by 17¾ inches which can be trimmed down to fit most console types of phonographs. The unit is mounted in the cover of the vertical type of phonograph by boring four holes in the top, for which purpose there have been provided special bolts which will not destroy the appearance of the machine. The list price of the Radiola IX with complete equipment, including batteries, is \$230, and deliveries will be made during the month of December.

S. M. Creedman, prominent phonograph dealer of Brooklyn, N. Y., with a store at 4509 Thirteenth avenue, has leased quarters adjoining. Growing business made the move necessary. The new quarters are being remodeled.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK

C I N C I N N A T I

Holiday Business This Year Promises to Exceed That Done Last Year—Many Retailers Add New Lines—Activities of the Month

CINCINNATI, O., December 6.—The heavy demand for both talking machines and records in Cincinnati territory shows no signs of abatement. In fact, every jobber in this city states that his business during November showed a healthy improvement and all dealers are exceedingly optimistic about the outlook for December. They feel that the big business which they did during December, 1922, will be repeated again this year and in many cases both jobbers and retailers will have a comfortable increase to report over last year's figures. The industrial situation in Cincinnati at the present time is good and, for this reason, people seem to have money to spend. The talking machine dealers will undoubtedly get their share during the next three weeks. The healthy demand for instruments and records throughout the first eleven months of this year has made it impossible to build up very much of a reserve stock. However, jobbers believe that they will have sufficient shipments in the coming weeks to take care of all of the local dealers.

New Edison Dealers

The Phonograph Co., Edison jobber, in Cincinnati territory, states that its business is very good at the present time and that many new accounts are being opened. The business on Edison talking machines outside of the city is particularly good. Manager Oelman, of the company, says that the following new accounts have been opened by his company: Robert L. Seeds Co., Columbus, O.; Hunter Music House, Dayton, O.; W. A. Strapp, Urbana, O., and the D. & E. Columbia Shop, Cincinnati, O.

Advertising Boosts Brunswick Sales

The Brunswick district office states that the volume of business done in the last four weeks on both machines and records has been excellent. November was an exceptionally good month, sales showing a great increase over those of last year, which were large. Officials are optimistic and believe that the coming months will bring with them good business. Much of the increase in business lately is attributed to the substantial increase in advertising being done by Brunswick dealers. There

is some demand, of course, for upright models, but the heavy city trade is on consoles. It is said, however, that the dealers in Kentucky are hesitant to venture with the comparatively new console type. All local dealers handling Brunswick machines and records are preparing large stocks in anticipation of a fine holiday business just ahead. The new accounts taken on lately by Brunswick include Parker's Music Store, Cincinnati, and Sell Bros., Delaware, O.

Dealers Add Okeh and Strand Lines

The Sterling Roll & Record Co. has been doing a fine business on Okeh records and Strand talking machines. A number of new accounts have been opened lately, according to Ben L. Brown, manager of the company. The volume of business that is being transacted is considerably ahead of last year and is expected to show a nice increase during the coming month. Okeh records of a fairy tale set, composed of such tales as Jack and the Beanstalk and Cinderella, are going over well. A special display of the Okeh laughing record is being put on here and, because of the newspaper advertising and the special sales work, this record is making a big hit. Larry J. Naber, salesman for the Sterling Roll & Record Co., has just returned from a road trip. He has been very successful in the sale of "Red Riding Hood," "Little Tot's" and "Kiddie Records" sets.

Victor Demand Exceeds Supply

The Ohio Talking Machine Co., Victor distributor, reports that its business has been unusually good throughout the month of November. The only complaint that is heard constantly is that the company cannot get enough machines to supply the demand from the dealers in this territory. The factory has been rushed for some time and has been giving just as good delivery as it is possible to get under the circumstances. Models No. 80 and 210 are very popular, according to company officials.

Arthur Brand to Expand

Arthur Brand reports that business is fine at the present time and that laboring people in the city are in a position to make nice purchases. Many portable and small cabinet ma-

Bakertone

for Phonographs

No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps records sales. Sells at \$3.50.

Ask for discounts.



Bakertone Corporation
408 Pearl Street
BUFFALO, N. Y.

chines are being sold now, according to Mr. Brand. In addition to his present lines Mr. Brand expects to add electric motors.

Window Concerts Develop Interest

The Starr Piano Co. has been boosting the interest in Gennett records in Cincinnati by having concerts in the window of their store by Jim Riley and his youngest professional orchestra in the country. This orchestra is made up of exclusively Gennett artists. Officials of the Starr Co. say that business has been very good and that talking machines have been in good demand. The Gennett record of "He's An Odd Fellow" is having good sales and has been given much publicity in the form of testimonials by prominent Odd Fellows throughout the country. A scheme which is creating more Christmas business is that of having a special Christmas envelope for special Christmas greeting records which have been put out. On the fly leaf is a picture of the performer with a writeup about him or the record.

Alms & Doepke Feature Brunswick

The Alms & Doepke Co., one of Cincinnati's largest and best known department stores, has just opened a new Brunswick phonograph salon. For the home of the Brunswick a new salon, suitable in its architecture and appointments, has been erected on the third floor. There are sound-proof rooms and beautiful showrooms where the Brunswick can be seen in a variety of period and modern models. The arrangement of the department is unique. The finishings and architecture are in old English Gothic style with five large groups of hammered brass candles suspended from the arches. The department is in charge of J. D. Bright, a former Brunswick man.

Window Tie-Up With Football

The Chubb-Steinberg Music Shop made a big hit the past week with its Thanksgiving display. The company tied up successfully with two local football events, the University of Cincinnati game with Miami University on Thanksgiving Day and the St. Xavier College game with the Haskell Indians on the same day. Pictures of the stars from University of Cincinnati and from St. Xavier College were shown in the window. In another window was a Thanksgiving table spread with good things to eat. At the table was seated the Victor dog. Over the table was a sign, three things to be thankful for, a football game, a Thanksgiving dinner and a Victor concert afterwards.


Store Changes and New Lines Added

E. P. Cooper, Covington, Kentucky dealer, and the E. M. Abbott Co., Cincinnati, have taken on the complete line of Strand instruments.

Parker's Music Store, 1210 Linn street, Cincinnati, has taken on the Okeh line of records and has also opened a Brunswick shop.

The Otto Grau Piano Co. has installed Odeon records in its downtown Cincinnati store and also in its Norwood, O., store.

J. N. Manderer, Central avenue dealer, has added Okeh and Odeon records to his stock.



The NEW EDISON.

COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. **DOLLARS and CENTS**—Even after Uncle Sam has taken his there is a very substantial sum left.
2. **GOOD WILL**—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. **THERE'S A SENSE OF SATISFACTION** in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY

CINCINNATI

314 West 4th Street

CLEVELAND

1240 Huron Road

My Sweetie's Sweeter Than That

"You can't go wrong with any FEIST song"



A Sweeter Than Sugar Fox-Trot



The honey-suckle is sweet, it gives the bees all a treat,

© 1923 Leo. Feist, Inc.

J.V.R.

J. M. Fryer, Falmouth, Ky., has taken on Okeh records. Visitors to the city include Finley Davidson, of Middletown, O., and Mr. Duncanson, of Hillsboro, O.

D. & E. Columbia Shop Opens

J. Fred Dietz and Mrs. Sarah M. Eggers recently opened the D. & E. Columbia Shop, located at 11 West Seventh street near Vine street. The store will be operated as an exclusive Columbia shop and an extensive advertising campaign on the new model Columbias and New Process records already is under way. Beautiful modern fixtures and hearing rooms have been installed.

Yerkes' Flotilla Orchestra, Columbia artists, appeared at the Keith Theatre here recently. This was their first appearance in Cincinnati and went over very big.

Max Frank Expands

Max Frank, formerly manager of Hoffenman's Music Shop, of Brighton, O., has opened an exclusive Columbia shop at Twelfth and Vine streets, this city. Mr. Frank was also formerly connected with Guttman's of Bristol, Tenn., and has had many years' experience in the phonograph business. A complete stock of new Columbia machines and New Process records was displayed at the opening.

Widener's Enjoying Good Business

Widener's Victrola Shop has been handling a large volume of sales during the past month, according to Morris Fantel, manager. This firm had a good window display of Thanksgiving records which pulled a number of sales.

NEW WALL-KANE REPRESENTATIVE

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced the appointment of the Consolidated Talking Machine Co., of Chicago, as Western factory representative of the Wall-Kane line of needles. The Consolidated Talking Machine Co. will distribute these needles not only from the Chicago headquarters, but from branches in Detroit and Minneapolis. The appointment of this new distributor is expected to not only materially increase Wall-Kane needle sales throughout the Middle West, but to supply maximum service for dealers of this territory as well.

HOMOKORD RECORD POPULAR

Carl Kronenberger, proprietor of the Favorite Mfg. Co., New York City, reports a continued demand for the Homokord record. His company carries a most comprehensive stock of standard titles and is able to make overnight shipments of these goods. The Homokord is a German importation containing many favorite song and instrumental numbers.

The new music store of Frank H. La Voice, situated in the First National Bank Building, Plattsburgh, N. Y., was recently formally opened with best wishes from a host of friends.

HANDSOME NEW STORE IN MEMPHIS

Reinhardt's, Inc., Open Elaborate Quarters For Sale of Vocalion Red Records

MEMPHIS, TENN., December 5.—One of the handsomest stores in the South devoted to the sale of talking machines and records is the new



Sig. Rimini and Mme. Raisa

establishment of Reinhardt's, Inc., opened recently at 104 South Main street this city, where Vocalion Red Records are featured in a substantial way. The new quarters have already

proved very popular with the music lovers of the city, a fact that has been made manifest through the steady increase in business that has come to the company since it has been settled in its new home.

A particularly happy feature of the opening celebration at the new store was the appearance of Mme. Rosa Raisa and Sig. Giacomo Rimini, prominent members of the Chicago Opera Co. and exclusive Vocalion Red Record artists, who had arrived in Memphis to give a joint recital under the auspices of the Beethoven Club and took the opportunity to attend the opening ceremonies at the store at the request of Walter C. Reinhardt, president of Reinhardt's, Inc., and through the courtesy of Mrs. J. F. Hill, president of the Beethoven Club. The accompanying photograph shows Sig. Rimini and Mme. Raisa autographing records purchased by the early visitors to the new store. Needless to say, they were kept busy.

ROTH'S MUSIC STORE IN NEW HOME

LEECHBURG, PA., December 7.—With a new location and with well-established reputation for energetic service Roth's Music Store makes its bow to Leechburg patronage. Under the supervision of the Unit Construction Co.'s staff fixtures were planned and installed which makes this store one of the most attractive hereabouts.



THE busy holiday season, with its inevitable increase in the rapidity of sales in

Okeh Records

The Records of Quality

and imported Odeon recordings is an opportune time for you to become acquainted with "Sterling" Service, and for "Sterling" to wish you all A Very Merry Christmas and A Happy and Prosperous New Year!

STERLING ROLL AND RECORD CO.
137 West 4th Street Cincinnati, Ohio.

Buy
Okeh
Needles
They
Keep
Record Sales
Alive!

T. M. M. BALL A BRILLIANT AFFAIR

Hotel Pennsylvania Ball Room Crowded With Dealers and Their Friends—Great Array of Noted Record Orchestras Furnished Music

The annual ball of the Talking Machine Men, Inc., of New York, at the Hotel Pennsylvania on Wednesday, November 21, was a brilliant success. Approximately 1,500 talking machine men, sales people and their guests gathered in the ball room and spent a most enjoyable evening dancing and listening to the leading record orchestras, including: All Star Trio, Ben Selvin's Orchestra, Bennie Krueger's Orchestra, Ben Bernie's Orchestra, Brooke Johns' Orchestra, Carl Fenton's Orchestra, California Ramblers, The Columbians, The Collegians, Coleman's Montmartre Orchestra, Charles Dornberger's Orchestra, Dixieland Jazz Band, Elkeles' Club Deauville Orchestra, Great White Way Orchestra, Gene Rodemich's Orchestra, Jos. C. Smith's Orchestra, Paul Whiteman's Orchestra (Himself), Paul Specht's Orchestra, Ray Miller's Orchestra, S.S. "Leviathan" Orchestra, Ted Lewis and Band, Tennessee Ten, The Virginians, Vincent Lopez and His Orchestra, Yerkes' S.S. "Flotilla" Orchestra and Zez Confrey and His Orchestra, and Jan Garber and His Orchestra.

This wonderful array of artists was without question the greatest ensemble of stellar dance orchestras that ever appeared together, and they represented all of the leading record companies. The hold which these artists had upon those present was impressively indicated by the fact that many preferred listening to the music than dancing. The surprise of the evening was the appearance of Jan Garber and His Orchestra, one of the latest Victor aggregations. These artists not only played in an inimitable manner, but their acrobatics and clever stunts caught the attention of the crowd and their reception was one that will not soon be forgotten.

It really seemed as if everyone in the metropolitan talking machine business was present, besides many who are not directly connected with the trade, and if there were any who did not have a good time it was not the fault of the program or the committee in charge.

HEALTHY GOTHAM SONORA BUSINESS

The Greater City Phonograph Co., Inc., New York, Sonora distributor, has added several new accounts during the past month. Maurice Landay, president of the company, states that conditions are exceptionally good among Sonora dealers. Even those concerns which were foresighted enough to place their orders in advance have found that they are running short on various models. Shipments from the factory are being received with satisfactory promptness so the dealers will not suffer from any acute shortage during the present holiday season.

ATTRACTIVE CHRISTMAS WINDOW FOR EDISON DEALERS



Edison Dealers Are Using This Window With Profit in Attracting Attention of Holiday Buyers

"PATHE NEWS" FEATURES PRODUCTS

Live House Organ of Pathé Phonograph & Radio Corp. Draws Attention to Features of Its Phonograph and Radio Lines

The November 16 issue of the Pathé News is novel in its strong presentation, entirely in advertising form, of the many features to be found in both the talking machine and radio lines of the Pathé Phonograph & Radio Corp., of Brooklyn, N. Y. The entire front page is devoted to newspaper ads, of which it is the custom of the Pathé Co. to supply free electros to its dealers.

The new Pathé de Luxe 1924 models are shown, equipped with the Pathé voice recorder, a radical departure recently instituted by this company. In featuring the new Pathé models special attention is called to the Pathé oval horn, a feature of Pathé phonograph construction. On the record page are listed the current releases, together with a special relisting of records for the Christmas season. The Pathé Co. has built up an excellent reputation in the foreign record field, not only through the quality of recording and the personnel of its artists, but also through the exceptionally large catalog of foreign recordings which it already has and is constantly adding to. In conjunction with Pathé records is shown the Pathé skyscraper all-metal record rack which may be added to in units as space or business demands. A photograph of Les Stevens and His Orchestra features this well-known orchestra, which has become so popular with the Pathé public.

Announcement of an especially attractive glass-front display case for the Pathé rust-proof concave needle is also made.

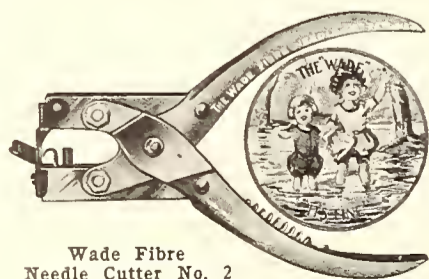
In the radio field are featured the Pathé loud speaker, Pathé molded parts and the new Pathé Curtantenna, an indoor loop which may be rolled up on the principle of a window shade.

OUTING CO.'S FACTORY RUSHED

Two Shifts and Maximum Production Necessary to Meet Demand for Outing Portables—Foreign Trade Growing Steadily

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable talking machines in two models, the Senior and Junior, is at the present time working to capacity in order to fill the demand. The Outing Junior, although it has only been on the market a short time, has met with the approval of the trade and public. "Orders are being received continuously and at the present time the demand is far beyond our greatest expectations," said A. J. Cote, president and general manager of the company. The Outing Senior still maintains its place as a sales leader. For this reason it is necessary that the factory maintain maximum production and in order to accomplish this it is working in two shifts. Mr. Cote states that there is a growing demand among the export trade for the Outing products, and that connections are constantly being established in foreign countries. At the present time orders are being received from practically every large country in the world.

"THE SUN NEVER SETS ON"
WADE FIBRE NEEDLE CUTTERS



Two Sizes—No. 1 and No. 2

Leads all others with years of unequalled success to its credit.

QUALITY
MERCHANDISE

READY FILE PRODUCTS
EXCEL

- RECORD ALBUMS
- WADE FIBRE NEEDLE CUTTERS
- NON FRICTION LUBRICANT
- ADVERTISING NOVELTIES

Manufactured by

READY FILE COMPANY
INDIANAPOLIS, INDIANA



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records



ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

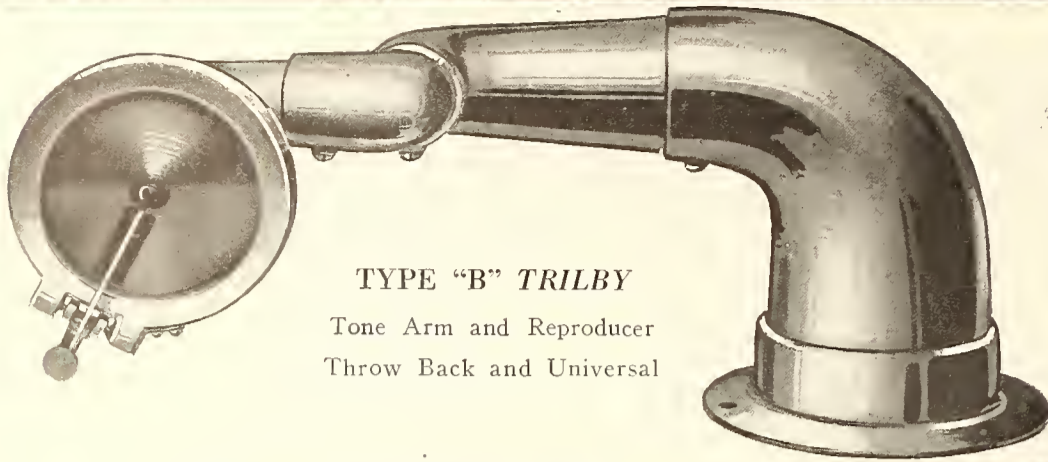
It is universal and equipped with the Regular Fletcher
 Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS



TYPE "B" TRILBY

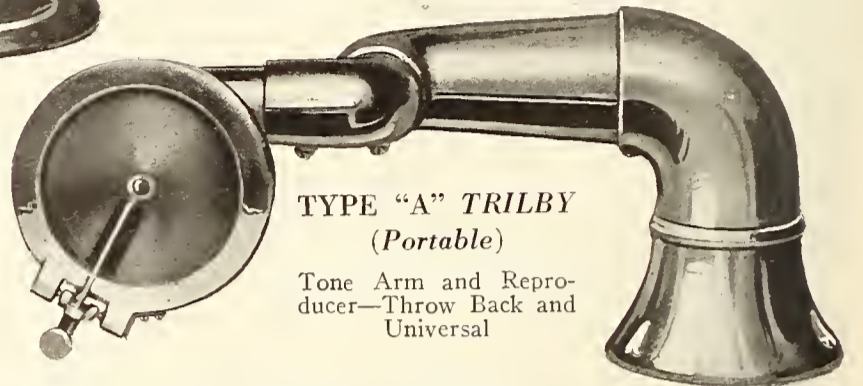
Tone Arm and Reproducer
Throw Back and Universal**"The TRILBY"**

True tone—perfect reproduction.
Plays all types of records.
Reproducer with patented slot construction.
Positive self-adjusting stylus bar suspension.
Throw-back type arm.
Air-tight construction—cannot work loose.
Light in weight but of a strong construction
that insures a perfect resonant tone.
Artistic appearance.
Finished in nickel or gold.

Special Sample Prices*Type "A"*Tone Arm and Reproducer for
portable phonograph.
7¼ inches.....\$2.25*Type "B"*Tone Arm and Reproducer.
9 inches.....\$2.75
8½ inches..... 2.75

We manufacture and market direct to you. We are equipped to supply unlimited quantities at very attractive prices.

Write or wire for sample

TYPE "A" TRILBY
(Portable)Tone Arm and Reproducer—Throw Back and
Universal**J. PROSH, 206 Broadway, NEW YORK CITY****BUSY TIMES IN CANTON AND AKRON**

Ohio Cities Approach Holiday Season With Stock of Fair Proportions—Smith & Mitten Take on Edison and Vocalion Lines—G. C. Wille Co. Expansion—News of the Month

CANTON and AKRON, O., December 6.—While a majority of dealers in the Canton-Akron territory the past two months have been complaining of business being off somewhat, with the near approach of the holiday season business has picked up tremendously.

It is the opinion of dealers that there will be no shortage of merchandise this Christmas. At the present display and sales floors are filled with machines with very few models missing. Warehouses are well stocked and shipments for the future, in most instances, are guaranteed.

The record business, dealers say, is holding its own, and the month of December is expected to be one of the best record-buying periods in the entire year.

M. E. Pyle, manager of the talking machine

**Recording for the
Phonograph Trade**

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ADRIAN SCHUBERT, Musical Director
FRED OCHS, Recorder

**INDEPENDENT RECORDING
LABORATORY, Inc.**

102-104 West 38th Street New York

department of the William R. Zollinger Co., which handles Victor talking machines here, announces that work of altering the talking machine department on the fourth floor of the building will be started immediately, increasing the floor space by about one-third and considerably improving service facilities.

J. H. Currie and others have purchased the Akron store of the Starr Piano Co. on South Howard street, and the name has been changed to the Superior Music Parlors. Mr. Currie, who was manager of the Starr Co.'s store, will continue in charge. Starr phonographs and Gennett records will be handled.

Earle G. Poling, head of the Earle Poling Music Co., is fostering a concert by Ignace Paderewski, famed pianist, in the City Auditorium in Canton on January 11. He has secured the co-operation of George Wille in offering the well-known artist.

The new music house of Strassner & Custer has taken on the agency in the Canton district for the Fischer talking machine. The store, located in Cleveland avenue, Southwest, is the latest entry into the retail music field here and will specialize in everything musical. A complete record department will be maintained.

Twice the present floor space for talking machine activities will be available in the new location of the George C. Wille Co., to which the concern will move about the middle of December, it was announced. Mr. Wille is spending several thousand dollars in equipping the new store.

Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co., has returned to her post after an illness of several weeks.

Downtown Akron is taking on a holiday aspect as Christmas trees, wreaths, cedar rope and other Yuletide decorations purchased by the merchants are being fastened to trolley poles and guy wires. Under the auspices of the Akron Merchants' Association, with which are affiliated the leading music merchants of the city, 300 Christmas trees, 280 wreaths, 13,000 flowers and 17,400 feet of cedar rope are being hung up in the business district. The decorations are expected to instill the holiday spirit into the community and to boost trade.

Announcement is made by the recently opened music firm of Smith & Mitten that they have been appointed representatives in Akron of the Edison and Vocalion phonographs. Record booths located in the front part of the store will be a feature of the department.

With alterations almost completed to the South Main street and South Akron stores, George S. Dales, head of George S. Dales Co.,

is preparing to start remodeling the building adjacent to the main store on South Main street, which will give the store double the present floor space. A radio department will be a feature of the remodeled store and a complete radio line will be installed.

The Alford-Fryar Co., for many years located in the Harris Arcade Building, downtown Canton, has announced that it will move soon after the first of the year to a more convenient location, providing negotiations now pending are successful.

SONORA DEALER'S ATTRACTIVE STORE

The sales department of the Sonora Phonograph Co. received recently an interesting photograph from Weeks & Dickinson, Sonora dealers at Endicott, N. Y. This enterprising retail house features the Sonora line to excel-



Weeks & Dickinson's Attractive Quarters lent advantage, and the accompanying illustration will give some idea of the attractive appearance of the firm's warerooms. Weeks & Dickinson sell hundreds of Sonoras yearly, and the splendid representation they are giving the Sonora line is reflected in the constantly increasing sales totals.

RUMFORD, INC., FIRM CHANGES HANDS

RUMFORD, ME., December 6.—Boucher Bros. have sold out their business to the Rumford Furniture Co., and the latter will remain exclusive Columbia dealer, continuing to serve the same large clientele which was built up by Boucher Bros. L. J. Jobin, manager of the Rumford Furniture Co., plans to put on outside men to sell the Columbia line, believing that this is the one real way to get a large volume of business.

The NEW Columbia is superior

*Hearing
is believing*

The New Columbia Reproducer is true to international pitch. This is a feature that every student of instrumental or vocal music will welcome because he can sing or play and be "in tune." Remember to sell this New Columbia feature.

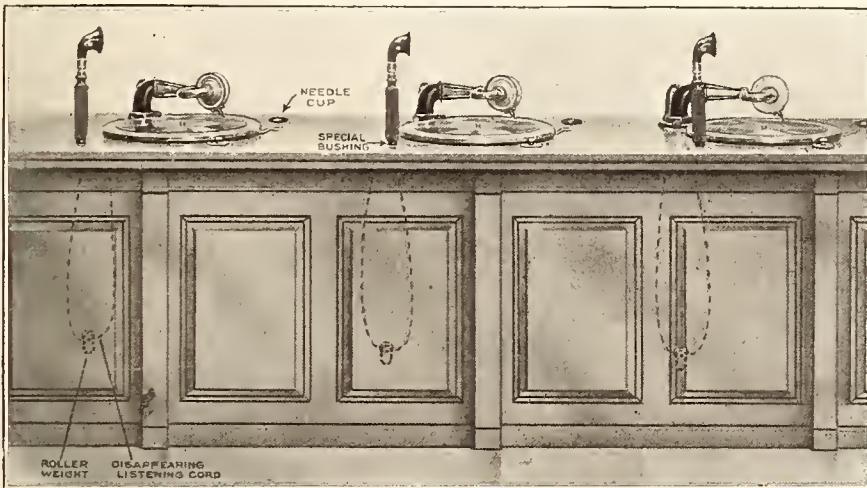
COLUMBIA PHONOGRAPH COMPANY
New York



COUNTER AUDAKS TIME SAVERS

Experience of Dealers Proves Efficiency of This Record Demonstration Device as a Time Saver During Rush Periods of the Day

The Audak, the new record demonstrating product which has been made a part of the equipment of many retail establishments throughout the country, has, to a large extent,



Counter Audaks Ready for Customers

found favor in its table unit model, according to the sales department of the Audak Co., 565 Fifth avenue, New York City. This use of the Audak on individual tables is, however, not the only available method of demonstrating records through its aid. At least two department stores in New York are using the Audak as counter equipment, which, undoubtedly, allows a further conservation of space and tends to give greater

service to several customers by a single clerk, with much saving of time and energy.

Herewith is shown a battery of three Audaks in counter use. Portable chairs are placed before the counter and considerable space is allowed between each machine so as to avoid crowding. The clerk standing behind the counter can easily serve these three shown and several more almost simultaneously. In stores where there is a large clientele at noon or other

rush-hour periods, the counter use of this product is not only the most feasible and efficient, but, undoubtedly, the most profitable.

Among the latest retailers who have added one or more Audaks to their record demonstrating equipment are the Hutchens Music House, Erie, Pa., which now has several of these products in use; P. Ackerman Co.,

Marion, O.; Dean H. Craft Co., Indianapolis, Ind.; K. Graham Co., Portsmouth, O.; R. W. Crowell, Bradford, Pa.; M. Doyle Marks, 309 East Water street, Elmira, N. Y.; The Hub, Steubenville, O.; George P. Gross, Cincinnati, O., and the Hudson Music Shop, Detroit, Mich.

The fact that Audaks fill a real need of the trade is indicated, in a measure, by the growing volume of orders for installations.

BIG EMERSON PUBLICITY DRIVE

Opening Gun of Campaign Fired in New York —Lower Record Prices Featured

The Emerson Phonograph Co., Inc., recently inaugurated a newspaper publicity campaign in New York City, the initial announcement of which appeared in the Daily News, an illustrated publication with over 600,000 circulation. This was supplemented in later issues by smaller announcements. It is the plan of the Emerson Co. to extend the campaign to other States where Emerson dealers can reap the benefits.

One of the features of the initial Emerson announcement was the inclusion of the names and addresses of Emerson retailers in the metropolitan district. This type of publicity will appear again from time to time. The reduction in the price of this company's records was featured. A list of timely song and dance selections was included as well as mention of the foreign catalog of Emerson records.

Jack Boyle, a new tenor, has been added to the recording staff of the Emerson Co. and his first vocal number, "I Love You," from the musical show "Little Jessie James," was released this month.

KIRKMAN CLOSES BIG SALES YEAR

A considerable increase in demand is reported by the Kirkman Engineering Corp., New York City, for its automatic stops. Thos. Kirkman, president of the company, reports that the present year was a big one in sales volume and is optimistic over the outlook for 1924.

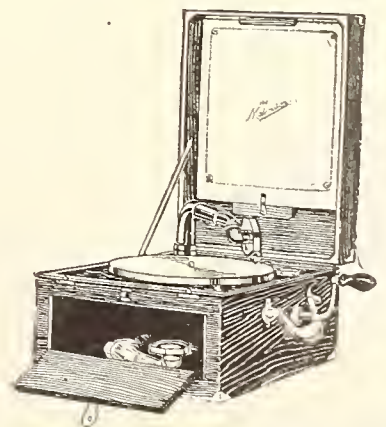
FEATURING THE MODERNOLETTE FOR THE HOLIDAYS

HAS INCREASED SALES FOR OTHER DEALERS

The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY
Factory and Office JOHNSTOWN, PA.



ACROSS THE CONTINENT
to make Brunswick Records on the Coast because Two Western Orchestras are commanding national attention
A weekly musical event of national importance

Brunswick
PHONOGRAPHS AND RECORDS

THE NEW HALL OF FAME

This Christmas bring the NEW HALL OF FAME into your home
BRUNSWICK'S CHRISTMAS SHOPPERS' ANNUAL GUIDE

Accorded by higher musical authorities, both in Europe and America, as the only great shopping opportunity, the reader would be the better for it.

Presented here is a list of the new series of records, which is a real Christmas gift. All records are of the highest quality, and the Christmas spirit is in every note. The records are of the most popular and beautiful music of the world, and are of the highest quality. They are of the most popular and beautiful music of the world, and are of the highest quality.

Prices range from \$4.50 to \$27.50. Many records are on special terms. Liberal terms are given to all. There is a special Christmas price on all records. The records are of the most popular and beautiful music of the world, and are of the highest quality.

Gift Records for Christmas
POPULAR DANCE MUSIC
OPERATIC AND CONCERT
CLASSICAL MUSIC

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

Have You Children?
Thoughtful Christmas gifts

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

365 Happy Days every year
With Good Music In Your Home

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

All Around Entertainment
For every member of the family

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

For Youth or Old Age

Brunswick
PHONOGRAPHS AND RECORDS

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS AND RECORDS

A Gift As Good
It says from music as it plays

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

Make Christmas Gay

Auction!

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

See Our Consoles
Superlative Brunswicks for Christmas

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick

The Gift That Never Grows Old

Brunswick
PHONOGRAPHS AND RECORDS

Special Christmas Advertising

Here is a reproduction of a Brunswick newspaper page placed by Brunswick in a long list of powerful metropolitan Sunday and daily newspapers. Also samples of Christmas dealer ads. There are sixteen ads in this dealer series. All equally attractive and all effective in merchandising the line of Brunswick Phonographs and Records.

Always Something New

The Sign of Musical Prestige

Brunswick
PHONOGRAPHS AND RECORDS





Here we reproduce the Brunswick double page spread in The Saturday Evening Post. "A Christmas Shoppers' Guide."

Creating Additional Business For Brunswick Dealers

All the year round is Phonograph time. But Holiday time affords the dealer his largest returns—if he takes advantage.

Brunswick Dealer Helps are helping Brunswick dealers everywhere.

On these two pages are shown a few of the sales-getters Brunswick is using to create business for dealers.

Our Christmas Shopping Guide double page spread in The Saturday Evening Post, and full pages in the great metropolitan newspapers, supplemented by strong dealer copy, creates new Christmas business for Brunswick dealers.

Brunswick believes that success is won by taking advantage of opportunities. That's why Brunswick dealers enjoy prestige and profit.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO

on Brunswick Records

The Sign of Musical Prestige

Brunswick
PHONOGRAPHS AND RECORDS



PORTLAND, ORE.

*Business Booming—Home Building and General Prosperity Shown
by Bank Reports Basis for Optimism Regarding Future—The News*

PORTLAND, ORE., December 5.—The Portland music dealers view with satisfaction the statistical reports of business for the past several months. Retailers are paying attention to the continued building of new homes, which means more opportunities for sales of talking machines and records.

Bank clearings reported by Portland clearing house banks for November showed an increase of nearly 20 per cent over clearings for the corresponding month of last year and were considered significant of Portland's development industrially, commercially and from the business standpoint.

Harry L. Nolder, secretary and treasurer of the Starr Piano Co. and manager of the Pacific division, with Los Angeles, Cal., as his headquarters, was a local visitor during the latter part of last month. Mr. Nolder made a trip of his territory, covering the Salt Lake City district, and in Boise, Idaho, he was joined by Charles Soulé, district manager of the Portland territory, and together they covered Idaho, Washington and Oregon. Mr. Nolder spent a short time at the Portland headquarters going over the Starr piano, phonograph and Gennett record business with Mr. Soulé. He reported finding things in excellent shape locally and business conditions greatly improved over last year when he covered the same ground on his annual survey. Mr. Nolder celebrated his thirtieth anniversary with the Starr Piano Co. December 1.

The "Quartet of Victor Artists," composed of Olive Kline, Elsie Baker, Lambert Murphy and Royal Dadmun, was presented at the public auditorium recently. A large and enthusiastic audience received the artists. Victor dealers "tied up" with the concert and report sales of all four artists' recordings greatly stimulated since the concert.

E. B. Hyatt, of the Hyatt Talking Machine Co., was appointed chairman of the committee to make collections from the music dealers for Portland's annual community chest drive. The quota, which was placed at \$650,000, was almost raised at the last report and the music dealers and their corps of assistants of each store did

their part nobly toward donating subscriptions. When the amount raised had reached \$560,000 Mayor Baker made further appointments for collections and J. H. Dundore, manager of Sherman, Clay & Co.; Frank M. Case, of Wiley B. Allen; G. F. Johnson, of the G. F. Johnson Piano Co.; Frank Lucas, of Seiberling-Lucas Music Co., and A. M. Eppstein, of the Schwan Piano Co. were appointed to assist Mr. Hyatt.

L. D. Heater, agent in Oregon, Washington, Idaho, Montana and British Columbia for the Strand phonograph, the Portophone and Okeh records, says business conditions have never been better except during the war period. Mr. Heater has added another salesman, Neal Brennen, in the Seattle district, and reports Okeh dealers secured during the last month as follows: Seattle Music House, Bellington Music Co., Bellington, Wash.; Ewald Piano Co., Tacoma, Wash.; Pioneer Pharmacy, Sunnyside, Wash., and the Remick Shops in both Seattle and Portland. Mr. Heater reports a big demand for the Scandinavian Okeh records in the Northwest district. He also reports the popularity of the Strand phonograph gaining rapidly throughout British Columbia and says the dealers in that district are sending in big orders for all models. Big orders for the Portophone are also being received from Japan since the earthquake. It is the desire of Mr. Heater to dispose of his present location at 357 Ankeny street to some dealer who will "carry on" the shop as a retail establishment for the Strand, Portophone and Okeh records, as he is going to find it necessary, in the near future, to move into larger wholesale quarters.

The four-story building of the Brunswick Co. at Tenth and Glisan streets was turned over to the company December 1 and remodeling has begun which will make these new Pacific Northwest wholesale headquarters for the Brunswick one of the most complete and modern music houses on the Coast. A. R. McKinley announces that the building will be ready for occupancy on or before January 1.

After a month and a half in the East in the interest of his firm, Elmer Hunt, district wholesale manager of Sherman, Clay & Co., returned

APPOINTED FEDERAL RADIO JOBBER

Musical Products Distribution Co. Will Handle Products of Federal Tel. & Tel. Co.—B. D. Colen Planning Aggressive Sales Campaign

The Musical Products Distributing Co., New York, distributor of Vocalion records and Pooley phonographs, has recently been appointed a distributor for the Federal Tel. & Tel. Co., manufacturer of radio sets and equipment. "The company feels that in carrying Federal radio products it is performing a real service to talking machine dealers," said B. D. Colen, president of the company.

"There is no question but that the phonograph dealer is the logical retailer to handle radio product, due to the ideal equipment of his establishment and extensive merchandising experience. By carrying radio products in stock not only does the dealer have an additional source of profit, but also a means of stimulating the sales of talking machines and records. We are doing all in our power to aid in solving the problems and render the talking machine dealer as complete a service as possible in connection with the sales of radio products. A corps of radio experts is maintained and is constantly at the disposal of the dealers who are not sufficiently familiar with the operating and installing of radio sets."

The company is also carrying a combination of the Pooley phonograph and Federal radio sets contained in one cabinet. The cabinet is a console model, very attractively finished in figured walnut and mahogany, with ample space provided for record albums and batteries. Amplification is furnished by means of a phonograph loud speaker unit, which is attached to the tone arm. Mr. Colen states that this combination radio and phonograph has met with widespread approval by members of the industry who have had an opportunity of seeing it and hearing it operated. The Musical Products Distributing Co. is carrying, in addition to the Federal Tel. & Tel. Co.'s three, four and six-tube sets, the Heraco loud speaker, Westinghouse batteries and other accessories.

to his headquarters early last month. While in the East Mr. Hunt visited the Victor Co.'s factory at Camden, N. J. On his return trip he called upon many jobbers and retailers along the Northern route and says their reports were all of an optimistic turn.

E. B. Hyatt, of the Hyatt Talking Machine Co., has installed three of the Audak demonstrating units in his record department. These are the first of the Audak units to be installed in any of the Portland music houses and they are meeting with great success, according to Mr. Hyatt.

All dealers in Victrolas in the Portland district have decided on a no-interest plan on all future Victrola sales. The change went into effect November 15 and will be adhered to by all dealers. With a few exceptions interest has been charged by local Victor dealers for many years, but as all stores did not follow this rule and could not be brought into line it was decided that all Victor dealers would discontinue charging interest.

Ethel Marie Brown, for several years assistant in the record department of the Bush & Lane Piano Co., has been placed in charge to fill the vacancy made by the resignation of Emma Reynolds. Miss Brown has had considerable experience in the record end of the business and her promotion is deserved.

Mildred Coleman, for several years in the record department of the Bush & Lane Piano Co., has joined the record sales department of the Meier & Frank store.

The special Victor release of the two Sherman, Clay & Co. numbers, "The West, a Nest and You," with "Sleep" on the reverse side, is proving one of the biggest sellers in Portland for months, according to all Victor retail dealers who are cashing in on a large scale in these numbers.

WITH the holiday "rush" now under way, and the steadily mounting sales of

Okeh Records

The Records of Quality

keeping us on the jump, things are humming around Ankeny Street! We still have the time, however, to extend to our many friends and the trade in general, our sincere wishes for a good old-fashioned Merry Christmas and A Happy and Prosperous New Year!

L. D. HEATER

357 Ankeny Street

Portland, Ore.



Buy
Okeh
Needles

They
Keep
Record Sales
Alive!



ORSENIKO PHONOGRAPH



Wrest Gothic

An example of a most comprehensive collection of period phonographs in the Italian, French and English schools. Copies of museum examples made in oak, walnut, English lacquer and Italian polychrome. Cabinets of the finest construction, carved and painted by hand. Tone qualities and prices that should appeal to the most discriminating buyer.

A cordial invitation extended to the trade and its representatives.

The Orsenigo Company, Inc.

Showrooms:

383 Madison Avenue, New York City, N. Y.

Factory:

Skillman Avenue and Rawson Street, Long Island City, N. Y.

PERFECTING VOX ORGANIZATION

Officials of the Corporation Entertained Dealers at Talking Machine Men's Ball

O. P. Graffen, sales manager of the Vox Corp. of America, is busy perfecting his sales organization and plans made for the coming year are well calculated to place Vox products throughout the entire country in an auspicious manner. Mr. Graffen reports that the first announcement of the Vox Corp. in this country in *The Talking Machine World* attracted great interest and as a result inquiries were received from every section of the country. The exceptional response to the initial announcement has spurred every member of the organization on to still greater efforts. The Vox Corp. of America was well represented at the annual ball of the Talking Machine Men, Inc., held at the Hotel Pennsylvania on Wednesday evening, November 21. The officials of the company present were A. Fodor, vice-president and general manager of the company; his brother, Dr. Stephen Fodor; O. P. Graffen, general sales manager, and C. C. Kleber, assistant general sales manager. Headquarters were established in a suite of rooms in the hotel, where open house was kept. The invitation was very cordial and scores of their many friends present visited the Vox headquarters, where they were royally entertained. A good time was had by all and many were the expressions of appreciation of Vox hospitality.

GELIA BROS. OPEN COLUMBIA STORE

BUFFALO, N. Y., December 8.—Gelia Bros., well-known orchestra leaders of this city, have taken over the Columbia store formerly owned by F. G. Vallone. Extensive alterations have been made and the store enlarged by the addition of four hearing rooms. A full line of the new Columbia phonographs and New Process records is now on the floor. The Gelia Bros. Orchestra furnished a splendid program on the day of the formal opening.

MORE INTEREST IN VOCAL NUMBERS

Adrian Schubert, Musical Director of the Independent Recording Laboratories, Analyzes Trend of Public Taste in Music

Adrian Schubert, the musical director for the Independent Recording Laboratories, 102 West Thirty-eighth street, New York City, recently stated that the public has shown an increased interest in vocal selections. This, he said, not only applies to popular numbers, but includes a



Adrian Schubert

healthy list of standard selections. He, too, remarked that despite the fact that vocal numbers were having a larger sale these did not, seemingly, affect the demand for instrumental selections.

Mr. Schubert, who for nearly ten years has been first 'cellist at the Metropolitan Opera House, New York, and has had long experience in recording work, is greatly interested in the musical development of the public. However, he states that the recording of popular selections require every bit as much attention as do

weightier works. Particularly is this true with present-day popular dance arrangements which require the greatest technique, thought and attention.

"SONGS OF THE PAST"

Peerless Album Co. Issues Four Special Albums Filled With Records of Old Favorites to Be Sold in Groups—Practical Sales Aid

The Peerless Album Co., New York City, manufacturer of talking machine record albums and other popular record novelties, which some time ago introduced the "group" record album, which found much favor in retail circles through its tendency to increase record sales, has again introduced a novelty of a permanent character in album form.

The new product is made in a series of four individual record albums and carries the title "Songs of the Past," which is embossed in gold on the cover. Six twelve-inch records can be placed in the record holders of each album and each of these carries illustrations of an appropriate design. The inside cover carries a frontispiece with the title "Songs of the Past" with illustrations as well as introductory comment. Although this new product was only introduced late last month it has been accepted as a permanent adjunct to the record business by a number of wholesalers as well as retailers.

Several dealers are making a feature of this new album in conjunction with Christmas gift suggestions, and at least one metropolitan dealer has found that an effective table display created many sales, in each case giving an assurance of six record purchases.

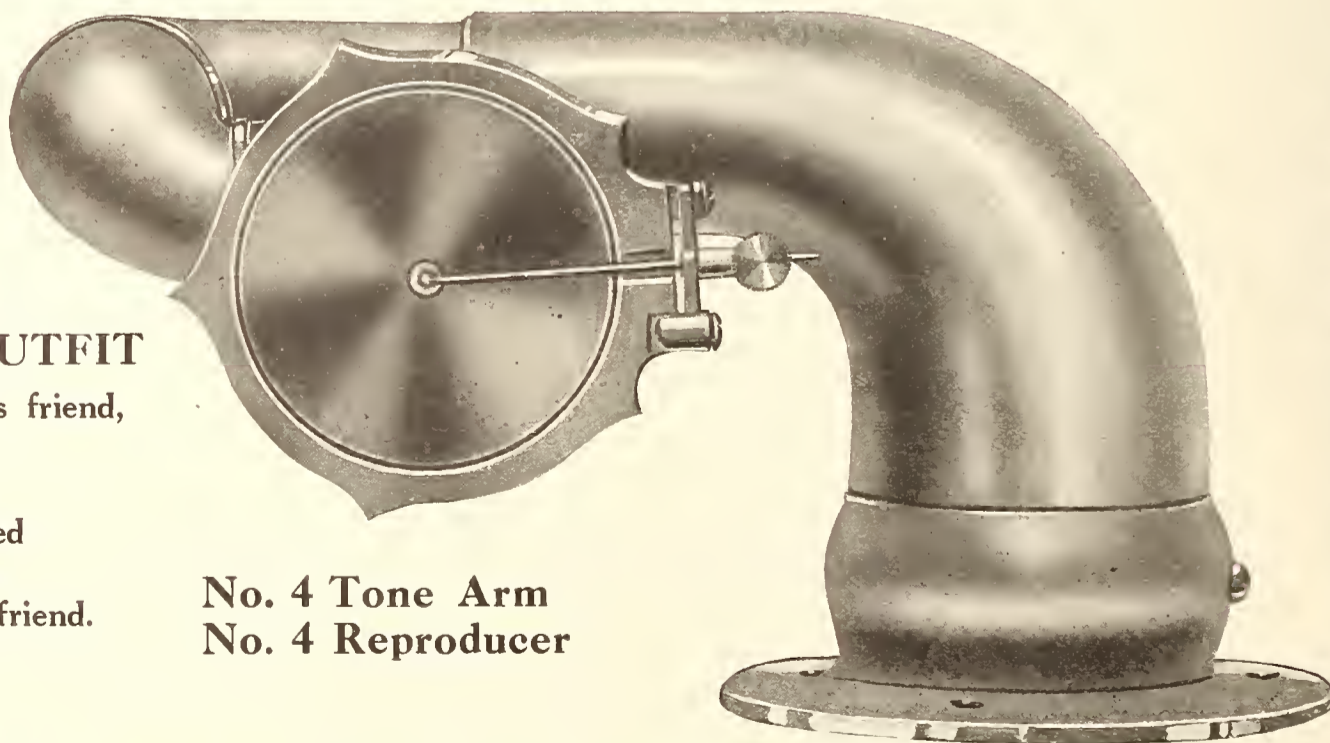
NOW OPERATES FOUR STORES

The Masline Music Shoppe, of Rochester, N. Y., which features pianos and talking machines, has consistently followed a program of expansion during the last few years and now operates four stores in that city.

A Merry Christmas and A Happy New Year

FOLLOW THE CROWD

Equip Your Cabinets with Mutual Tone Arms and Reproducers

**OUR NEW OUTFIT**

The manufacturer's friend,
A real Godsend,
Once equipped,
And cabinet shipped
Your troubles end,
And—you make a friend.

**No. 4 Tone Arm
No. 4 Reproducer**

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions. INDUSTRIAS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico.

IN THE MUSICAL MERCHANDISE FIELD

Hohner Harmonica Week in Chicago

Newspapers, Theatres, Radio and Clubs Play Leading Part in Monster Publicity Drive in the Interest of Hohner Harmonicas

CHICAGO, ILL., December 8.—Hohner Harmonica Week was celebrated here November 18. For a period of six days the harmonica occupied a leading position in the musical and publicity worlds. The campaign opened with a full-page advertisement in the magazine section of the Chicago American on November 17 and was followed by general publicity during the entire week. The campaign was handled for M. Hohner by Charles B. Hohmann, Western representative; Sidney J. Winfield, Eastern repre-



Borrah Minevitch

sentative, and Fred Sonnen, harmonica soloist. Borrah Minevitch, harmonica soloist, appeared at McVicker's Theatre during the entire week and other features of the campaign included the distribution of window hangers and instruction books among the dealers and jobber, elaborate window displays by prominent music houses, harmonica solo broadcasting from the various radio stations and daily entertainments in the public and high schools throughout the city.

On Sunday, November 18, Mr. Sonnen broadcasted from station WPAD and on Monday played before the Chicago Piano Club at his regular meeting; on Tuesday Mr. Minevitch broadcasted from station KYW, appearing on Wednesday before the Carter Harrison High School and on Thursday at the noonday luncheon of the Kiwanis Club. On Thursday Mr. Sonnen appeared at the Concert Hall of Lyon & Healy, Inc., where he was obliged to play all afternoon, and in the evening he appeared at an entertainment given by the children of the Mozart School; on Friday he again broadcasted from KYW, also giving a solo on Saturday over station WBAP. All during the week Messrs. Hohmann, Winfield and Sonnen gave talks and demonstrations on the harmonica to thousands of school children, their principals and teachers throughout the city. The campaign was a tremendous success, both from a sales and educational standpoint and the executives of M. Hohner are to be congratulated upon their aggressiveness and initiative in developing a sales and publicity plan of such value to the harmonica industry.

INSTALLS LINE OF SMALL GOODS

AKRON, O., Dec. 6.—Announcement is made by Earle Poling, of the music firm bearing his name, that a complete line of small musical instruments has been installed. This line was experimented with for some weeks.

1924 PROGRESSIVE CATALOG

Varied Lines of Musical Merchandise Distributed by Progressive Musical Instrument Corp. Shown in a Most Comprehensive Catalog

The Progressive Musical Instrument Corp., New York City, is now forwarding to the trade its new "Musical Merchandise 1924" catalog. Much care and attention was given to the preparation of this publication and it contains names, illustrations, prices, discounts, etc., of the many lines carried by this house.

The front cover is of heavy stock, beautifully embossed in gold on a dark background which gives blue leather effect finish. Following the opening page there appears a foreword in which several features of the catalog are outlined, including the advantage to the dealer of assimilating the descriptive material in order to have at first hand basic facts so as to convincingly present them to the customer.

A free offer of a wall display case, of sufficient size to stock and display a fair assortment of musical instruments, with a base equipped with several drawers for supplementary material and small goods, is made in one of the earlier pages of the book. This arrangement allows the dealer to open up a musical merchandise department with a small stock which can be inventoried daily. The design of this display case is a standard one, allowing additional cases to be added when increased stock is planned.

All the lines carried by the Progressive Musical Instrument Corp. are listed and often shown in illustrated form. Among these are the Holton, Deagan, Bacon band instruments, Pruefer clarinets, Bell Brand and Black Diamond strings, Hohner harmonicas, Hohner accordions, music stands, instruction books, phonograph needles, small music boxes and several musical toys.

In presenting the Bell Brand and Black Diamond strings exact reproductions of the open and closed boxes of these products in their several colors appear. Each of these items is given a full page for illustration purposes, on

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

the reverse side of which the styles, size and prices are shown.

A whole section is given over to Hohner harmonicas and accordions. Fifty illustrations of different types of these harmonicas are shown, together with their descriptions and prices. Several pages of this section are devoted to Hohner accordions.

Main Rountree's Orchestra has been aiding dealers in Brooklyn, N. Y., by playing in stores.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 153)

BUESCHER ADDITION NEARLY READY

Finishing Touches Being Given to \$70,000 Addition to the Buescher Plant

ELKHART, IND., December 7.—Workmen are now applying the finishing touches to the \$70,000 two-story addition to the Buescher Band Instrument Co. plant, construction of which was begun in June. With its completion the plant covers an entire city block. The assembling, engraving, padding and testing departments are now moving their equipment to the second floor of the new structure. It is 145 feet by 110 feet and adds 31,000 square feet of floor space, bringing the total to 123,000 square feet.

The addition is of mill-type construction, brick and concrete with steel reinforcement. The roof is of the saw-tooth daylight type. With the added room the company plans gradually to bring its force up to 800 employes. Production in the Buescher plant is at this time about 25 per cent below demand, and the addition is expected to relieve this condition.

The growth of the plant since 1919 has been phenomenal. Its original floor space of 30,000 square feet has been increased 400 per cent. In 1920 11,000 square feet were added. Officials of the plant stated recently that, until a year and a half ago, while the saxophone demand overshadowed all other instruments, recent months have seen a phenomenal increase in the demand for all types of horns. It is expected that shortly the silver capacity will be doubled to 3,500 gallons in solution and the gold to 1,000 gallons in solution.

NEW FRED GRETSCH PRICE LIST

Robert Woodwind Instruments Featured in Illustrated Price List for Dealer's Use

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and importer of musical merchandise, has prepared a new illustrated price list of Robert woodwind instruments. This price list will shortly be placed in the hands of the dealers and will contain space for the dealers' imprints. Business in woodwind instruments is reported exceptionally good and the demand for the Robert line has been such that instruments have been sold faster than it has been possible to get them. M. La Croix woodwind instruments are another big seller in the Gretsch line.



Gretsch American Saxophones

Gretsch - American Saxophone Service

- 1—GOOD Saxophones!
- 2—24-Hour Service on Your Orders.
- 3—Generous Margin of Profit.
- 4—Advertising Literature with Your Imprint—FREE!
- 5—Cuts, Ideas for Newspaper Ads, etc., Awaiting Your Call.

Sell More Saxophones

It's easy with Gretsch-Americans!

The splendid tone and quality of the instruments themselves—the wide margin of profit our wholesale prices permit—the prompt service we give your orders—these are all features that make it easy and pleasant to sell Gretsch-American Saxophones.

And mighty profitable too!

Ask us, on your business letter-head, for Saxophone Prices and Descriptive Catalog. For dealers only

The FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY
BROOKLYN, N. Y.

Hohner Publicity Drive Continues

Advertising Campaign on Hohner Harmonicas, Reaching the Public Through Many Channels, to Continue Through the New Year

Hohner sales activities, which reached such large proportions during the year, are continuing strong and are expected to carry straight through 1924. One of the latest dealer aids produced by M. Hohner, New York City, manufacturer of the Hohner harmonicas and accordions, is an attractive folder featuring the "Little Lady" harmonica, with space for the dealer's imprint. Hohner harmonicas continue to be featured before the general public in every conceivable manner. Prominent movie stars, playing and recommending Hohner harmonicas, continue to be played up. Additional broadcasting stations have sent out Hohner har-

monica concerts. In the new Warner Bros. film, "Daddies," shortly to be released, the Hohner harmonica plays an attractive part, which will add considerably to the great amount of publicity which it has already received.

Borrah Minevitch, popular Hohner harmonica artist, is now traveling through the principal cities of the Middle West and it is reported that he is booked solid straight up to June, 1924. A recent full page, in color, on the back cover of the American Weekly, with its tremendous circulation, has added to the national campaign.

The Harmonica Week held in Chicago recently was a great success. William J. Haussler, general manager of M. Hohner, went to Chicago personally to aid in the program of the week. Charles B. Hohmann, Western representative, and Sidney J. Winfield, Eastern representative, were also on hand. Intensive advertising, as well as the performances of well-known artists on Hohner harmonicas, together with the combined efforts of the music dealers, put over the week in a big way with a correspondingly favorable result on harmonica sales.

Mr. Haussler reports that during the past year an exceptional number of new talking machine dealers have taken on the Hohner line and although this year was a record one in every sense of the word, it is expected that 1924 will exceed the results of the present year.

OLSEN ORCHESTRA IS ON TOUR

PORTLAND, ORE., December 6.—George Olsen and His Orchestra, one of the foremost and most popular orchestras on the Pacific Coast, are now making a five weeks' tour of the Orpheum Circuit, starting at Denver and ending in Chicago. Olsen's Orchestra is an exclusive Buescher organization, using Buescher instruments made by the Buescher Band Instrument Co., Elkhart, Ind. The sale of Buescher instruments was made by the Seiberling-Lucas Music Co., local agents for the Buescher line.

NEW BRUNO CATALOG BRINGS ORDERS

C. Bruno & Son, Inc., New York, importers and wholesalers of musical merchandise, report that the present season is the biggest in their history. The distribution of the new catalog has already resulted in the receipt of a number of large orders, and the outlook for 1924 is reported to be very promising.

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V

E

G

A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave.
Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 154)

ADDS WEYMANN BANJO TO LINE

C. H. Taylor & Co., Jobbers of Musical Merchandise in Chicago, Add Weymann Banjo to Extensive Line of Musical Merchandise

CHICAGO, ILL., December 8.—The rapid growth of C. H. Taylor & Co., 218 South Wabash ave-

nue, and the increased demand for musical merchandise, have required the addition of new lines from time to time. It has just been announced by the company that it will handle the complete line of banjos, mandolins, guitars and ukuleles manufactured by H. A. Weymann & Son, Inc., and will feature this line in this territory.

In an interview with The World representa-

tive, C. H. Taylor, of the company, said: "We are very enthusiastic over the Weymann line because of the high-class trade to which these instruments appeal. The Weymann instruments are well known and very popular all over, but, of course, particularly in the East, where they are manufactured. However, we intend to create as big a sensation in the West as the instruments have created in the East and have already sold instruments to leading musicians here."

ORGANIZING THE LOCAL BAND

An Example of This Work Done by Beard's Temple of Music, Paragould, Ark.

PARAGOULD, ARK., December 6.—Beard's Temple of Music, advertised as "Arkansas' Premier Music House," is enjoying an excellent season in band and orchestra instruments. It has been doing considerable work lately in the development of bands and orchestras and this has resulted in increased sales of instruments.

The accompanying illustration shows the Paragould Junior Band, organized and equipped



Paragould Junior Band

by W. J. Beard, on its trip to the State Fair at Little Rock recently. The picture shows Governor McRea and Mr. Beard in the center. The boys range in age from seven to fourteen years. The band is completely equipped with Conn instruments, made by C. G. Conn, Ltd., Elkhart, Ind., for which concern Beard's has the agency.

Hohner at Advertising Show

M. Hohner Features Attractive Display of Harmonicas, Accordions and Advertising Material

Prominent among the displays of the national advertisers at the Advertising Exposition at the Seventy-first Regiment Armory, New York City, recently was the booth of M. Hohner, distributor of Hohner harmonicas and accordions, 114 East Sixteenth street, New York City. This booth is one of the most interesting at the show.

Featured in the booth is the display of the many Hohner lithographed cut-outs and display stands. There is the life-sized colored lithograph of Minevitch for display purposes, the famous Hohner Charts, the revolving stand, the collapsible display cabinet, the Jolly Pals Assortment and many others. There is an outline of the wave of harmonica publicity that has swept the newspapers of the country during the past year or more. The Little Lady Hohner harmonicas, the smallest harmonicas made, proved to be the hit of the show.

Hornbeck Opens in Riverhead

RIVERHEAD, N. Y., December 8.—A music store has just been opened by Henry S. Hornbeck in the Leavitt Building on Peconia avenue. A complete line of pianos, players and small goods will be handled by Mr. Hornbeck, who is an expert on tuning and repairs.

Ukulele Pluggger is Dead

SAN GABRIEL, CAL., December 6.—William F. Sesser, for many years press agent in the United States for the late Queen Liliuokalani of Hawaii and credited with having made the ukulele popular in this country, died here last week at the age of seventy.

The Most Elaborate Musical Merchandise Catalog

Is Now Ready for You!



FREE TO ALL DEALERS EVERYWHERE IN THE WORLD

Write for your copy today!
Limited Edition.

"Our Name Is Our SLOGAN"


Progressive
MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue - - New York

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 155)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

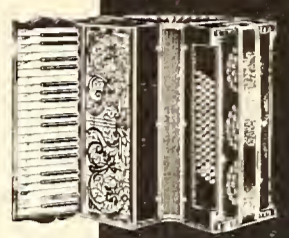


This year has been the biggest Hohner harmonica year in the history of the industry. Next year will be even larger. Prepare for it now.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

NEW GRETSCH DRUM CIRCULAR

Features Three New Twentieth Century Trap Drum Outfits at \$50, \$60 and \$100

The Fred Gretsch Mfg. Co., manufacturer and jobber of band and orchestra instruments and musical merchandise, 60 Broadway, Brooklyn, N. Y., has issued a four-page circular advertising three new Twentieth Century trap drum outfits, priced at \$50, \$60 and \$100, retail. The circular is liberally illustrated with cuts.

The \$50 outfit is called the "Student" outfit, and is intended to meet the demands of the beginners for a practical outfit at a modest price. It includes a tango bass drum, snare drum, foot pedal, side cymbal, crash cymbal, crash cymbal holder, wood drum and holder, and snare drum stand. The "Dance" outfit, which retails for \$60, has the drums, pedal, cymbals and holders and, in addition, Chinese tom-toms. The \$100 "Theatre" outfit has all the above in best quality, and cowbells, ratchet rattle, tambourine, mackintosh drum bag and fibre drum and trap case.

EDISON CHRISTMAS PUBLICITY

The advertising department of Thomas A. Edison, Inc., has issued a very attractive Christmas folder for the use of Edison dealers in their direct-mail work and distribution of literature in the store. This folder is printed in holiday colors of green and red and features, pictorially and in text, the idea of "Christmas Time Is Music Time." It shows several models of the New Edison, with the prices thereof, and lists the Edison records which are especially appropriate to the holiday season. The folder is admirably conceived.

SONORA SALES HELPS POPULAR

New Poster and Blotter Among Latest Sales Aids—Dealer Service Work Well Received by the Trade Because of Its Value

Among the new selling helps recently introduced by the Sonora Phonograph Co. are a poster and a blotter shown herewith. The Sonora dealer service department has for a long

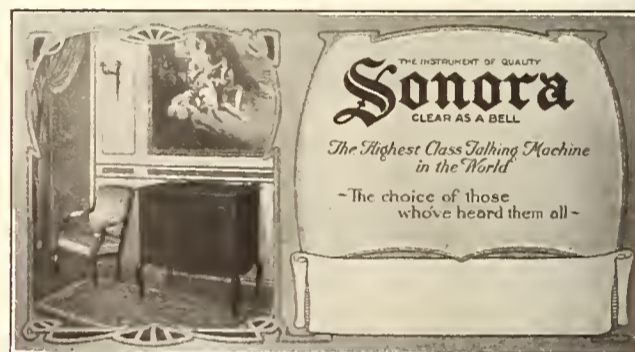


A Striking Sonora Poster

time past been working in close co-operation with the dealers in the preparation of sales helps that may be used to practical advantage in stimulating sales, and among the recent selling aids announced by the department are motion picture slides, distinctive stationery, a Sonora valance, window strips, posters and blotters.

The poster reproduced was designed with the

idea of emphasizing the fact that there is a demand for portables during the Christmas season. The Sonora portable has been meeting with countrywide favor, and this new poster, which is multi-colored, has a holiday appeal that is well calculated to attract the attention of gift purchasers. The new blotter is splendidly adapted for use as an enclosure in letters sent to prospects and for distribution at merchandise shows and fairs. The blotter is attractively



Convenient Dealer Help—Sonora Blotter designed, with the illustration symbolic of the Christmas Sonora advertising that is being used generally.

NEW SPECIALTY TABLE MODEL

The Specialty Phonograph & Accessories Co., New York, manufacturer of Specialty Brand phonograph products, has recently placed on the market a new table model phonograph. This machine will be merchandised under the trade name of Specialty table model No. 10. It is well made throughout with a ten-inch turn table and throwback tone arm and sound box. It is moderately priced and will appeal to many dealers.

Veteran Record Makers on New Yerkes' Dance Records

"Buescher Instruments Used" is line on every record label

Harry A. Yerkes, dean of record makers, among the first and always among the foremost recording orchestra impresarios, has just had his various orchestras released from Columbia and other recording contracts and will market his own records on a national scale under the trade name "Yerkes Dance Records." Every record will carry on its face the words "Buescher Instruments Used." For years the Yerkes Orchestras have used

ket his own records on a national scale under the trade name "Yerkes Dance Records." Every record will carry on its face the words "Buescher Instruments Used." For years the Yerkes Orchestras have used



Band Instruments and Saxophones

The record dealer who does not carry Buescher Band Instruments and Saxophones is really neglecting half his business. Almost all the popular record orchestras use Buescher instruments exclusively and the folks who buy the records are the best prospects in the

world for Buescher Band Instruments. Stock Buescher instruments and make two profits come in where you now get but one. Catalogs for your files, trade prices, and full information on Buescher dealerships and advertising material sent on request.



Yerkes' S.S. Flotilla Orchestra—Uses All Buescher Instruments—Richard Barton, Director

Buescher Band Instrument Co., G-93 Buescher Block, Elkhart, Indiana

Vincent Lopez Renews Okeh Record Contract

Well-known Orchestra Director Will Record Exclusively for Okeh Library for Period of Years—Has Attained Wide Success in Recording and in Musical and Theatrical Fields

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, announced this week that Vincent Lopez, famous orchestra leader and director of the Hotel Pennsylvania Orchestra, had renewed his contract with the company for a period of years, whereby he makes records for the Okeh library exclusively. Mr. Heineman and his associates have been congratulated upon renewing this contract as Mr. Lopez is recognized to-day as one of the greatest dance orchestra directors in the country.

Thousands of Lopez enthusiasts all over the country will probably learn with interest that this talented musician had ambitions to enter the priesthood long before he embarked upon his musical career. In deference to the wishes of his father, who attained wide success as a bandmaster in Europe, Vincent Lopez went to the monastery of the Passionist Fathers at Dunkirk, N. Y., where he stayed for three years studying to be a missionary. His health broke down, however, and he returned to his father's home in Brooklyn, N. Y., with the definite idea in mind of entering the business world. He took a position as a bookkeeper and secured an opportunity to play the piano evenings for the "Singing Waiters" in a Sheepshead Bay roadhouse. His musical ambitions were inherited, as his father was a noted Spanish musician and his mother an accomplished musician and a member of the Portuguese royal family.

While playing at the roadhouse Vincent Lopez determined to head his own orchestra, so he finally gathered together a group of musicians and obtained an engagement at the Pekin Restaurant, at that time one of Broadway's gayest resorts. He played there for six years until Pat Rooney, popular vaudeville artist, invited him to go with Rooney's new act, "Rings of Smoke." With five men, known as Vincent Lopez and His Kings of Harmony, he played for two years with this production, and later for a year and a half with Pat Rooney's musical comedy, "The Love Bird."

When this second show closed Lopez and his men were engaged to play at a well-known seaside rendezvous, the Ross-Fenton Farm, Asbury Park, N. J. It was while fulfilling this engagement that E. M. Statler, famous hotel man controlling a chain of hotels in the leading cities, heard the Lopez Orchestra and engaged Mr. Lopez to play at the Hotel Pennsylvania Grill. His first orchestra at this hotel comprised eight men, since increased to twelve, and from the inception of his engagement at the Hotel Pennsylvania the rise of Vincent Lopez has been phenomenal.

In the early part of 1922 Vincent Lopez signed a contract with the General Phonograph Corp. to record exclusively for the Okeh library. His first records attained instantaneous success, and Okeh jobbers and dealers have attributed a considerable measure of the country-wide popularity of the Okeh dance library to the records made by Vincent Lopez and His Orchestra. The General Phonograph Corp. realized at the beginning the fact that Vincent Lopez was not only an ideal orchestra leader but an accomplished musician and the various arrangements that he has made of the popular hits in the Okeh library have combined originality with musical merit. The advertising campaign prepared by the General Phonograph Corp. in behalf of Vincent Lopez and His Orchestra has been national in its scope, with the idea of giving the public an adequate impression of the originality of the Vincent Lopez Okeh records. This advertising campaign has been a tremendous success, and during the coming year it will be carried out to a greater degree than ever before. Mr. Lopez takes a keen interest in every Okeh record that he makes, offering ideas and suggestions that have contributed materially to the success of

his recordings and the sale of his records.

In addition to his Hotel Pennsylvania engagement, Vincent Lopez is director of all of the orchestras playing in the Statler Hotels in St. Louis, Cleveland, Detroit and Buffalo. The orchestras in these hostelrys are under his supervision and direction, thereby giving hotel

at the Palace Theatre in New York, the greatest vaudeville house in America, establishing a record for consecutive playing at this theatre. The General Phonograph Corp. is leaving nothing undone to co-operate with Mr. Lopez and his orchestra in a way that will help the company's jobbers and dealers in stimulating sales, and the contract just signed indicates Mr. Lopez's complete satisfaction with his Okeh recordings.

Among the latest Okeh records made by Vincent Lopez and His Hotel Pennsylvania Orchestra are "Covered Wagon Days" and "Sittin' in




Vincent Lopez Signing Okeh Record Contract

Left to Right: Arthur Bergh, Vincent Lopez, W. C. Fuhri, Otto Heineman

patrons ideal dance music and adding immeasurably to Mr. Lopez's prestige. For the past two years Vincent Lopez and His Orchestra have been headliners on the Keith vaudeville circuit, although his engagement at the Hotel Pennsylvania has made a country-wide tour impracticable. For over ten weeks the act played

a Corner," which is meeting with countrywide popularity, and a twelve-inch record featuring "Bouquet of Roses" and "Excerpts From Carmen." This is the first twelve-inch record made by Vincent Lopez and is a combination of two special arrangements that he has used very successfully on the vaudeville stage.

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
Phone Lenox 2960

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the thirty-third 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.]

NEW ERA IN RECORD DEVELOPMENT

No one who is really well acquainted with the facts will be likely to deny that the present position of the talking machine record business is in the highest degree interesting and important. The American public has, for many years, been coming around very gradually, but on the whole steadily, to see that the talking machine offers possibilities for the cultivation of music which are not surpassed by any other conceivable embodiment of musical expression. The statement may indeed appear to be platitudinous; but when we consider the facts and realize how slowly comes any general public realization of interest in matters of art, we shall see that the day is only now at hand when we can ask ourselves seriously how far the musical possibilities of the talking machine can be exploited in an artistic direction, and along new lines, during the immediate future.

There is, in short, a growing interest in, and appreciation of, good music. Not that there has not been all the exploitation that can be imagined possible of popular music in all its branches. It is rather that the better classes of music have gradually come into their own, so that the public in general feels regarding them that they really now represent what a talking machine exists to perform. The dance music, the popular songs, the comic stuff, the jazz, all have their place, but these are subject to competition in one direction and another which renders impossible any monopoly by the talking machine in respect of performing them. On the other hand, the things that the talking machine gives in the way of high-class artistic music it may be said to give, in general terms, quite uniquely and much better than they can be given through any other medium.

The Preserver of Music

The talking machine does something that no other instrument of music does, or can do. It

acts in the world of music an unique and peculiar part, for it is the preserver, the fixer, of that essentially fluid thing, musical performance. Musical performance comes, moves and is gone. The talking machine record catches and fixes it, not indirectly but directly, not in one and a limited direction, but in every direction, on all classes of music and in every conceivable kind of musical performance. It is the preserver of great musical interpretation, and each piece of its work is done forever, and done correctly, when it is done once.

The Stir in Music

Naturally then, although the work of educating the public to see this fact has been slow, its results have been sure. To-day the great masses of people, of every sort and kind, of every type and style of intelligence which make up the population of the United States, is stirred in matters musical as it has not been stirred before. The war has operated as one of the principal causes of this mental inquietude which is so healthy a symptom of the contemporary thought in all matters of culture. People are thinking to-day, as they never thought before, and are seeking in all directions for answers to important, nay, to essential questions, which once they took as answered or for granted. In religion, in politics, in social relations, thought is untrammelled to an extraordinary extent, and the same is true of the arts. In music especially, which is the one art that shows to-day true life and energy, there is a wonderful stirring. Even the excitement about those exaggerated forms of musical expression which we denominate jazz, blues and all that sort of thing indicate a healthy stirring. The people want music, lots of it, and the more they want of all sorts the more they want of the best sort. That is a fact which no talking machine man will be disposed to deny after examining the condition that exists in the record field.

On the other hand, however, there is one thing that must be said about the relation of the talking machine business and the talking machine record to the present healthy movement in music appreciation. The time is not a time for timidity. It is a time to reach out and seize the opportunity which is presenting itself, and to recognize that the old days of hesitation need no longer mean anything to us. In a word, let us now realize that it is up to us to say whether the talking machine shall or shall not take its place before the intelligence of a people each year more appreciative, as the means unsurpassed for the preservation and expression of the treasures of musical art which that dawning and growing intelligence is just now beginning to demand.

The Inexhaustible Mine

There exist splendid libraries of recorded music, but they are not generally known to the public; at least to the extent one would like to see and ought to see. There is a marvelous wealth of recorded interpretation already in existence, but there is still more an inexhaustible mine of still greater and still finer interpretation awaiting the preservative touch of the recorder. The time is a time of unexampled musical activity. The annals of musical art are filled with new and often important names. New ideas in composition and new ideas in interpretation jostle each other. Shall we let these pass and make no attempt to fix them?

Even closer at home are the great, the immortal, masterpieces of music which have been for years the standbys of orchestras and executive musicians, but which even to-day the great general public know hardly at all. Think of the extraordinary range of fine music in the most popular of all artistic forms—the opera!

Think how much the opera means to us all and what a delight all kinds of persons take in it. Then think how very little is known about the masterpieces of opera by these men and women! Take away a few works like "Faust," "Carmen," "Tannhauser" or "Samson and Delilah" and what have we left in common estimation? Yet the greatest operas are not even mentioned among these, nor the finest passages in operatic literature. Look at the magnificent "Boris Godounoff," which has crowded the opera houses of this country for every performance that has been given of it. How many know of it one single thing, save that one great artist has contributed his magnificent interpretation of a few of the principal numbers. Yet from end to end this is the most fascinating music, and the whole opera, allowing for a few judicious cuts, could be recorded and profitably sold to the people the very moment that this public was put into intelligent rapport with the facts and made to know about them.

Done and Undone

Sometimes one is led to believe that the talking machine industry does not begin to realize the inexhaustible riches which lie at its hand in the untrodden fields of musical interpretation. Vocally we have done pretty well, we are beginning to do fairly well in the orchestral line, but outside these departments we leave the field nearly untouched. Even orchestrally the trouble with us has been that we have done things scappily and have given the people tag-ends of orchestral music when we ought to have given them a carefully prepared and organized diet calculated to lead them on from the familiar to the unfamiliar until the riches of the orchestral kingdom were at the disposal of every owner of a talking machine, and by each of these wanted eagerly and discriminatingly.

Even vocally we have been unsystematic, though indeed the riches we already have are splendid. But we have been unsystematic, and it is time to begin traveling in the opposite direction. Let us begin to organize our music libraries, reducing the art of recording to a science by the adoption of a sound system of selection and choice.

To sum it all up, then, the time is here for considering that the future of the talking machine lies in developing its artistic musical possibilities to the utmost, that this can only be done by developing also to the utmost the scientific selection of artistic music, to the end that the eager but uninstructed public may be judiciously guided and led on from simple to complex, till in the fullness of time the industry shall have come into its own and be the one perfect purveyor of musical culture to the millions who now blindly are seeking it.

Nor need we in the least imagine that such a policy will be unprofitable.

PLAZA NEEDLE COUNTER DISPLAY

The Plaza Music Co., 18 West Twentieth street, New York City, recently placed before the trade a counter display stand and silent salesman for the sale of its "Magnedo" needle. This is a multi-playing needle with gold finish, compactly boxed and produced in loud, extra-loud and medium tone.

JOSEPH HECKLER PROMOTED

Joseph Heckler, formerly a member of the shipping department of the Emerson Phonograph Co., Inc., has been advanced to sales representative and will get his initial education in that department in Brooklyn territory.

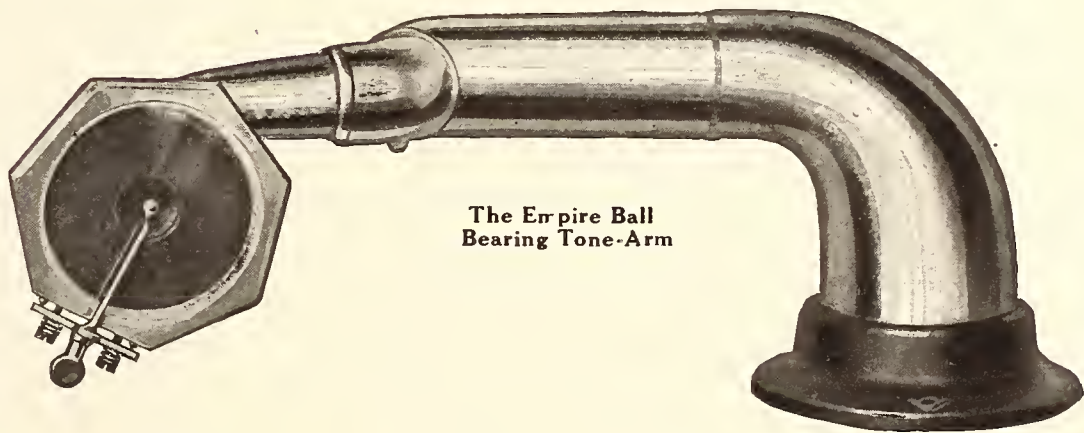
**Victor
Wholesalers**



**The House
of
Mellor
in
Pittsburgh
since
1831**

An Acknowledgment:

At the close of the most successful year in our history we are glad to acknowledge with thanks the support and loyalty of "EMPIRE" patrons the past twelve months. Their patronage has enabled us to surpass sales totals of all preceding years.



The Empire Ball
Bearing Tone-Arm

For 1924

This company is planning to greatly increase its manufacturing facilities to take care of the demand for EMPIRE ball-bearing and pivot base tone-arms; the new tone-arm for portables and our popular Edison attachments. Tell us about your 1924 requirements.

THE EMPIRE PHONO PARTS CO.

ESTABLISHED 1914

1362 East Third Street

Cleveland, Ohio

W. J. McNAMARA, President and Treasurer
E. G. GUTHERY, Secretary

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Dealers Look for Record Business as Holiday Rush Gets Under Way—Advertising Boosts Sales—"Talkers" Proving Popular Gifts

SYRACUSE, N. Y., December 10.—The lethargy which had gripped the trade during part of November has entirely disappeared and this section of the State is now enjoying a busy Christmas season. This improvement followed the release by banks throughout this section of the State of huge sums of money saved by individuals in Christmas clubs. Thousands of people, especially factory workers, depend upon this money for funds to purchase Christmas gifts and, consequently, buying was held up until the savings had been distributed. At the present rate the retail trade will more than make up the loss occasioned by the delay. Instead of spreading over a period of four or five weeks the business will be concentrated through two or three weeks at most, but the sales volume of the dealers will be as great, if not greater, than last year.

Advertising Boosts Sonora Sales

Some nice business is being done by the Sonora retailers, according to a report by the Gibson-Snow Co., Inc., distributor of the

Sonora line of phonographs in this territory. The national advertising campaign, which included some excellent and very effective copy in local mediums, has been instrumental in centering the attention of the public on the Sonora and, naturally, the retail trade is reaping the profits of this publicity. This advertising is being supplemented by special pre-Christmas publicity campaigns in the local newspapers by individual dealers, and the results are manifesting themselves in sales. Orders being received by the Gibson-Snow Co. indicate that dealers are cleaning out their stocks, and when the year ends inventories will be low.

Clark Co. Installs Audaks

The Clark Music Co., one of the live dealers in this city, has prepared to give speedy and efficient service to its large following of customers during the Christmas rush by installing a battery of Audaks, the record demonstrating device which eliminates the necessity of booths. One Audak was first thoroughly tried out and it proved so satisfactory that a series of them

was immediately installed. They are now in operation and are giving satisfactory service. These are used to supplement the booths, which because of the fact that only one customer at a time can use a booth and the floor space limits prohibit more than a few of them, often result in delays in service which have a detrimental influence on business.

Victrolas Popular as Gifts

Victor dealers in this city and environs are cashing in on the popularity of Victor talking machines and records as Christmas gifts. The W. D. Andrews Co., Victor wholesaler, with headquarters here, is rushing instruments to the dealers it serves as rapidly as possible. There is an optimistic feeling throughout the trade that the windup of the year will show up very well in comparison to similar seasons of other years, and there is general optimism on the part of both wholesalers and retailers that 1924 will be even busier and more prosperous than the present year. This optimism, however, is tempered with the knowledge that big business will be the reward of only those dealers who go out after talking machine and record sales with the determination to win.

Fairs a Fertile Field

Frank E. Bolway & Son, Inc., recently received a photograph from the Utica (N. Y.) Phonograph & Supply Co., which was taken at one of the several fairs where the members of this company exhibited the New Edison phonograph within the last two months. In the photograph the members of the firm are shown, including E. B. Kuhl, who is a very fine cornetist and who played a great deal at these exhibitions in direct unison with the cornet solos on the New Edison. The members of this company have made it a point to cover all the fairs held in the vicinity of Utica during the past two months and obtained a large number of prospects, and also reported several sales which can be directly traced to the displays made during these exhibitions.

Trade Visitors

Visitors to this section of the State recently included "Pop" Bristol, of Bristol & Barber, prominent distributors of New York City, who stopped off in Rochester. Mr. Bristol has a host of friends in this section who gave him a cordial welcome.

George Clay Cox, well-known talking machine dealer of Rochester, was a visitor to Geneva and other sections of the northwestern part of the State the past month.

On a Florida Vacation

William F. Hitchcock, of the Phonomotor Co., Rochester, accompanied by Mrs. Hitchcock, sailed recently for Florida, where they plan to spend the remainder of the year and the early part of next year.

Reduction in Capital

The Rochester Phonograph Co., of Rochester, N. Y., has reduced its capital from \$100,000 to \$20,000.



GIBSON-SNOW Co. Inc.
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
SYRACUSE, N.Y.

THE PERFORMANCE OF SERVICE
is the test of any organization

The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

Sonora phonograph and Vocalion record distributors for New York State.

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

A. FODOR OPTIMISTIC OVER OUTLOOK

Vice-president and General Manager of Vox Corp. of America Tells of His Plans and Expectations as Far as Company Is Concerned

A. Fodor, vice-president and general manager of the Vox Corp. of America, who has for the past five years been acting as a technical adviser in the talking machine trade in this country, is also intimately familiar through his association with the European Vox Co. with talking machine conditions abroad. Therefore, although only newly engaged in the talking machine business in this country, Mr. Fodor is quite familiar with conditions and has made a thorough analysis of the field.

In speaking with a representative of The World Mr. Fodor made mention of his future plans for the Vox Corp., which, by the way, are most extensive. He said, in part:

"Although for the past five years I have been working in the talking machine trade mainly as a technical adviser, I still consider myself a newcomer, because as director-general of the Vox Corp. of America I am, for the first time,



A. Fodor

engaging in the manufacture and marketing of a line of phonographs and kindred products. Needless to say, my extensive study of the field before launching the Vox Corp. here has given me a most optimistic outlook for the approaching year and those to come.

"I intend to profit by the splendid example set by great figures who have made the talking machine industry. These men have developed the field from its crude beginning to the magnificent and important industry of to-day. In the same manner that other great organizations have reached renown in their respective field, I intend to guide the Vox Corp. to its particular place in the sun. I am confident that we will make our slogan, 'The Voice of the World,' and our trade-mark of the cubist singing head just as popular here as it has become throughout the rest of the world."

The NEW EDISON Phonograph

Our Proposition to Efficient Merchants—

We desire representation at certain points in New York State. With this in mind we will bring to your town an Edison Instrument so you can hear for yourself how well Mr. Thomas A. Edison has succeeded in actually Re-Creating the voices of famous artists. It will cost you nothing and will be a pleasure to us. If interested drop us a card.

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
Jobbers

COLUMBIA PLAN NOW OPERATIVE

Readjustment Committee Making Rapid Progress—Plan of Operation Has Been Fully Approved by the Creditors and Note Holders

The plan and agreement of reorganization of Columbia Graphophone Mfg. Co., promulgated by the readjustment committee, of which Mortimer N. Buckner is chairman, has been declared operative. The plan has the approval of 100 per cent of the bank creditors, 100 per cent of the merchandise and supply creditors (as of April 6, 1922, as new obligations have been settled in cash), 89 per cent of the five-year notes and 93 per cent of the preferred stock of the Factories Corp. Additional holders of notes and preferred stock have indicated their early approval.

The committee is confident that, with the various readjustments which the plan contemplates, and under the present efficient management, there will be a larger place for Columbia activities and operations in the phonograph industry.

The company has a physical plant and equipment in excess of its needs and the plan gives full power to the reorganization to determine how much of plant and equipment are to be retained. The committee is satisfied that no reorganization can be successfully carried through without relief from the burdens of excess plant and equipment.

The plan provides for a new company to be known as the operating company, which is to acquire sufficient facilities for conservatively estimated sales requirements. Ample working capital is to be furnished the operating company. The plan further provides that remaining assets are to be acquired by a second company to be known as the liquidating company, which in due course is expected to dispose of these assets to best possible advantage.

TAKES OVER BANKRUPT DISTRIBUTOR

The offer of \$6,700 made by Robert Goodman to the creditors of the Cabinet & Accessories Co., Inc., New York, for the purchase of this distributing business, was accepted at a meeting held on Tuesday, December 4. After the referee has deducted the administration expenses the creditors will receive their proportionate amounts which, it is expected, will net about 12 or 13 per cent. It is also expected that the purchaser will continue the business.

CLOSES SUCCESSFUL BUSINESS TRIP

Louis J. Unger, of Reflexo Products, Inc., New York City, recently completed a trade tour in the interest of Gilt Edge and Reflexo blue steel needles which was successful in every respect. Orders for immediate delivery continue strong, while the outlook for 1924 is reported as very promising indeed.

Special Notice

WE HAVE OVER ONE MILLION FOREIGN COLUMBIA RECORDS

All catalogue numbers, consisting of Columbia 1923 catalogue. These records are all first class stock

Packed 400 to a case, 25 of a number, a large assortment of each of the following languages:

- | | | | |
|----------|---------------|------------|--------------|
| Arabic | German | Lithuanian | Scandinavian |
| Armenian | Greek | Mexican | Serbian |
| Bohemian | Hebrew | Norwegian | Slavish |
| Chinese | Hollandish | Novelty | Slovenian |
| Croatian | Hungarian | Polish | Spanish |
| Danish | International | Portuguese | Swiss |
| Finnish | Italian | Roumanian | Turkish |
| French | Jewish | Russian | Ukrainian |
| | | | Welsh |

Special:

We carry a large selection of German Christmas numbers in stock.

We also have 12-inch Columbia records in all languages made. Write for prices.

Prices on 10 inch records:

- 1 case lot 19c each
- 2 case lot 18c each
- 3 case lot 17c each
- 4 case lot 16c each
- 5 case lot 15c each

We give a very good assortment of numbers. Get our special prices on larger quantities.

ALWEIS & LOVEY

402 WEST 40th STREET

TEL. 7855 CHICKERING

NEW YORK

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

How you can attract the better class of trade

IT is an unquestioned fact that Widdicomb Phonographs in period style possess an unusual attraction for the discriminating buyer because of their two fold appeal—rare tonal quality and exquisite cabinet work.

These two prerequisites for worth-while sales have always been unmistakably evident in all Widdicomb models—which accounts perhaps for the Widdicomb's large following among stores catering more especially to people of culture, refinement and social position.

If you are interested in increasing your patronage among this class of trade, we shall be glad to present the facts showing how the Widdicomb franchise can become a distinct asset to you. Write for catalog and full particulars.



*Sheraton Model 5—
finished in Red or An-
tique Mahogany and
Oak. Equipped with
automatic stop and
patented tone control.*



*Queen Anne Model 21—fin-
ished in Red or Antique Ma-
hogany and Walnut. Equipped
with albums for records, auto-
matic stop and patented tone
control.*

THE WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, MICH.

Fine Furniture Designers Since 1865

The NEW Columbia is superior

*Hearing
is believing*

It has a two-fold beauty. To see the New Columbia is to see a beautiful piece of furniture. To hear the New Columbia is to experience a matchless beauty of tone reproduction.

COLUMBIA PHONOGRAPH COMPANY
New York



DAVIN CELEBRATES TENTH "BIRTHDAY"

Popular Victor Man Entered Industry Ten Years Ago—Has Won Friendship of Dealers and Jobbers Throughout the Trade

The many friends in the trade of J. J. Davin, of the Musical Instrument Sales Co., New York, Victor wholesaler, will undoubtedly be interested to learn that on next Tuesday (Decem-



J. J. Davin

ber 18) this popular Victor man will celebrate his tenth "birthday." The word birthday is used figuratively, however, and not literally, for on December 18, 1913, "Jimmie," as he is known to all of his friends, embarked upon his career in the Victor industry. During the past ten years he has won the esteem and respect of Victor dealers and jobbers from coast to coast and has acquired an intimate knowledge of every detail of the Victor industry.

Mr. Davin's first connection with the Victor trade was in the capacity of a member of the sales staff of the New York Talking Machine Co., which at that time was located at 81 Chambers street. After spending about seven years with this company and working in close co-operation with the dealers in metropolitan territory he joined the forces of the Reincke-Ellis Co., Chicago, being appointed manager of of the New York branch of this organization, later going to Chicago as secretary of the company. He remained with Reincke-Ellis for two years, visiting Victor jobbers and dealers throughout the country in the interest of the Victor sales and publicity helps prepared by this company.

About a year ago "Jim" again heard the call of the jobbing industry and joined the organization of Ormes, Inc., Victor wholesaler, which several months ago was consolidated with the Musical Instrument Sales Co., New York. He

is now devoting all of his time to the development of Victor business for the dealers in metropolitan territory and his thorough knowledge of Victor merchandising has enabled him to offer the dealers practical and profitable suggestions. It is generally recognized that Mr. Davin is one of the best posted Victor record men in the field and the various ideas that he has introduced for the stimulation of record sales have proved invaluable to the dealers using them. His decade of activities in the Victor industry has imbued him with an unflinching optimism that is one of his many outstanding qualities.

BAGSHAW SUFFERS FIRE LOSS

Warehouse of Prominent Needle Manufacturer Damaged—Production Not Affected

LOWELL, MASS., December 8.—The large storage warehouse of the W. H. Bagshaw Co., talking machine needle manufacturer of this city, which is popularly known as the Warren street warehouse, was badly damaged by a fire of unknown origin which occurred on Friday evening. This warehouse adjoins the large factory buildings of the Bagshaw Co. and for a while these buildings were seriously threatened. By prompt work of the fire department, however, the damaged area was limited to the warehouse.

Although all packing material was destroyed, production was not affected in the least and is keeping up at full speed to take care of the

tremendous orders. It is stated, however, that there is liable to be a temporary delay on shipments due to the packing material being destroyed. New material has already been ordered and every effort will be expended to catch up with lost time.

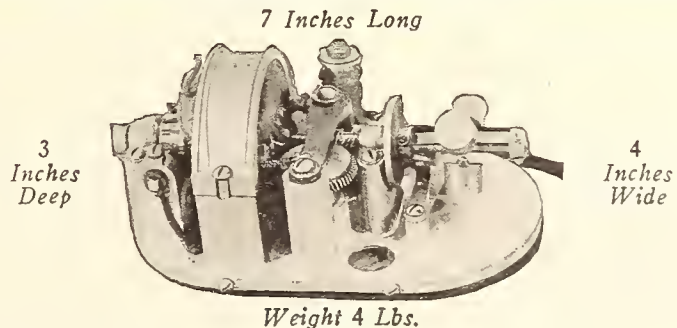
VICTOR RETAIL DEALER HELPS

Effective Advertising Matter for Use of Victor Dealers Bearing on the Weekly Releases

Since the latter part of September, that is to say, since the adoption by the Victor Co. of the weekly plan of releasing records, the advertising department of the Victor Co. has been preparing very effective advertising matter for the use of Victor retailers. Each and every week a set of advertisements is mailed to each Victor dealer. These mailings include proofs of completely set up advertisements. The illustrations shown are available in electrotype or mat form to Victor dealers without charge and the copy which appears in these advertisements has been prepared by experts in the advertising field. The advertisements cover a variety of sizes of space and types of copy appeal and relate to both the record and machine ends of the Victor business. Incidentally, the statement is made on good authority that the electrotype orders filled by the Victor Co. in behalf of the Victor dealers run into a volume which exceeds the electrotype orders of any company, not only in this field, but in any other field.

KENDRICK & DAVIS Electric Drive for Phonographs

Price but little higher than standard spring motor



Universal Motor—Direct Drive—
25 to 60 Cycles

Allows for Voltage Variation

One-piece Tool Steel Shaft

Phosphor Bronze Bearings, Self-oiling

Formica and Brass Gears

Friction Idler—Prevents Stripping Gear

Automatic Stop—Combining Starting Switch and Lock

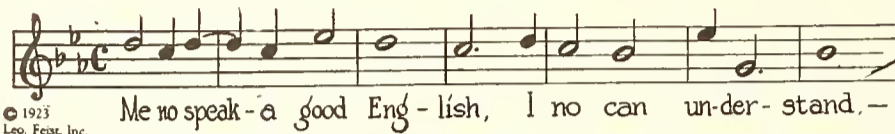
Manufacturers Guarantee for One Year

Sales Agent

H. A. ROBBINS 142 Berkeley St., Boston, Mass.

Me No Speaká Good English

Comedy Song with Laughs galore



© 1923
Leo. Feist, Inc.



"You can't go wrong
with any FEIST song"

INDIANAPOLIS

*Holiday Season Closing One of the Best Years in the Trade—
Careful Merchandising Pays—New Stores and Other Activities*

INDIANAPOLIS, IND., December 7.—This month will bring to a close one of the most prosperous years enjoyed by the talking machine dealers in the Indianapolis and Indiana territory in a long time. Sales have been good all year. Starting with January collections have been generally good, and, considering the large number of machines sold on the deferred-payment plan, this is an item of no small importance. Dealers have been discriminating in the class of trade to which credit is extended and deferred-payment contracts offered, and this has resulted in this condition of good collections and has accordingly reduced the relative number of repossessions. Just what the new year will bring is more or less a matter of speculation. E. G. Hereth, of the Baldwin Piano Co. of Indiana, points out that many people are going from one store to another looking at instruments, but undecided as to the machine they prefer.

Edison will round out a very prosperous year in Indiana, according to F. G. Pullen, of the Phonograph Co. of Indiana. A large number of new dealer accounts have been opened during the year, particularly during the past six

months. Practically all of these new dealers have been successful in making a good volume of sales and this, added to the activities of those who have handled Edison goods in the past, gives the Edison a sales effort which is bound to do business. One of the latest additions to the Edison organization is the new Meskill Music Co. store at Muncie, Ind., which, with the Meskill store in Indianapolis, will be operated by W. G. Meskill, formerly with the Phonograph Corp. A. J. Huber will be manager of the Muncie store. The Meskill store in Indianapolis has been doing a very good business and the new Muncie store is making a good start in a good field.

Victor products have been good sellers during the year, and have done correspondingly well during November and thus far this month. The Victor department of the L. S. Ayres department store had a very good month in records, according to R. R. Follis. Ira Williams, manager of the Victor department of the Pettis Dry Goods Co., reports good sales of both machines and records. Both of these stores will more than exceed their figures for 1922 sales. The Taylor Carpet Co. has been fea-

turing Victor products in special advertising with very good results. This store handles Victor goods exclusively and features a sealed record service which carries a strong appeal to record buyers. W. A. Armstrong, merchandising manager in charge of the Victor department of this store, cites instances of large orders of records being shipped to American missionaries in China and Japan, solely on the strength of the appeal which the sealed envelope, assuring the purchaser of an unused record, carries. The Fuller-Ryde Music Co. did a good business during the month, but a hesitancy on the part of prospects is noticed by Joel B. Ryde, of this house. Albert Graham, manager of the Indianapolis Talking Machine Co., reports a good demand for Victor machines and a very good volume of record sales.

I. Seidel, proprietor of the Lyric Theatre Music Shop, Columbia dealer, is opening a new store in Irvington, a suburb of Indianapolis. Modern fixtures and hearing rooms are being installed and it is expected that this store will enjoy an unusual business right from the start, due to Mr. Seidel's connection with the music trade in Indianapolis.

Miss Helen Barnes, a representative of the Columbia Phonograph Co., Chicago branch, was a recent visitor here, helping local Columbia dealers with their problems.

F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., says that while he has noticed a slight falling off in the demand for machines, record sales have been unusually good. There seems to be an increasing demand for Cheney machines, Mr. Donovan says, and the ratio of Cheneys to machines of other makes sold is increasing in favor of the former. The fiftieth anniversary sale of the Pearson store closed on Saturday, December 1. The campaign was a tremendous success, largely the result of intensive efforts.

Retail sales of the Sonora machine have been very good at Charles Mayer & Co., Banner Furniture Co. and Widener stores, and all of these houses are looking forward to a good holiday business. The medium and higher priced console models are the most popular in this territory. The Widener store has also done the usual Victor and Columbia business and by featuring the special Columbia demonstration record in window displays has sold a large quantity of this number.

Brunswick dealers report a good amount of sales with splendid prospects for a large holiday business. Both the Baldwin Piano Co. and the Brunswick Shop have been featuring Brunswick machines and records in special holiday advertising, and the Brunswick Shop has used some successful tie-ups in recent advertising with local appearances of orchestras which Brunswick records.

H. J. Wilcks, of the Columbia Phonograph Co., recently made a trip to Dayton, Hamilton, Cincinnati and Indianapolis. He reports unusual activity among southern Ohio dealers on the new Columbia models which were recently announced.

*It is a mark of **DISTINCTION**
to sell the
New Edison*

You render your community a real service by making available to them the New Edison Phonograph and the splendid Edison Disc Records. We serve territory located in Indiana, Illinois and Kentucky—and are prepared to establish Edison representation in certain towns in those states. Our proposition will be mailed to you on request—without obligation to yourself. A post-card from you will do the trick.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

RUDOLF POLK NEW REGAL ARTIST

American Violinist, Famous Here and Abroad, to Record Exclusively for the Regal Record Co.—Extensive Campaign Planned

Rudolf Polk, an American violinist, will record for the Regal Record Co., Inc., exclusively, according to the latest announcement from the executive offices of that company.

Mr Polk was born in New York City and



Rudolf Polk

carried his art to Europe, reversing the usual process.

Mr. Polk, who is a pupil of Henri Marteau, had, in spite of his youth, achieved remarkable artistic successes here before going abroad, where he has now won for himself a high place during the past year. His impeccable technique and scholarly interpretations, coupled with an ingratiating personalty which counts so strongly on the concert stage, have won the

approval of the leading critics in several continental countries, where he has been hailed as "the biggest hit among the American artists" and as "undoubtedly the most promising of all the foreign artists." His concert at Carnegie Hall on November 11 was a decided success.

The Regal Record Co. will shortly inaugurate a campaign featuring the works of this newest addition to its staff of recording artists.

ELABORATE 1924 EDISON CATALOG

New Record Catalog Contains Complete Classification of Records, Lists Artists and Contains Illustrations of Machine Models

The 1924 catalog of Thomas A. Edison, Inc., entitled "Edison Records," recently made its debut. This catalog is a considerably more elaborate affair than that for the previous year. It contains over 500 pages and presents all of the Edison records in a completely classified manner. Records are classified by artists, by type of music, alphabetically, foreign, etc. The introductory pages are similar to those in the catalog for the previous year and feature the re-creation of music as developed by Thomas A. Edison. The catalog also gives a list of the Edison artists and a list of the different models of the New Edison with the prices thereof.

ADD-A-TONE PRESIDENT VISITS WEST

Herman Segal, president of the Unique Reproduction Co., Inc., New York, manufacturer of the Add-A-Tone amplifier, recently returned from a trip to Chicago and mid-Western territory. "New distributors were appointed to handle the growing demand in the Middle West and a general survey of the needs of the trade was made," said Mr. Segal upon his return. Conditions seem healthy among both the jobbers and dealers and substantial orders have been received from the trade throughout the West.

STRAND MODEL ACCOMMODATES RADIO

Manufacturers Phono. Co. Introduces Model in Which Standard Radio Sets May Be Installed —Trade Keenly Interested in Innovation

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, announced this week that his company had made arrangements to place on the market a Strand console model designed to accommodate standard radio receiving sets. This instrument comprises a regular Strand model on one side while on the other side there is an instrument board which will accommodate many of the standard radio sets now on the market. A unique feature of this instrument is a loud speaker connection that does not require removal of the sound box.

Mr. Lyle states that Strand jobbers and dealers who have been advised regarding this radio model are keenly enthusiastic regarding its sales possibilities, for it can be merchandised complete with a radio set, or can be sold as a talking machine with the idea of installing the radio set at some future date. Mr. Lyle spent the greater part of the past year visiting the trade throughout the country and the introduction of the new Strand radio model was made in recognition of the suggestions offered by his jobbers and dealers. It is the belief of the Strand selling organization that there will be an active demand during 1924 for a console model that will accommodate standard radio receiving sets and the new instrument meets all requirements in this respect. Deliveries of the new model are being made during the current month and plans are being made for an active sale of this instrument during 1924.

E. C. Malarkey, who operates a chain of music stores in Pennsylvania, has moved his Shamokin store into new quarters in the Zuern Building, 510 North Shamokin street, following extensive alterations. The Victor line of machines and records is handled.

Model G

Interior, Models D, G, H and I

Model I

Model H

Model D

Attractive Consoles in Combination American Walnut and Brown Mahogany—Top 35x22 in. Height 34½ inches.

LET US FURNISH YOUR HOLIDAY REQUIREMENTS

Write Today for Cuts and Prices

THE H. LAUTER COMPANY

West Washington and Harding Streets

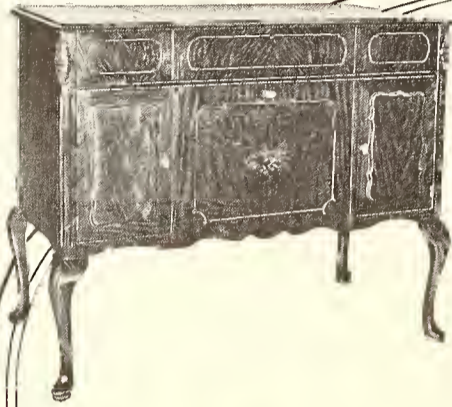
INDIANAPOLIS, INDIANA

The CHENEY

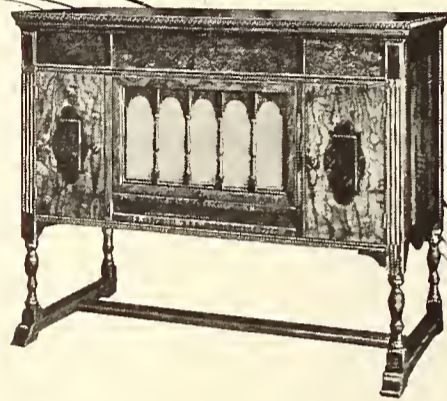
THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

The Abbotsford—Style 117. A Queen Anne period design in Biltmore Mahogany. Gold plated metal parts. Six record albums. \$300



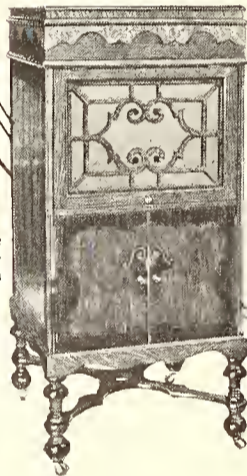
Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Roman gold. Six record albums. \$250



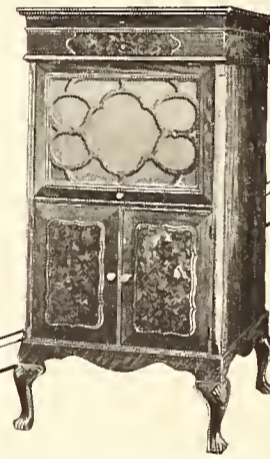
The Westminster—Style 31. An early English period model. Finished in the popular two-tone oak effect. Nickel plated metal parts. Plays all records \$150



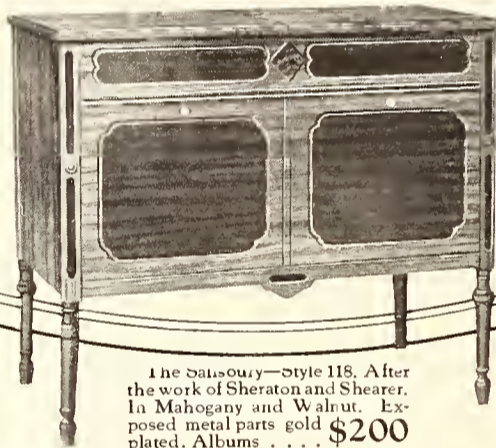
The Oxford—Style 41. English period design. Dark Oak with Walnut applique. Gold plated metal parts. Eight record albums. \$200



Georgian Period Model—Style 5. Biltmore Mahogany or Newby Walnut. Metal parts gold plated. Eight deluxe albums. Plays all records . . . \$235



The Danbury—Style 118. After the work of Sheraton and Shearer. In Mahogany and Walnut. Exposed metal parts gold plated. Albums \$200



These prices apply east of the Rockies only

The Greatest Fall Business in our History!

Extraordinary Value of Cheney Line Brings Deluge of Holiday Orders

Dealers are saying: "It's the greatest phonograph line that we can handle." They are backing their statements with orders. Never before has The Cheney been in such widespread demand. Dealers everywhere tell us they find a growing appreciation of The Cheney in the public mind—a conviction that The Cheney is genuinely superior.

From the dealer's standpoint, he finds the line admirably suited to his needs. Note particularly the models illustrated. Cheney console models reflect unmatched

elegancy in design and workmanship—yet they retail as low as \$165. Similarly, Cheney upright models take their place in the home with dignity and elegant simplicity—and such models retail as low as \$100.

Above all, every Cheney model is a *real* Cheney with the tone quality, which only the Cheney acoustic system can develop. Such distinctive superiority makes The Cheney easy to sell. It is unquestionably "the most perfect music-reproducing instrument."

To insure complete stocks for holiday trade it is essential that dealers place their orders at once

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, Ohio
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
376 Boylston St., Boston
New England

RIDDLE PHONOGRAPH CO.
1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

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

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn., New Jersey

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

MUNSON-RAYNER CORP., 86 Third St., San Francisco, Calif.
California, Western Nev., Ariz.

CHENEY SALES CORPORATION
Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

GLEANINGS *from the* WORLD *of* MUSIC

To Introduce New Copyright Bill in Congress

Bill Prepared by Register of Copyright, if Passed, Will Permit the United States to Enter the International Copyright Union, Giving American Composers Reciprocal Rights

Below is given the proposed draft of a bill to amend the Copyright Law in order to permit the United States to enter the International Copyright Union. This bill has been prepared by the Register of Copyright and will be introduced at an early date in the session of Congress which has just opened.

The passing of this proposed measure will grant reciprocal rights to foreign authors necessary for American composers and publishers to take advantage of the new Canadian Copyright Act.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the President of the United States be, and he is hereby, authorized to effect and proclaim the adhesion of the United States to the convention creating an international union for the protection of literary and artistic works, known also as the International Copyright Union, signed at Berne, Switzerland, September 9, 1886, and revised at Berlin, Germany, November 13, 1908, and to the "Additional protocol" to the said convention executed at Berne, Switzerland, March 20, 1914.

SEC. 2. That it is hereby declared that the United States desires to be placed in the first class of the countries which are members of the International Copyright Union, as provided in article 23 of the said convention of 1908.

SEC. 3. That the rights and remedies granted by the Act entitled "An Act to amend and consolidate the Acts respecting copyright," approved March 4, 1909, and the Acts amendatory thereof shall be, and are hereby, extended to the authors of works of architecture, and choreographic works and pantomimes, as class (n) and class (o), respectively, in the list of classes of copyright works in section 5 of the said Act; but the copyright of a work of architecture shall cover only its artistic character and design

and shall not extend to processes or methods of construction nor shall it prevent the making or publishing of photographs, paintings or other illustrations thereof, and the proprietor of the copyright shall not be entitled to obtain an injunction restraining the construction of an infringing building, or an order for its demolition.

SEC. 4. That on and after the date of the President's proclamation, as provided in section 1 of this Act, foreign authors not domiciled in the United States who are citizens or subjects of any country (other than the United States) which is a member of the International Copyright Union, or authors whose works are first published in and enjoy copyright protection in any country which is a member of the said Union, shall have within the United States the same rights and remedies in regard to their works which citizens of the United States possess under the copyright laws of the United States, and for the period of copyright prescribed by said laws, including any term of copyright renewal: *Provided, however,* That no right or remedy given pursuant to this Act shall prejudice lawful acts done or rights in copies lawfully made or the continuance of enterprises lawfully undertaken within the United States prior to the date of said proclamation.

SEC. 5. That in the case of works by such authors first produced or published after the date of the said proclamation the copyright protection in the United States shall begin upon such date of first production or publication; and in the case of all of their works, not previously copyrighted in the United States, in which copyright is subsisting in any country of the Copyright Union at the date of said proclamation, the copyright protection in the United States shall begin upon such date; but the duration and termination of the copyright protection in the United States for all works shall be governed by the provisions of sections 23 and 24 of the said Copyright Act of 1909: *Provided, however,* that the duration of copyright in the United States shall not in the case of any foreign work extend beyond the date at which such work has fallen into the public domain in the country of origin.

SEC. 6. That the enjoyment and the exercise by such foreign authors not domiciled in the United States of the rights and remedies accorded by the copyright laws of the United States and the provisions of this Act shall not be subject to the performance of any formalities in order to secure copyright, and such foreign authors shall not be required to comply with the provisions of the copyright laws of the United States as to publication with notice of copyright, deposit of copies, registration of copyright, or manufacture within the limits of the United States.

SEC. 7. That the provisions of section 31 of the said Act of 1909 shall apply to any work by a foreign author only when two copies of such work shall have been deposited after publication and manufacture as required by the said Act of 1909, under an assignment of the United States copyright recorded in the Copyright Office.

SEC. 8. That the Supreme Court of the United States shall prescribe such additional or modified rules and regulations as may be necessary for practice and procedure in any action, suit, or proceeding instituted for infringement of copyright under the provisions of this Act.

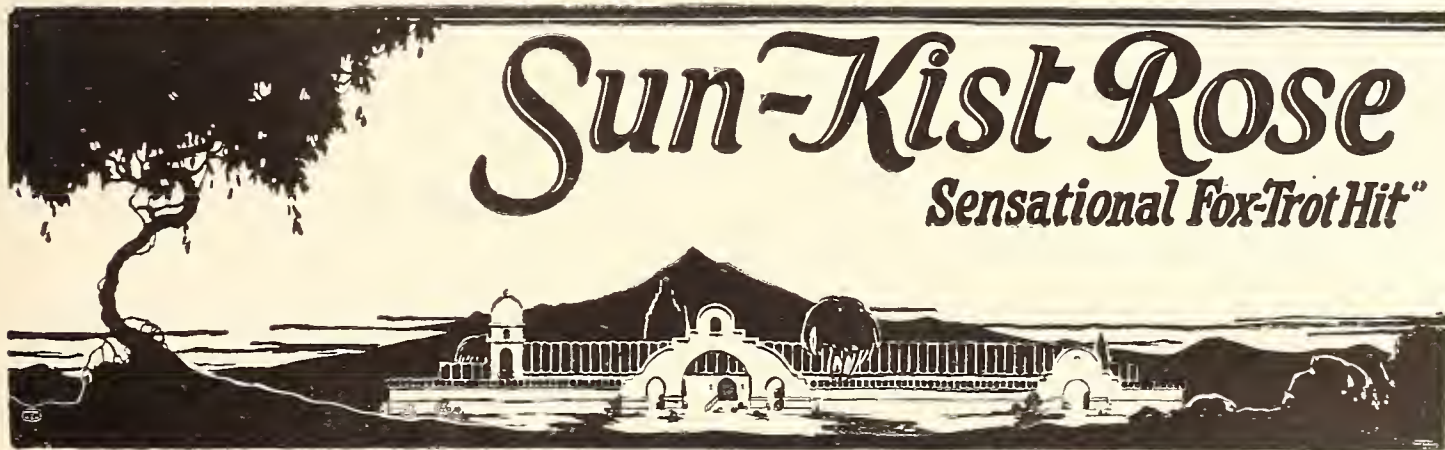
MARKS SIGNS CHERNIAVSKY

Secures Exclusive Services of Director of Thomashefsky's Theatre for Number of Years

The Edward B. Marks Music Co. has signed for a term of years the exclusive services of Cherniavsky, musical director of Thomashefsky's Broadway Theatre. His present musical comedy success, "Three Little Business Men," is drawing crowded houses and the melodies, "Oh, Say the Word" and "Money and Love," will, undoubtedly, prove good sellers.

Cherniavsky graduated from the Petrograd Conservatory in 1911 with the title Artist Laureate. Later he studied in Leipzig, following which he made a European and international tour. Many of his compositions are included in the repertoire of Heifetz, Elman, Zimbalist and others.

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BETTY
A DANCING SONG

© 1923 Leo Feist, Inc. Pret-ty Bet-ty, don't you fret-ty', I'll be there,

"You can't go wrong with any FEIST song"

GARBER IN WIDE DEMAND

Garber-Davis Orchestra, New Victor Artists, Has More Engagements Than It Can Fill

Jan Garber and His Garber-Davis Orchestra, which was recently added to the musical combinations playing exclusively for the Victor Talking Machine Co., has been hailed as one of the best musical attractions which have entered the field in months. The orchestra is now playing for a nightly minimum guarantee of \$500 with the privilege of 50 per cent of the gate receipts. It played at the Army and Navy Ball, at the Ambassador Hotel, New York, on November 23, receiving \$1,000 for four hours'



Jan Garber and His Garber-Davis Orchestra

work with a bonus for every hour after that period. It is also to play at the Charity Ball, Elmira, N. Y., and was the added and unbilled surprise attraction of the Talking Machine Men, Inc., Ball, held at the Pennsylvania Hotel on November 21. The records of this orchestra, recently released by the Victor Co., are having an active sale and, following the unusual recognition this musical combination is receiving, the mechanical renditions will become very popular.

Boucher Bros., of Rumford, Me., Columbia dealers, recently sold their business to the Rumford Furniture Co., which will continue to feature the Columbia in a large way.

WITMARK EXPLOITATION PLANS

"I'm Sittin' Pretty," "Midnight Rose" and "Bebe" Leaders in Catalog

M. Witmark & Sons have increased the number of professionals who are singing their new

novelty song, "I'm Sittin' Pretty in a Pretty Little City." This has not lessened their efforts in behalf of "Midnight Rose" and "Bebe," both of which are being programmed by a long list of vaudeville artists. Besides the vaudeville artists who will sing this number the song will be tied up with orchestras everywhere, motion picture houses, theatres, cabarets, as well as being heard frequently on the radio.

Mrs. A. J. Stasny, head of the A. J. Stasny Music Co., Inc., sailed for England early this month where she will visit the Stasny English branch and subsidiary retail establishments in the British Isles.

VON TILZER IN NEW OFFICES

Occupies Entire Third Floor in Building at 1587 Broadway, New York

The Harry Von Tilzer Music Publishing Co. has leased the entire third floor at 1587 Broadway, southwest corner of Forty-eighth street, for a term of years. This floor was the original home of the National Vaudeville Artists and is ideal for a popular music publisher.

This move to much larger space by the above house is further evidence of the great progress made by the Von Tilzer organization since its reorganization. Its present catalog has been most active and some new issues are shortly to be announced. Plans for making the Von Tilzer organization one of the leading houses in the popular publishing field are quite extensive and the new home is one of the first.

NEW FEIST NUMBERS

Among the new numbers added to the catalog of Leo Feist, Inc., which are to be included in the Feist activities during the balance of the present year and the early part of 1924 are "Linger Awhile," "When Lights Are Low," "You Didn't Care When You Broke My Heart," "Along the Rainbow Trail," "Take, Oh! Take Those Lips Away," "My Sweetie's Sweeter Than That," "Before You Go," "That's Everything," "Eileen" and "In Arcady."

FOX NUMBER IN "TOPICS OF 1923"

The new show, "Topics of 1923," in which the famous French actress, Alice Delysia, is starred, had its premier performance in Atlantic City the week of November 12. The Sam Fox Publishing Co. is very fortunate in having its new Parisian success, "Nights in the Woods," used as the interpretive music for one of the scenes of the show, entitled "On the Boulevard."

Somewhere In The World

A Melody Ballad of Rare Charm with the popular Fox-trot Rhythm.
Successfully Introduced by John McCormack

You can HEAR it and BUY it HERE

© 1923 Leo Feist, Inc. Some one some-where in the world is sigh-ing for you,—

"You can't go wrong with any FEIST song"

A New Song of Unusual Merit

MEMORY'S GARDEN

For All Voices.
Victor Record
by
Frances Alda *now ready*



Frances Alda

By
Gwynne Denni
and
Lucien Denni



JUST released, Red Seal Victor Record, by Frances Alda of the Metropolitan Opera Co. Clay Smith says in his review of "Memory's Garden," in the "Lyceum Magazine": "There is style-plus, for it teems with vocalistic show places. 'Memory's Garden' is a great concert song and will live for years." Published in three keys, with orchestra accompaniment, Duet for Soprano and Alto, Quartets for Mixed, Male and Women's Voices. Obtainable at all music stores or from the publishers
J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.

NEW "LA ROSITA" VOCAL EDITION

Use of Number in Capitol Theatre Presentation Creates Immediate Demand

The Sam Fox Publishing Co. was pressed to rush into print a vocal edition of its former instrumental success, "La Rosita," following its

ing that name, it will also be used as the theme in the musical score when the picture is played elsewhere. Rothafel, who is responsible for the many musical settings at the Capitol Theatre, has, in the above case, arranged an unusual, unique and elaborate prologue and the musical piece bearing the same name justifies this thought and attention, as it is a beautiful,

holland as soprano lead, and a male quartet, gave the rendition of "Rosita" a background that not only placed the mind of the audience in a receptive mood for the photoplay to come, but impressed the melody upon those present in a manner that made it hard to forget.

NEW REMICK NUMBER GOING WELL

"Bring Back That Old-Fashioned Waltz" Makes Big Hit With Buffalo Public

BUFFALO, N. Y., December 8.—Sheet music dealers in Buffalo report that the new song recently released by Jerome H. Remick Co., "Bring Back That Old-Fashioned Waltz," is one of the best sellers on their counters. It was written by Albert Hay Malotte, a Buffalo songwriter, who is becoming famous for his ability as a writer of waltz music. Over 3,000 copies have been sold in Buffalo. Other good sellers are "I Want You," "No, No, Nora," "You Didn't Want Me When I Wanted You" and "Every Night I Cry Myself to Sleep Over You." Dealers generally report the demand for sheet music good.

The Paul Whiteman offices are opening a subsidiary branch in Philadelphia to build up bookings throughout the Middle Atlantic States. Elsie Hild, office manager for United Orchestras, Inc., will spend part of her time in New York and part in charge of the new office.



"La Rosita" in Capitol Presentation

use as a vocal prologue to the photoplay showing of "Rosita" at the Capitol Theatre, New York, which was recently held over for a second week's appearance. The vocal edition of this Sam Fox success will carry the title "Rosita" and, in addition to being the musical prologue to the photoplay exhibition of the picture bear-

rythmical, Spanish tango melody of most appropriate caliber. The scene is a public square of a Spanish city in the days of the Spanish cavaliers, with a typical Saracenic castle background. Doris Niles, in a Spanish dancer's costume, supported by the Capitol Ensemble, with Florence Mul-

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(GO BACK TO YOUR MOTHER AND DAD)
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YOU

The New Melody
Song Hit

LOVEY CAME BACK

A Real Hit By JOE YOUNG, SAM LEWIS and LOU HANDMAN

I LOVE THE GIRL WHO KISSES

(I HATE THE GIRL WHO DON'T)
The 1924 Novelty Song Hit

ROAMIN' to WYOMIN'

Successor to "Carolina in the Morning" by the same writer

Above Songs Featured by Orchestra and Vaudeville Acts from Coast to Coast

IRVING BERLIN, Inc., 1607 Broadway, New York

F. A. DELANO WITH AMPICO STUDIOS

Well-known Head of Victor Red Seal School to Study Music Roll Situation and Promote Sale of Ampico Records of the Higher Class

F. A. Delano, who for several years conducted a Victor Red Seal School at the factory in Camden and then conducted similar schools



F. A. Delano

in various cities of the country under the auspices of the Victor Co. and in co-operation with local jobbers, has now joined the forces of the American Piano Co., being connected with the Ampico Studios, where the Ampico recordings for the reproducing piano are made and handled.

In his new post Mr. Delano will be able to profit in a large measure from his experience in developing the sales of Red Seal records, for his work will consist largely of suggesting to Ampico dealers ways and means for increasing the sale of Ampico records of high-class music by noted artists. This new department of the American Piano Co. represents an innovation in the matter of music roll selling and the results will be watched with great interest by the trade generally.

HEARST BEGINS NATIONAL DRIVE

Fred K. Steele Appointed New York Professional Manager—Numbers Being Featured

Thomas J. Quigley, the former Chicago manager of M. Witmark & Sons and who was recently appointed general manager of Hearst Music Publishers, Ltd., has arranged plans for a national exploitation campaign on this firm's publications. A number of important moves by the Hearst organization will also go into immediate effect and among these are the establishment of new executive offices in the Garrick Building, Chicago, Ill.

Another item of interest to the trade and profession is the appointment of Fred K. Steele, who was formerly with the Broadway Music Corp., as manager of professional activities in the New York offices of the Hearst Co. Hearst Music Publishers, Ltd., started its music publishing business last year in Canada in a small way and in a comparatively short space of time has achieved unusual and impressive success. It now operates large offices in New York, Chicago, Toronto, Montreal, Vancouver and Winnipeg.

Among its numbers that are well known to the trade are "Beautiful Rose," "In the Land of Sweet Sixteen," "Ginny," "Some Day You'll Cry Over Somebody Else," "If I Had You," "She's Got Another Daddy" and "Some One

Like You." All these songs are being heard frequently on the vaudeville stage and are programmed by a long list of famous orchestras.

E. GRANT EGE IN NEW YORK

E. Grant Ege, head of the publishing and sheet music department of J. W. Jenkins Sons Music Co., was a visitor to New York during the past month. While here, Mr. Ege closed plans for an Eastern campaign on a number of songs from the Jenkins catalog. Among these are "Memory's Garden," which has had a very active sale with indications that its popularity is increasing among the music buyers of the country.

"ROSES OF PICARDY" PRESENTATION

Miriam Lax, soprano, and Adrian Da Silva, tenor, were one of the features of last week's program at the Rivoli Theatre, New York City, where they sang with unusual success Haydn Wood's "Roses of Picardy," from the Chappell-Harms, Inc., catalog. So popular was the number that it was held over another week.

John Philip Sousa, the noted march king, during his recent trip to Milwaukee, where he gave four concerts in two days, was honored at impressive ceremonies at Marquette University with the degree of Doctor of Music.

Extra Profits For You — Mr. Dealer

NOW READY

JACK MILLS' NOVELTY

"BLUES"

Song Folio

SONGS
HEREIN ON
ALL
PHONOGRAPH
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ON
ALL
PIANO
ROLLS

WORDS AND MUSIC OF THE BIGGEST BLUES HITS OF 1923

Especially adapted for Glee Clubs, Amateur Entertainments, Minstrel Shows, Camp and College Song-Fests, Etc.

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Music Publishers
Jack Mills Bldg.

118 50 West 46th St.
New York, N. Y.



A SOUTHERN FOX TROT GEM I'M SITTING PRETTY IN A PRETTY LITTLE CITY

M. WITMARK & SONS

New York



MAKING A RECORD IN RECORD TIME

Lopez Records Foster's "Amber Nights" Four Days After Receipt in Manuscript Form

What is without question the fastest time ever made in getting out a record of a popular number was recently accomplished by Vincent Lopez and His Pennsylvania Orchestra. On Tuesday, November 13, Dan Winkler, Eastern representative for Forster, Music Publisher, Inc., received a manuscript piano copy of a song called "Amber Nights"; on Wednesday, November 14, he took it to Vincent Lopez, who liked the number so well he booked it for his next recording date, Saturday, November 17. Winkler was doubtful that it would be possible to make the orchestrations, etc., for that date, but Lopez insisted that with the perfect functioning of his organization it was more than possible and he would prove it.

So, four days after the song was received in New York, Lopez had an arrangement of the

number made and recorded a record and, in addition, the same night broadcasted "Amber Nights" with the new arrangement. F. J. A. Forster, head of the publishing organization bearing his name, "listened in" at the Lopez rendition from his Chicago residence. All of which is mighty fast work and demonstrates that the popular publisher, with the co-operation of the successful, modern orchestra leader, can take advantage of the speed and rapidity available through modern inventions to get quick action on numbers of merit.

NEW MILLS BLUES FOLIO

Jack Mills, Inc., which, among other things, has quite a healthy list of "blue" numbers, announces to the trade the release of a new folio comprised of "blue" numbers only. This new publication carries the words and music of ten "blue" successes in complete form. It will retail at a very popular price and will undoubtedly find many buyers.

FEATURING "THAT OLD GANG"

Berlin Number Shown in Handsome Display by Kresge Philadelphia Store

"That Old Gang of Mine," which has proved one of the most popular songs of the year 1923, continues to hold its position among the lead-



Featuring "That Old Gang of Mine"

ing sellers. This number, carrying a lyric which apparently appeals to the home-loving people of America, has, in addition, other factors which have contributed to its unusual success. No small part of this is the fact that it is one of the most favorite of present-day dance selections. Its availability for duos, quartets and other combinations has also added to its wide appeal.

In recognition of its activity on the music counters of the country, retailers everywhere have made special window showings of this lively offering. Each week sees new additions to the dealers who have given space for the display of "That Old Gang of Mine." One of the most recent of these was that shown for a short period by the S. S. Kresge Co., Philadelphia, Pa. A photograph of the window appears herewith. According to the reports of the manager of the store, "That Old Gang of Mine" has not only kept among the best sellers for the past two months, but during the weeks of the special window display a considerable addition was made to the sales, thus again proving that a song that is heard and sung everywhere need only be given a conspicuous place on the counters or in the windows of the retail store in order to add to the sales volume.

BAREFOOT DAYS	TRUST ME	PARADE OF THE WOODEN SOLDIERS	BUMMEL PETRUS	TWINKLING STAR
THAT'S A LOT OF BUNK	1924	THE RECOGNIZE WALTZ HIT OF THE OLD AND NEW WORLD!	ALL THAT I WANT (IS TO BE LEFT ALONE)	LOG CABIN BLUES
GEORGIA BLUES	SOMETHING ABOUT A SUNSET (REMINDS ME OF YOU) FAY PULSIFER'S FOX-TROT PLAYED BY CASTLE HOUSE ORCHESTRA	JUST FOR TONIGHT (NUR EINE NACHT)	WE SAID GOOD-BYE (I WONDER WHY) BEN MEROFF'S ORCHESTRAL SENSATION	
MARCH OF THE SIAMESE NOVELTY FOX-TROT Paul Lincke's Master Hit				
EDDIE LEONARD'S - OH! DIDN'T IT RAIN The New Sensation with Kay Miller's Orchestra.		Kiss Me With Your Eyes BY THE WRITERS OF "UNDERNEATH THE STARS". Featured by Grace La Rue		
Rose Of Old Castile "Tango-Fox" (EXPLICATION) Featured by Carmella Ponselle		CAUCASIAN LOVE By the "Russian-American" Lehar Joseph Cherniavsky		

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Music Co.
225 W. 46th St. NEW YORK, N.Y.

Special Rates to Dealers on Sheet Music Write for Complete Catalog

*For Song or Dance
You Can't Beat*

CHORUS
All my tho'ts go wan-d'ring back to an i-ry cov-ered shack Cause I'm tone-some for the old folks at home Seems I miss the low-dy-

THE OLD FOLKS AT HOME

MELODY--LYRIC--HARMONY--SENTIMENT--PERFECT

RELEASED FOR RECORDS & ROLLS

JEROME H. REMICK & CO. NEW YORK-CHICAGO-DETROIT

SILVER SLIPPER OPENS IN NEW YORK

Van and Schenck, Directors of New Dance Palace, Feature Stasny Numbers

The official opening of New York's latest entertainment palace, The Silver Slipper, was held recently before an invited audience. The

The direction of The Silver Slipper has not deterred Van and Schenck from filling some current vaudeville engagements. They recently appeared for two weeks at the Palace Theatre and are later to appear at other Keith houses. The outstanding song of the Van and Schenck program, both at The Silver Slipper and in their vaudeville appearances, is the new "blues" novelty song, "Promise Me Everything, Never Get Anything Blues," which looks like one of the biggest numbers this successful team has programmed in some seasons. A new harmony song was also introduced by Van and Schenck. It is entitled "In the Town Where I Was Born." Both of these numbers are published by the A. J. Stasny Music Co., Inc.

MARKS IN NEW YORK THEATRES

Publishing Firm Arranges "Songwriters' Festivals" in the Local Theatres

Sheet music, phonograph record and piano roll dealers are being given an exceptional amount of co-operation by the E. B. Marks Music Co. in all localities in New York by the arrangement of a series of "Songwriters' Festivals" in various theatres. The writers of "Oh Didn't It Rain," "Kiss Me With Your Eyes," "That's a Lot of Bunk," "Just for To-night," "March of the Siamese" and other E. B. Marks numbers are brought to the theatres on these nights after being billed a week in advance and give a program of their latest numbers in addition to a revue of their former hits.

One theatre in every section of New York has been selected for these nights, including Inwood, Washington Heights, Fordham, the mid-section of the Bronx, lower Bronx, Yorkville, Harlem, the East Side and four theatres in various parts of Brooklyn. Thus all the numbers on the Marks catalog are being given a big city-wide play.

Two of these nights have already been held with the result that the dealers in these sections had calls for the numbers sung. This made itself apparent by the orders on the featured songs which came into the office on the following days.

HARTMAN CO. OPENS NEW STORE

MERCER, PA., December 8.—A branch music store has just been opened here in the King block on South Diamond street by the Hartman Music Co., of Shippensburg. All kinds of musical goods and sheet music will be handled by the new store, which is the only one of its kind in Mercer.



Van and Schenck

place is under the direction of Van and Schenck, who also take a leading part in the nightly entertainments. From early indications following the opening, The Silver Slipper will take a prominent part in the night life of New York during the coming season.

Among the new songs added to the catalog of Sherman, Clay & Co. are "Out of Sight, Out of Mind," by Harry Owen and Vincent Rose, and "Sleep," by Earl Lebeig. The New York offices of this publishing house are introducing the number to the orchestras in its territory.

HERE'S THE LATEST, GREATEST NOVELTY

So I took the \$50,000.00

RELEASED FOR RECORDS AND ROLLS

CHORUS
So I took the fifty thousand dol-lars I thot I'd make a big flash with that roll

JEROME H. REMICK & COMPANY, NEW YORK -- CHICAGO -- DETROIT

FOUNDED ON DE BECK'S CARTOON PERSIMMON KING SYNDICATE INC.

KISSES \$1.00

DOLLAR WATCHES

LYMAN RECORDS ARE POPULAR

Western Orchestra Recordings on Brunswick Catalog Meeting With Popular Demand

That all good things and wise do not come out of the East is pretty well proved by the uninterrupted career of success of Abe Lyman and His Orchestra. A year or so ago, when Abe Frank, the well-known hotel man, was placed in charge of the Ambassador Hotel in Los Angeles, he made every effort to secure the best possible music for the now famous Coconut Grove ballroom that is to-day the dancing Mecca of all filmdom and everybody else of consequence in the Southern California city. Abe Lyman, then playing with a seven-piece orchestra at the Ship Café in Los Angeles, was chosen, and, increasing his personnel to twelve men, he and his band have for eighteen months been making things hum there. A few weeks since, the Brunswick Recording Expedition made its first trip to the Coast to record the big dancing orchestras like Paul Ash's in San Francisco, Abe Lyman's in Los Angeles, and so on. The first stop in Los Angeles netted the record people sixteen numbers recorded by Abe Lyman's aggregation, and every one of the sixteen numbers recorded was pronounced perfect. Among Lyman's first numbers for release was "Midnight Rose," the tremendously popular ballad fox-trot hit that is being danced to from coast to coast.

WITMARK & SONS NOVELTY NUMBERS

"Bebe" and "Midnight Rose" Leading These in Point of Popularity and Demand

The catalog of M. Witmark & Sons, which each season contains some of the most active selling ballads in the popular music field and which, in addition, has the prestige of that most successful list of songs, "The Witmark Black and White Series," is, this season, in the additional happy position of publishing probably more novelty numbers than at almost any period in the history of the company.

"Bebe" and "Midnight Rose" are now reaching their height in point of popularity and this success on these two issues is not confined to any particular territory, but is national in scope. But songs of the super-novelty order such as "I'm Sittin' Pretty in a Pretty Little City," "I've Got a Cross-Eyed Papa, But He Looks Straight to Me," "That Bran' New Gal of Mine," are fox-trots with unusual melodies and rhythmic qualities which, of course, are substantially adding to the Witmark professional band and orchestra and sales departments' activities.

BERLIN CATALOG LEADERS

Irving Berlin, Inc., has a song in "That Old Gang of Mine" which shows indications of becoming a permanent fixture of the catalog. Its sale has been most steady and the demand has been of national proportions. This song, together with "Indiana Moon" and "When You Walked Out, Someone Else Walked Right In," are the leaders of the catalog. The two novelties, "Sittin' in a Corner" and "Roamin' to Wyomin'," are also active and in general demand with the public.

DEALERS' ADVERTISING SERVICE

Irving Mills, vice-president of Jack Mills, Inc., who recently returned to the New York offices of the company after a transcontinental tour of the country, brought back a series of new ideas which will shortly be inaugurated by the Mills organization, adding considerably to its present dealer co-operation. Among these will be a dealer advertising service. The Mills organization will shortly announce the opening of several new branch offices in important cities throughout the country. Through the establishment of these branches dealers will be assured of even better service than in the past.

SHERMAN, CLAY'S NEW NUMBER

Arthur Freed's "Cover Me With Kisses" Takes Immediate Hold—"The West, a Nest and You" Is Also Featured

PORTLAND, ORE., December 6.—Sherman, Clay & Co. have presented to Portland Arthur Freed's new song, "Cover Me With Kisses." The song was featured recently by Mort Downey, who appeared last month in the Heilig Theatre on the Orpheum Circuit with Paul Whiteman's S.S. "Leviathan" Orchestra. One of the best sellers in Portland continues to be Sherman, Clay's "The West, a Nest and You," which is featured in a window display, at the sheet music department of Sherman, Clay & Co., and also at the Liberty Theatre, where Henri Keates, organist, is using it with slides.

SINGS VON TILZER'S NEW HIT

Mabel McKinley Using "Dear Old Lady" in Vaudeville Appearances

Harry Von Tilzer's new hit, "Dear Old Lady," is now being sung in vaudeville by Mabel McKinley, niece of the former beloved President. Other standard acts using the latest ballad fox-trot hit are Joe Jordan's Orchestra at the State Theatre, Sam Smith at the Audubon, Yerkes' Jazzarimba at Proctor's 125th Street, Paul Specht and His Orchestra at Hotel Alamac.

"BLOSSOM TIME" GOING STRONG

PORTLAND, ORE., December 8.—Maybelle Elliott, manager of the sheet music department of Seiberling & Lucas Music Co., reports a big sale of "Blossom Time," published by Leo Feist, Inc., as a result of the play being presented at the Heilig Theatre during the week of November 4. She says the greatest demand was for the "Song of Love," with many calls for "Tell Me, Daisy," "Let Me Awake," "My Spring Time Thou Art" and "The Serenade," featuring Schubert's Serenade.

Just One More Kiss

The Popular Viennese Success

The European Song and Fox Trot Sensation direct from Vienna

Sam Fox Pub. Co.
CLEVELAND AND NEW YORK

POPULAR BALLAD SUCCESSES

THE WORLD IS WAITING FOR THE SUNRISE
BY LOCKHART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLEN

ROSES OF PICARDY
BY WEATHERLY & WOOD

SONG OF SONGS
BY VAUCAIRE-LUCAS-MOYA

THE BELLS OF ST. MARY'S
BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLEN

CHAPPELL-HARMS, INC.
185 MADISON AVE, NEW YORK

COLUMBUS

Sales Volumes Indicate Banner Holiday Business—All Lines in Demand—The Month's Activities

COLUMBUS, O., December 8.—Although Christmas is several weeks away the manner in which the music stores are decorated and patronized would indicate that this will be a banner season.

W. F. Davisson, vice-president and manager of the Perry B. Whitsit Co., Victor wholesaler, states that business will probably be considerably better than in the same period last year. He stated that he did not foresee any shortage of the popular models. Record business is brisk also.

Henry Salzer, of the Gus M. Salzer Co., Victor dealer, of Springfield, and O. A. Ryder, of the Gem Pharmacy, Nelsonville, visited the Perry B. Whitsit Co. this week. Mr. and Mrs. Perry B. Whitsit left for a trip to the East, to be gone for from a week to ten days. While in the East Mr. and Mrs. Whitsit will visit the Victor Co., Camden, N. J.

"To be exact, we sold twenty-seven machines in less than that many days during the last several weeks," said E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., Victor dealer. "Our record business has been even better than our machine business. We expect to make a much higher average of sales this December than in 1922."

- A novel advertising stunt which brought

good returns was recently employed by the Robert L. Seeds Co. A young man attired as a clown carried a huge replica of a Columbia record on his back as he paraded the principal streets of the city. The attention of the pedestrians, as well as those riding in automobiles and street cars, was drawn to this clown because the type of advertisement was so unusual in character.

The Robert L. Seeds Co. has just installed the Edison. It now handles Columbia, Cheney and Edison.

Miss Elizabeth Cheney, daughter of Forest Cheney, the phonograph inventor, has recently joined the Robert L. Seeds Co. and is serving in the capacity of office manager of the firm.

Miss Cleo Kerns has just joined the sales force of the F. & R. Lazarus Co., Victor dealer, High and Town streets.

Miss Helen Caster is now a member of the sales force of the C. C. Baker firm. Miss Caster has had eight years of Victor experience and is thoroughly acquainted with practically every phase of the record division of Victor products. She formerly was associated with the Fuller-Ryde Music Co., of Indianapolis.

Mrs. C. C. Baker, of the C. C. Baker firm, advises that more calls have been made for upright model Victrolas in the last two or three weeks than during the early weeks in the Fall season, indicating that the upright model Victrola still has its advocates here.

The many friends of Henry Ackerman, who for more than fifty years was engaged in the music business, were saddened by the news that he passed away on December 1. Mr. Ackerman was seventy-eight years old.

Outstanding among the Victor artists who will be in Columbus in the near future is Mischa Elman, celebrated violinist. He comes here under the auspices of the Franklin County Council, American Legion, on December 12. Louis Gravure, Columbia artist, will close the series January 8.

One of the first dealers to co-operate with the schools in the second annual State music memory contest which was recently launched was the People's Furniture Store, Victor dealer, 1054 Mt. Vernon avenue.

Lancaster is another city where the music memory contest is in full swing. The Lancaster High School won the second prize, consisting of a \$350 Victrola, in the first annual music memory contest. The enthusiasm and interest are even more marked this year than last. The Victrola is being used extensively in the memorizing of the forty selections. Co-operating with the Lancaster schools in the contest is the J. C. Welton Music Store, of that community.

Last week the Mammoth Furniture Co., Urbana, O., had an opening for its new Victor room. The Mammoth Furniture Store is located on North Main street.

Music dealers throughout the State of Ohio will be interested to learn that at a recent meeting of the Ohio Federation of Music Clubs, held in Columbus, it was strongly advocated that a drive should be made for music scores and talking machine records for local libraries in every community. Should this be carried out in a proper manner music scores and talking machine records will soon become an important part of the libraries and music dealers will find a new channel for business.

PERRY B. WHITSIT CO. COLUMBUS OHIO



COLUMBUS

Sends Its Greetings

Victor ideals and aims have evidenced their supremacy during the past twelve months emphatically and convincingly.

We deeply appreciate the whole-hearted co-operation extended to us by the Victor retailers in 1923, and it is our earnest wish that 1924 will prove a year of prosperity, joy and contentment.

Greetings to all our Friends



The NEW Columbia is superior

*Hearing
is believing*

You can't hear the New Columbia Motor. It is noiseless—even after long use. The quiet operation of the New Columbia Motor is due to the fact that it is built with the accuracy and perfection of a fine watch.

COLUMBIA PHONOGRAPH COMPANY
New York

Trade Commission Enters No R.C.A. Complaint

Radio Corporation's Activities Investigated by U. S. Trade Commission—No Complaint or Recommendation for Further Action Is Offered—Trade Relations Found Satisfactory

WASHINGTON, D. C., December 5.—After an extended and lengthy investigation of the business methods, policies and activities of the Radio Corp. of America the Federal Trade Commission submitted a report recently to the House of Congress wherein no charge or conclusion was offered as to any violation of the Sherman anti-trust laws. In recent years several investigations of this character have been ordered by Congress in connection with the activities of prominent concerns and almost invariably further action has been taken only when the report has recommended accordingly.

In the Federal Trade Commission's report it is stated that the Radio Corp. has a virtual monopoly of commercial wireless communication between this and foreign countries. The Commission gives in detail the history leading up to the organization of the Radio Corp. of America by the General Electric Co. in 1919, stating that the Radio Corp., under its agreements with the various companies which own or control practically all patents covering important radio devices, is made the selling company for these products. In the sale of receiving sets the Radio Corp. has competition from seventeen concerns licensed under the Armstrong patents, although their sale of sets for

use in conjunction with tubes is being contested in the court.

The Commission goes into detail regarding the methods utilized by the Radio Corp. in selling or leasing apparatus to competitors for international communication purposes, and also comments upon the fact that the company does not sell its vacuum tubes or other patented radio parts to makers of receiving sets. The report has been read with interest in political and legal circles in this city, with the consensus of opinion being that the failure to make any recommendation for prosecution represents a favorable attitude and an impartial review of the company's activities.

BRILLIANTONE CO. SAFE BROKEN INTO

Some time after closing hours on December 7 the offices of the Brilliantone Steel Needle Co. at 370 Seventh avenue, New York City, were broken into. The safe was opened and the contents removed. Byron R. Forster, president of the company, when interviewed by The World, stated: "Not a thing was left. Part of our payroll which was in the safe was taken as well as the petty cash. Detectives are working on the case and expect to make an arrest."

REGINA Phonograph Reproducer and Radio Loud Speaker

TWO IN ONE

Soon ready for delivery a new Regina Phonograph Reproducer and Radio Loud Speaker for all makes of Phonographs. It is a combination of the two in one without change. Just "plug in" to listen to the radio.

Will retail for \$15.00.

Dealers wanted—write for full particulars.

The Regina Phonograph Co.

Manufacturers

Rahway

New Jersey

Regina Phonos—Regina Hexaphones and Music Boxes

NEW JUNIOR OPERETTA JOBBERS

Vulcan Record Corp. Adds Many Names to Jobber List—Issues Handsome and Costly Broadside Illustrating Sales Helps

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., manufacturer of Junior Operetta records, announced recently that the company had closed arrangements with a number of prominent wholesale houses for the distribution of these records. There are now fourteen jobbers on the Junior Operetta list, comprising the following: Bristol & Barber Co., Inc., New York, N. Y.; General Radio Corp., Philadelphia and Pittsburgh, Pa.; A. C. Erisman Co., Boston, Mass.; Shapleigh Hardware Co., St. Louis, Mo.; Stewart Sales Co., Indianapolis, Ind.; C. L. Marshall Co., Cleveland, O., and Detroit, Mich.; Vocalion Co. of Chicago, Chicago, Ill.; Stone Piano Co., Minneapolis, Minn.; J. W. Jenkins Sons Co., Kansas City, Mo.; Texas Radio Sales Co., Dallas, Tex.; Sterling Roll & Record Co., Cincinnati, O.; Cheney Sales Co., Omaha, Neb.

The company has just issued a handsome two-color broadside that has been mailed to 15,000 dealers. This broadside illustrates the sales helps prepared by the company for the stimulation of Junior Operetta sales, including folders for mailing purposes, display cards, advertising cuts and pictures measuring 40x30 inches which are loaned to dealers for exhibition purposes. This timely piece of literature is one of the most ambitious and artistic broadsides that have been offered to the trade this season.

MANY ORDERS FOR ELECTRIC MOTORS

Kendrick & Davis Motor Enjoys Growing Popularity Throughout the Trade

BOSTON, MASS., December 7.—The matter of electric drive for talking machines is a subject that has been given much attention by various manufacturers, according to H. A. Robbins, of this city, sales agent for the Kendrick & Davis motor. In substantiation of the interest manifested, Mr. Robbins quoted in part from a letter received from a prominent Western manufacturer, who states:

"The prohibitive cost of many of the electric drives for talking machines has been the drawback heretofore in placing a machine on the market to compete with the spring-driven machine. We figure on equipping the largest part of our output with a Kendrick & Davis unit as we are entirely satisfied with it and are confident that with a little help from the progressive dealer it will be generally accepted by discriminating patrons."

Mr. Robbins states that the factory promises delivery in quantity shortly and that they will soon be able to fill the many orders on hand.

The Prince-Walters Bungalow Shop, of Lowell, Mass., has secured a Columbia franchise.

For Sale in Quantities
GERMAN PHONOGRAPH NEEDLES
"NORICA"
 One million needles in three tones
 in stock
Two cents per hundred
Packed in boxes of two hundred
B. SOUTO CO.
 21 Murray St. New York City
 Phone: Barclay 6063

APPOINTS NEW POOLEY DEALERS

**C. L. Marshall Co. Closes Important Deals—
 Sales Totals for Year Very Gratifying**

DETROIT, MICH., December 6.—The C. L. Marshall Co., wholesale distributor for the Pooley phonograph and the Outing portable in Michigan and Ohio, with offices in Detroit and Cleveland, and Vocalion record jobber in Cleveland, has recently added many Pooley dealers to its list, including the S. Tennenbaum Co., Cincinnati, O.; Fred Wagner Piano Co., Hamilton, O.; R. W. Tyler Co., Huntington, W. Va.; Stevenson Bros., Coshocton, O.; W. E. Jones Piano Co, Mansfield, O., and the Faught Music Co., Elizabethtown, Ky. All of these accounts were established by the "star" salesman of the Cleveland headquarters, W. C. A. Bickham, with headquarters in Columbus. Other new Pooley dealers established by this successful jobber are E. C. Fischer & Co., Battle Creek, Mich.; B. M. Jones Furniture Co., Kalamazoo, Mich.; Cunningham Phonograph Shop, Detroit, Mich.; East Detroit Music House, Detroit, Mich., and the Howard Music Co., Detroit.

S. Townsley, formerly a member of the Columbia sales staff, is now associated with the C. L. Marshall Co., of Cleveland. He will cover Cleveland and adjacent territory, where the Vocalion record business has reached proportions that demand the attention of one salesman exclusively. He recently closed a deal with the Remick Co. of Cleveland and the Leickley Music House for both Vocalion records and Pooley phonographs.

Mr. Marshall states that 1923 business has been very satisfactory, for the company doubled its sales of Vocalion records, exceeded this increase on Outing portables and went far ahead of expectations on Pooley phonographs. Both headquarters of the C. L. Marshall Co. are now distributing Junior Operetta records made by the Vulcan Record Corp.

PHONOGRAPH MAN APPREHENDED

CHICAGO, ILL., December 6.—The local talking machine trade was keenly interested to learn recently that Edward J. Sailstad, formerly president of the Multitone Phonograph Co., of Eau Claire, Wis., had been located in California. Mr. Sailstad had disappeared some three years ago when his company was on the verge of bankruptcy and after being found in California was held by the police authorities on the charge of attempting to defraud the insurance companies by committing arson to give the impression that he had perished in the ruins.

"DOEHLER TOPICS" REAPPEARS

The first number of the reissue of "Doehler Topics," which was announced last month, appeared promptly as per schedule. In the opening article, under the caption "A Message From Our Chief," H. H. Doehler, president of the company, comments on the reappearance of "Doehler Topics" and sounds an appeal for the continued co-operation of all in the advancement of the interests of the company. The activities of the various employes' organizations are chronicled and it is filled, from start to finish, with well-written, interesting matter. It is a live house organ.

EDISON ARTIST ON TOUR

Gives Tone-test Recitals in Cities Visited by Show Under Auspices of Local Dealers—Results Prove Worth While

Walter Scanlan, the well-known Edison artist, has recently gone on the road with the show "The Blarney Stone" and has within the last few weeks played in three different cities, namely, Paterson, N. J.; Wilkes-Barre Pa., and Scranton, Pa. On each occasion the local Edison dealers have tied up in an effective way with the appearance of this Edison artist, who makes a point in his play of rendering an Edison tone-test, wherein he sings in direct comparison with his own Edison records.

In Paterson the last week in November the tie-up was made by the Quackenbush Co.; in Wilkes-Barre, on the 6th, 7th and 8th of December, by the Snyder Music Co. and the C. F. Murray-Smith Co., and on December 3, 4 and 5 in Scranton by the Edison Diamond Disc Shop.


The New York Distributing Division of General Phonograph Corporation

extends to its many friends and the trade in general, its sincere wishes for a

Very Merry Christmas and

A Happy and Prosperous New Year

The play itself is proving to be very successful and is now booked for quite an extensive schedule. The result from the standpoint of Edison dealers is also highly gratifying, as additional orders for the New Edison and for Walter Scanlan's records have been of an outstanding sort in every city where "The Blarney Stone" has been given. This shows an effective tie-up.



The Successful House Party

requires a phonograph of unusual qualities — clear, snappy tone quality with extra high volume.

THE BRISTOL

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

Phonograph Record Reproducer

is the ideal instrument for small dances. Club gatherings, schools, restaurants, lodges, church societies, etc.

The same Loud Speaker can also be used for radio receiving. This double utility insures against disappointment.

The Audiophone reproduces and amplifies the records with the same undistorted tone, big, mellow and clear, full like the original voice or instrument. It eliminates surface noises.

May we write you in detail or arrange for a demonstration?

THE BRISTOL COMPANY

WATERBURY, CONN.

ATLANTA

Sterchi Bros. in New Home—J. L. Prior in New Post—Stage Brunswick Exposition—Month's News

ATLANTA, GA., December 10.—Sterchi Bros., the big furniture company which maintains a chain of stores throughout Tennessee, Georgia and North Carolina, has recently completed a fine new building in Asheville. The main floor phonograph department is in charge of Harmon Fowler, an experienced talking machine manager, brought on from Knoxville. The department opened with the complete line, including Victor and Columbia machines and records.

J. L. Prior is the newly appointed manager of the talking machine department at Efrid's department store, Charlotte, N. C.

W. Frank Blount, whose death occurred at Fayetteville, N. C., November 22, was the oldest music dealer in North Carolina, former president of the North Carolina Music Dealers' Association and an enthusiastic Brunswick dealer. He was sixty years old and had been ill only ten days.

A "Brunswick Exposition," staged in this city by Ludden & Bates, progressive Brunswick dealers, North Pryor street, was probably the



Ludden & Bates' Fine Display

most ambitious event of this kind ever staged in the South. The exposition lasted an entire week and the results in sales and publicity marked the event as an outstanding success. Thousands of specially engraved invitations were sent out to the music lovers and other people throughout the city and vicinity who might in the natural course of events be con-



"We Serve the South"

FOR that "rush" order—for those profit-building, fast-selling Okeh numbers that you must have immediately—call on Polk Service. In this, your busiest season, our extra-large, complete stocks and smoothly running organization are at your immediate service.

May you have an exceptionally Merry Christmas and a Prosperously Happy New Year.

Okeh Records

The Records of Quality

Distributed by
Wholesale Phonograph Division
Inquiries from Dealers Solicited

JAMES K. POLK, Incorporated

Offices and Show Rooms:
294 Decatur Street ATLANTA, GA.

*Buy
Okeh
Needles*

*They
Keep
Record Sales
Alive!*

considered as prospects, and the attendance at the various special events staged during the week indicated that not many ignored the opportunity to attend. Poster and bulletin board advertising in advantageous locations stimulated further interest in the exposition and this, together with extensive newspaper advertising, certainly brought the crowds to the store.

The stock of machines was displayed in a manner to attract attention to the beauty of the cabinet work. Each machine on display was part of a handsomely and completely furnished room, furniture and hangings harmonizing to suit individual instruments. The company operates a finishing department and several specially finished models were included in the exhibit. The entire store was decorated with evergreens, flowers, etc., and elaborate lighting effects were arranged for the occasion.

Each night crowds attended the "DeLuxe performances," the program consisting of Sig.

Volpi's Troubadours, Monday; Max Sasanoff, Russian tenor, Tuesday; Cohn's Rainbow Orchestra, Wednesday; Refined Vaudeville, Thursday; Kalohi's Hawaiian Orchestra and Hula Dancers, Friday; Ampico concert, Saturday. Several of the evening programs were broadcasted by the Atlanta Journal broadcasting station, WSB, and the exposition was prominently played up by the local newspapers.

S. M. Frenkel, manager of the store, with the assistance of others in the organization, planned the affair and carried it through to success.

The entire Victrola department of the John L. Moore & Sons Co., Atlanta, has been purchased by J. P. Riley, Atlanta Phonograph Co. Mr. Riley has already taken over the Victrolas and records, but will leave the hearing rooms, counters and other Unico equipment in place until after Christmas. He will at that time remove it and use it to handsomely refit his present store.

In order to keep in better touch with the buying public the Empire Music Co., which has maintained a Victrola department on the fourth floor of High's department store, has moved its records, booths, etc., to its quarters in the Peachtree Arcade, taking over large additional space as a display room for machines.

Turner & Co., Charlotte, N. C., recently received their initial shipment of Brunswick machines and records and are now successfully launched as Brunswick dealers. After the holidays Mr. Best, manager of the department, expects to find time to properly fit up his department in a manner fully in keeping with the high standard of Brunswick merchandise.

The Cable Piano Co., this city, is equipping its rearranged music department with Unico sheet music display counters.

M. E. Lyle has returned to Atlanta after a trip North, where he called at headquarters of some of the firms which he represents in the Southeast. He spent some time in Philadelphia with the Unit Construction Co., quite a few installations of whose equipment have gone into the South through Mr. Lyle's efforts.

C. S. Whipple, long a prominent talking machine dealer at Lakeland and Bartow, Fla., was accidentally shot to death by his son recently. Mr. Whipple, who had sold his business only a few days before the tragedy, planned a hunting trip with his boy and cleaned and prepared his gun for use the next day. During the night his son, excited over the coming hunt, walked in his sleep into his father's room, seized the gun and shot Mr. Whipple.



The Name "EDISON"

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in
our zone open for the proper
Edison dealer representation

PHONOGRAPHS, INC.
EDISON DISTRIBUTORS

41 Cone Street - - - - Atlanta, Ga.



The following firms have recently become Brunswick dealers: R. C. Johnson, in Cohen's department store, Jacksonville, Fla.; Arnold-Edwards Piano Co., Jacksonville, Fla.; Morgan Furniture Co., Albany, Ala., and McBrayer Bros., Rome, Ga.

The appearance of Lasses' White Minstrels, exclusive Columbia artists, in Augusta, Ga., recently, was very warmly received and resulted in big sales of his records.

Manager Terhune, of the Atlanta branch of the Columbia Co., recently visited the New Orleans dealers with Salesman Bivins, and succeeded in lining up Grunewald & Co. with the new Columbia.

E. Sappington has purchased the Whipple Music Co., of Lakeland and Bartow, Fla. The Brunswick line is handled.

E. E. Mitchell, manager of the phonograph department of The Montgomery Fair, Montgomery, Ala., reports Brunswick business as first class. Recent out-of-town visitors to the Brunswick branch were F. L. Wood, dealer at Troy, Ala., and D. C. Dukes, of St. George, S. C.

SPECIAL VICTOR FOREIGN RECORDS

Interesting Special Release of German, Italian and Hebrew Numbers Announced

Somewhat of an innovation in Victor record releases was found in the announcement of a release of eight foreign specials to be placed on sale December 21 and including three German records, two Italian and three Jewish. Particularly interesting is the circular announcing the specials calling attention to the character of the selections and their popularity in this country. Something is also said regarding the recording organizations, including the Victor Schrammel Orchestra, which plays two Viennese waltzes; Harry Steier, the German tenor, who will appear shortly with the Chicago Opera Co., who sings popular songs from Berlin; Eugenio Gibelli, who sings two Italian numbers, and others of reputation.

TRILBY TONE ARM ON MARKET

New Tone Arm and Reproducer Now Ready—Has Several Interesting Features

The "Trilby" tone arm and reproducer has just been placed on the market by J. Prosh, of New York, N. Y. This product has several original features, including a patented slot construction of the reproducer and a self-adjusting stylus bar expansion to prevent loosening. It is being made in three sizes, nine, eight and one-half and seven and one-quarter inches, the last size being made for use on portables. The tone arm is of the throwback and Universal type and is finished in gold and nickel plated. The larger sizes will be designated as type "B" and the type for the portable will be known as type "A."

ANNOUNCES COMBINATION TONE ARM

New Tone Arm of William Phillips Phono Parts Corp. for Use With Talking Machine and Radio—First Deliveries in January

The popularity of radio has resulted in many efforts being made to make use of the sound chamber of the talking machine for radio amplification. A number of those well versed in acoustics are enthusiastic over the properties of the horn of the talking machine for this purpose. One of the newest devices to accomplish this purpose will shortly be placed on the market by the William Phillips Phono Parts Corp., New York City. It is an invention of Mr. Phillips, president of the company. This new invention consists of a Phillips' tone arm with two permanent inlets, one for the sound box when the talking machine is played and the other a radio loud-speaking attachment, permanently fixed. With this new tone arm it is no

longer necessary to remove the sound box before the tone arm may be used for the radio. Both the sound box and the radio loud speaker are permanently attached and either may be used without any adjustment whatsoever. Mr. Phillips has made arrangements with one of the largest radio companies for a sound amplifying unit to fit this tone arm and calls attention to the fact that the new tone arm with its loud-speaking attachment is not to be confused with the ordinary attachment. The tone arm will have all the qualities of Phillips' products and many claims are made for its reproducing properties.

Extensive merchandising plans are now under way. A thorough analysis of the field has proved a demand for a product of this character. It is Mr. Phillips' intention to sell this new phono-radio arm to both manufacturers and dealers. The combination arm will be made in all sizes to fit all standard makes of machines and it is hoped to make deliveries in January.

MOVED TO 31 UNION SQUARE

I MAKE YOUR PHONOGRAPHS INTO COMBINATION RADIO SETS

DO YOU KNOW THAT all phonographs are already fitted with LOUD SPEAKERS, and that when connected with RADIO receivers, they will give the best kind of reproduction.

YES, PHONOGRAPH HORNS HAVE MUSICAL QUALITIES which the average loud speakers sold in Radio shops lack; hence, if phonographs have Radio installed into them, an efficient combination results which is both cheaper and more effective than when Phonographs or Radio are separately operated.

ORDERS ARE NOW BEING BOOKED by me for supplying Radio outfits and installing them into Console Talking Machine Cabinets of the following makes:

Brunswick, Cheney, Edison, Kimberley, Pathé, Pooley, Sonora, Strand, Victor Victrola, Vocalion, etc.

I CAN SUPPLY YOU with Complete Radio Receivers made specially in Panel form, and ready to be fitted into phonographs.

You may buy them outright and fit them in yourself.

WRITE for circulars, quotations and particulars.

I Still Have
COLUMBIA GRAFONOLAS AND RECORDS
At Bargain Prices

LOUIS JAY GERSON


High Grade Radio and Phonograph Specialties

NOW AT 31 Union Square

Telephone Stuyvesant 1987

NEW YORK CITY

Cable Code, "Gersondale," New York



**The NEW
Columbia
is superior**

*Hearing
is believing*

The motor has long life built into it.
Never was a more durable motor built for a phonograph than the New Columbia Motor. It is faultless in its performance and will function for years noiselessly and precisely.

**COLUMBIA PHONOGRAPH COMPANY
New York**

LOS ANGELES

Trade-ins Discussed by Association—Wiley B. Allen Co. Stages Anniversary Sale—Radio Retailers Meet—Other Important News

LOS ANGELES, CAL., December 4.—Talking machine sales during the month of November were not as rushing as was anticipated, according to general reports from the different departments, and the sale of records has not shown the increase which was anticipated. However, the trade anticipates a general increase in trade activity now that the holiday season is here.

Association Discusses Trade-ins

A great deal of time was spent at the November general meeting of the Music Trades Association of Southern California, at which there was an attendance of over sixty, in the discussion of the talking machine trade-in problem. James J. Black, treasurer of the Wiley B. Allen Co., who was a visitor in Los Angeles and attended the meeting, declared that his company had decided to issue a bulletin instructing their salesmen in the San Francisco store and at each of the seven branch stores that no allowance would be made to customers for old phonographs in cases where the new phonograph which they intended buying was of \$150 or less, but if the instrument desired was of a value exceeding \$150 then a conservative allowance would be made. A motion was finally adopted requesting the president to appoint a committee which would compile a list of all obsolete models with their approximate second-hand value. The list is intended as a guide only.

Wiley B. Allen Jubilee Sale Attracts

W. C. Bell, manager of the talking machine department of the Wiley B. Allen Co., reports an increase of sales in his department due to the effect produced by advertising the fiftieth

anniversary of the company. Mr. Bell stated that although they were not in a position to offer Brunswicks or Victors at special prices or on extraordinary terms the number of customers had materially increased and larger sales had resulted.

Andrews Talking Machine Co. to Retire

The Andrews Talking Machine Co. expects to retire from the music business about January 1 and arrangements have been made so that all customers who have purchased goods from it will continue to receive the same efficient service as in the past. Irving R. Andrews will be missed very much by the trade, of which he has been an active member for a number of years, having opened the present business in 1910. His father, J. H. Andrews, who has also been a leading member of the firm since it was started, was formerly in Phoenix, Ariz., and was one of the first dealers in that section.

Music House Enlarges in Pasadena

The Hancock Music Co. recently enlarged its store on East Colorado street, Pasadena. Newton I. Hancock, head of the firm, opened the present store three and a half years ago and has by energy and hard work shown a remarkable progress, and now, through an additional reinforced concrete building at the back, has more than doubled the space of the former store to which extra rooms had already been added. Special Knabe Ampico and Brunswick phonograph demonstration and showrooms, beautifully decorated, have been installed, as well as a spacious concert and recital hall. A large crowd attended the opening on December 1 when visitors were entertained with musical

numbers by the Hancock Orchestra and others.

Jobber Features Odeon Records

The Okeh Smith Co., distributor of Okeh and Odeon records, has been meeting with considerable success with the sale of Odeon records to dealers who already handled the Okeh records. The complete recording of Schubert's Unfinished Symphony in B minor, which is contained in a special album and consists of three double-sided twelve-inch records, is a special favorite.

Stark-Dooley Music Co. Opens New Store

Stark-Dooley Music Co. has opened a new store at 245 South Western avenue, this city. The Columbia line is being featured in an intensive, aggressive manner.

Radio Dealers Have Large Meeting

A get-together meeting of the radio dealers took place at Oaks Tavern Café on November 26 at which 170 were present. There were a few music and phonograph dealers, who are interested in radio, also present. A number of interesting speeches were made, the principal subject for discussion being the association. J. C. Johnson, general manager of the National Radio Exposition Co., made an important announcement in regard to the Western Radio Show, which will be held at the Biltmore Hotel February 5 to 10. John Daggett, known throughout radioland as Uncle John, of the Times Radio, was also present and made an interesting speech about broadcasting.

Harold Jackson Visits San Diego

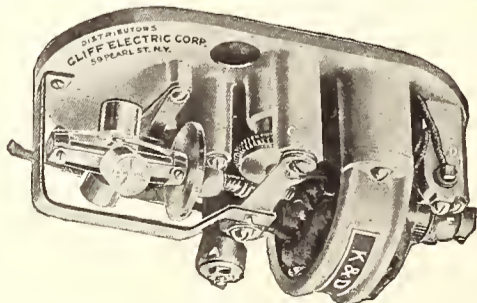
Harold Jackson, of Sherman, Clay & Co.'s Los Angeles Victor wholesale branch, spent a day or two in San Diego last month, returning via Riverside and other towns in the "Kite." He reports good business all along the line.

Barnes Advertises First Thanksgiving

The Barnes Music Co. had an attractive window display for Thanksgiving representing the origin of the feast day. Manager Emig, of the Brunswick department, who designed the display, went to considerable trouble and expense

The K & D Electric Phonograph Motor

FEATURES



Price Net \$15; in 100 lots \$12.

No Jobbers' or Dealers' Discounts.

Sample Motor or Booklet on Request

- I. A real automatic stop, containing in one unit a switch and protective lock.
- II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.
- III. Price—No electric phonograph motor has been sold at as low a price. Our production and experience enable us to compete with the spring motor. A real guarantee is back of the K. & D. You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION

59 Pearl Street, New York

Al Jolson's Sensational Hit in "BOMBO"

ARCADY

Fox-Trot Melody of rare beauty

You can't go wrong with any FEIST song

© 1923
Leo. Feist, Inc.

in obtaining the background with its picture of the Pilgrims and the Indians.

Columbia Brieflets

Manager Aldridge, of the Windsor store, operated by R. L. Tamplin, has recently accepted the position of manager of the San Diego store of this concern. This is one of the most attractive of the chain of Columbia shops which Mr. Tamplin operates in the Los Angeles territory. Mr. Aldridge had entire charge of Columbia record making in Canada prior to his connection with Mr. Tamplin.

Columbia records with new labels have arrived at the Los Angeles branch and have been received with great enthusiasm by dealers.

Dolly Kay, popular Columbia artist, just completed a three weeks' engagement at the local Orpheum Theatres. She registered a decided hit, which was reflected in record sales.

INSTALLING NEW EQUIPMENT

Zimmerman-Bitter Co. Closes Several Important Contracts—Dealers Redecorate Showrooms for Christmas Activity

The final redecorating and installing of equipment in talking machine stores just prior to Christmas has been completed by the Zimmerman-Bitter Construction Co., New York City. A recent contract completed by the company was the redecorating of the show windows, adding musical instrument and sheet music departments and enlarging the booth equipment at the store of John Paradiso, of Passaic, N. J., and the installing of equipment in the Morris Music Shop, 130 Fordham road, New York, including new showrooms, hearing rooms and remodeling of the entire store. Additional equipment has also been added to the Kay Talking Machine Co. and the store of T. Arison, of New York City. The musical instrument department of Emanuel Blout's Fordham store has been enlarged by the Zimmerman-Bitter Co. and new showrooms for the Ampico piano have been installed by the Eclipse Talking Machine Co., Paterson, N. J.

PREDICTS PROSPERITY NEXT YEAR

S. B. Goldberg, Head of Majestic Music Shop, Broadcasts Optimistic Message

MINNEAPOLIS, MINN., December 8.—The talking machine business in 1924 will be up to the normal volume of three or four years ago, according to Stanley B. Goldberg, head of the Majestic Music Shop, 16 South Seventh street, this city. Mr. Goldberg also predicts that the console styles will be the leaders, and the retailer who is in a position to take in trade up-right models will do a land-office business. The combination radio and talking machine will also be to the forefront in sales, says Mr. Goldberg, who is a keen student of business. This concern handles Columbia and Brunswick phonographs, the Outing portable and a large stock of records.

STRAND CO. BUYS STORE SITE

ALBANY, N. Y., December 8.—Albert Edelstein, proprietor of the Strand Music Co., of this city, has completed negotiations for the purchase of a valuable corner property at Quackenbush street and Broadway, where he plans to erect a modern structure some time next year. The site is one of the best business locations in the city and will be ideal for a music store.

DEATH OF ARTHUR BODANZKI

A cablegram received this week by Otto Heineman, president of the General Phonograph Corp., advised him of the death of Arthur Bodanzki, one of the managing partners of the Carl Lindstrom organization in Berlin, Germany. Mr. Bodanzki has been identified with the talking machine industry for many years and was one of the most popular members of the trade abroad.

CURTIS ART CO. EXPANDS

WATERBURY, CONN., December 10.—The Curtis Art Co., 25 Main street, this city, recently purchased the stock of the A. B. Clinton Co., Victor dealer. The Curtis Co. has a fine Victor department, consisting of a display room in the basement and a record department and five sound-proof booths decorated to record demonstrations on the first floor.

OTTO HEINEMAN SAILS FOR EUROPE

President of General Phonograph Corp. Will Visit London—To Confer With Lindstrom Executives—Returning Early in January

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, will sail to-day (December 15) on the S.S. "Majestic" for a visit to London. According to Mr. Heineman's plans, he will meet the managing directors of the Lindstrom organization in that city, and will confer with them regarding important matters concerning 1924 activities. Mr. Heineman, who will be accompanied by Mrs. Heineman on this trip, expects to spend only a week or two abroad, returning to New York the early part of January.

MME. FARRAR TO SING IN DANBURY

DANBURY, CONN., December 10.—Geraldine Farrar, famous Victor artist, will soon appear in concert at the Empress Theatre here through the efforts of White's Music Shop, one of the liveliest dealers in this neighborhood. Mrs. White, who manages and operates the store herself, has built up a profitable business through the application of intelligent merchandising methods to the music business, and the bringing of Geraldine Farrar here is an example of her progressive policy.

"NEEDLE POINTS" No. 3 The rendition of a selection may be ruined by an inferior needle. If you are really sincere about your business—if you want to render the best of service to your customers, you will recommend Okeh Needles exclusively. Not because we say so, but because they are actually the best and because they cost no more.

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street New York

Okeh
QUALITY
NEEDLES



RAY HOME FROM THE PACIFIC COAST

General Manager of Vocalion Record Department of Aeolian Co. Enthuses Over Conditions

Oscar W. Ray, General Manager of the wholesale Vocalion record department of the Aeolian Co., returned early this week from an extended business trip covering a large part of the country and during which he spent considerable time on the Pacific Coast. Mr. Ray reported that Vocalion record distributors he called on were enjoying a steadily increasing volume of business and were prepared to handle even a greater volume next year.

HENRY MIELKE ENTERS RADIO FIELD

Henry Mielke, for many years in the talking machine business in New York City, and Charles Eberhart, one of the leading radio dealers in Astoria, L. I., have formed the Mielke-Eberhart Radio Stores, Inc. The company is planning to open a chain of radio stores, two of which have already been opened. One store is located in Astoria and the second is at 1263 Lexington avenue, New York. The firm will specialize in sets with indoor antennae.

FATHER OF R. L. FREEMAN DIES

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., has the sympathy of the members of the trade on the death of his father, who passed away at the family homestead in Nova Scotia at the age of 91. Mr. Freeman, Sr., had been in precarious health for many months.

RECEIVER FOR FLETCHER RECORD CO.

Louis Bick was appointed by Judge Campbell on December 10 receiver for the Fletcher Record Co., located at Creek and Meadow streets, Queens, L. I.

R. J. HARKINS APPOINTED MANAGER

Takes Charge of Record Department of Eastern Division of Brunswick Co. in New York City

R. J. Harkins, formerly connected with the New York Talking Machine Co., and more recently associated with the Brunswick factory in Long Island, has been appointed manager of the record department of the Brunswick Eastern division in New York and will be in charge of record stocks, sales plans and promotion work. Mr. Harkins succeeds H. J. Leopold, who is now in Chicago as a member of the advertising department at the executive headquarters. Before leaving for Chicago Mr. Leopold was the guest of honor at a dinner given by his associates in New York, and was presented with a gold fountain pen as a mark of their esteem and friendship.

SHANNON FOUR IN THE AIR

As part of the policy of the Columbia Phonograph Co. to have semi-weekly radio broadcasts of its artists through Station WEAJ, the owners of radio receiving sets were delighted to hear the Shannon Four through the air on Tuesday evening, December 11. Judging from the reports reaching the Columbia Co., the singing of these artists, as they record for the Columbia records, aroused a great deal of enthusiasm.

LESLEY BUYS HARMONY SHOP

SAN DIEGO, CAL., December 7.—The entire interest in the Harmony Shop, 3902 University avenue, has recently been purchased by Harry Lesley and wife. The store will add a stock of pianos, sheet music and small goods and will continue the line of phonographs handled in the past. The Lesleys will continue the operation of the Harmonial Conservatory of Music in connection with the business.

JUNIUS HART OPENS NEW STORE

Well-known New Orleans Music House Occupies New Four-story Building

NEW ORLEANS, LA., December 8.—The new quarters of the Junius Hart Piano Co. at 123 Carondelet street have just been formally opened, and will afford the company spacious and up-to-date showrooms befitting their reputation and prestige. The Hart concern, although a Louisiana corporation, is the Southern representative of W. W. Kimball & Co., of Chicago, and the Kimball piano is handled exclusively. The house dates back to 1872, when it was first established at Canal and Burgundy. From there the firm moved to other points in the Canal street zone, being compelled to seek more commodious quarters for its business.

A considerable part of the front of the new store is devoted to large display windows capable of giving a comprehensive idea of the store's contents. Flanking the entrance passage are the departments subleased to the Conn New Orleans Co., regional agents for Conn band instruments, and the sheet music shop of Frank & McNamara, who gained their experience with Leo Feist, Inc., in New York. The sound-proof booths for phonograph records and player rolls are equipped with an apparatus for private demonstration, and are supplied with purified air by a special ventilation device.

The store in its completed form is one of the finest in the South.

BIG DEMAND FOR HOLIDAY RECORDS

Bristol & Barber, Inc., wholesale distributors of talking machines, records and accessories, report that the pre-holiday season has been a big one for records. The Christmas appeal of Vulcan records has made them very popular throughout the trade, and Okeh records, of which they are also distributors, are selling very big.

Splash! - Three Hits - All Over Our Blotter!

**"RED
HOT!"**

A HOT FOX-TROT

**"HOOT
MON"**

A SCOTCH
FOX-TROT

Oh, You Little
**"Sun-Uv-
Er-Gun"**

A snappy
Fox-trot Song

*"You can't go wrong
with any FEIST song"*

© LEO FEIST INC.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

WANTS A VICTOR AUXETOPHONE

Monticello, N. Y., November 23, 1923.

Andrew H. Dodlin,
The Talking Machine World, New York:

Can you give me price of Victor Auxetophone and of Columbia tone arm to fit and Columbia No. 6 sound box discussed in the November issue of The Talking Machine World?

(Signed) David Ross.

Answer: As to your inquiry for price on Victor Auxetophone. This was a machine made for purposes where a machine of great volume was wanted. It is operated by means of an electric motor and compressed air pump, the air being forced through the valves of the sound box. The volume of tone is increased or diminished by the air pressure control, the more air the more volume, etc. This machine retailed at \$500, but I understand that it has been dropped from the Victor catalog but can be obtained on special order. There is also a possibility that one could be picked up second-hand at a lower price. The Columbia tone arm and No. 6 sound box are listed at \$15.

Book on Talking Machine Repairs

New Bedford, Mass., November 26, 1923.

A. H. Dodin,
The Talking Machine World, New York:

I would like to know from you where I could get a complete repairing instruction book for talking machines in general featuring how to repair all kinds of sound boxes, motors, tone arms, etc. I know there is a book of the kind existing, but I do not know how to get it. I have read some of your articles in The Talking Machine World and I have found they were very instructive.

(Signed) J. H. Brodeur.

Answer: I do not know of any book on repairing talking machines that is published at the present time. You say that you know of one, but I am quite sure that there is nothing printed at present, as I have made an exhaustive search for a book of this nature. There is a possibility that at some future time I will publish a book on repairing and I will be pleased to inform you when same is ready.

BIG "TALKER" HARDWARE DEMAND

Orders for Hardware Received by H. A. Guden & Co. Show Manufacturing Activity

The Fall has been an extremely active one among manufacturers of cabinets and complete talking machines, if the sales of cabinet hardware may be taken as an indication. H. A. Guden & Co., New York, manufacturers of hardware for talking machines, have closed a very satisfactory Fall business, according to H. A. Guden, president of the company. There has been an unusually steady demand for hardware to be used in portable phonographs. The company is continually receiving inquiries and orders to supply hardware not only for the regulation talking machine cabinets but also for various novelties. Not long ago Mr. Guden was asked to estimate on a quantity of hardware for talking machines the size of an ordinary camera.

"TREASURE CHEST" A POPULAR GIFT

The approach of the Christmas holidays has had a decidedly stimulating effect upon the sale of the "Treasure Chest" produced by C. Bruno & Son, Inc., Victor wholesalers, New York. This record set is distributed by Victor dealers in all sections of the country so it is now enjoying nation-wide sale. A number of dealers using the window display have found that it has paid to feature this set in this manner. Its particular Christmas gift appeal is recognized and sales are reported to be increasing steadily.

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

INDIVIDUAL BOXES FOR SPRINGS

Favorite Mfg. Co. Shipping Steel Springs in Special Containers—Many Advantages in This Method of Packing

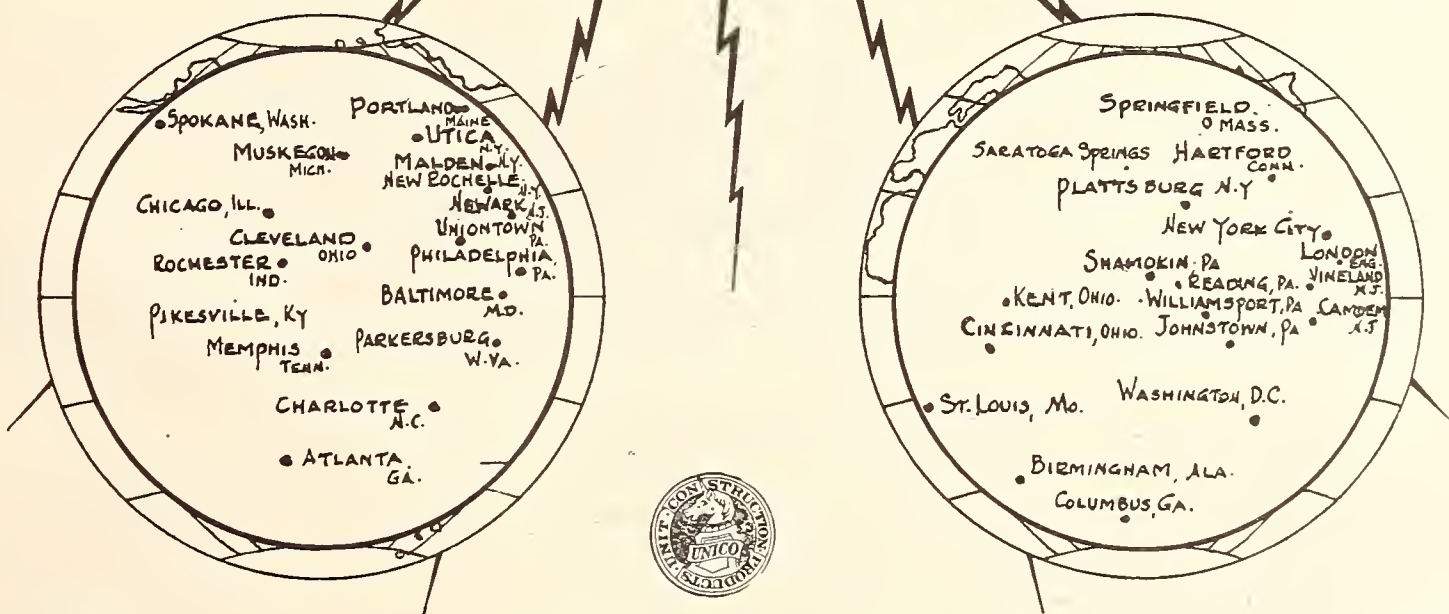
The Favorite Mfg. Co., 105 East Twelfth street, New York City, manufacturer and distributor of talking machine supplies and accessories, which makes a special feature of steel springs, is now shipping this latter product to the trade in individual boxes. The purpose of this new method of packing the springs in boxes, which carry the size, dimensions, etc., on the front, is to make each spring available without loss of time. Another important point of this method of packing is to allow the retailer or repair man to at all times see the amount of goods he has on hand. It also keeps the springs clean and free from dust and avoids harm from inclement weather or changes of temperature. The state in which dealers receive their springs is much more satisfactory than formerly.

SPHINX MOTORS IN BANKRUPTCY

Sphinx Gramophone Motors, Inc., of 21 East Fortieth street, New York City, filed a petition in bankruptcy on December 10, with liabilities of \$28,530 and assets of \$2,176, the main item being accounts for \$1,650.

November Broadcasting By Station U-C-C

UNICO SERVICE



Service Broadcasting Over a 3000-Mile Radius

AUDITION ROOMS
RECORD RACKS
RECORD COUNTERS

RADIO ROOMS
RADIO EQUIPMENT
RADIO CABINETS

Unico installations made in above cities during November insure these dealers peak holiday business.

January, February, March are the most active record selling months of the year.

Many enterprising dealers have already ordered their Unico equipment for January installation.

Are you properly equipped to secure your full share of this post holiday business?

ATLANTA, GA.
25 Moore Bldg.
NEW ORLEANS, LA.
506 Marine Bank Bldg.
LONDON, ENG.
Southampton Row

Unit Construction Company

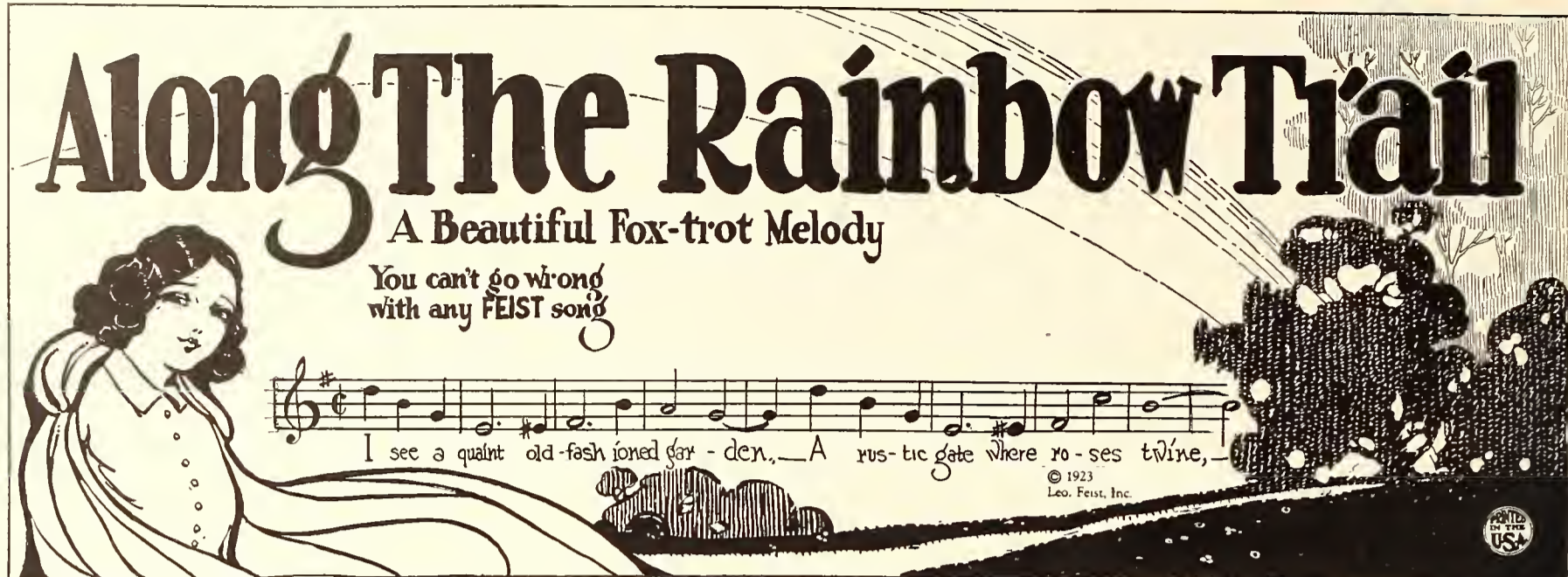
Kern Dodge, Receiver
58th Street and Grays Avenue, Philadelphia, Pa.

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
DENVER, COL.
1642 Arapahoe St.
JOHANNESBURG, SO. AFRICA
Box 3639, Johannesburg

Along The Rainbow Trail

A Beautiful Fox-trot Melody

You can't go wrong with any FEIST song



I see a quaint old-fashioned gar - den, — A rus-tic gate where ro-ses twine, —

© 1923
Leo. Feist, Inc.

MADE IN THE U.S.A.

SAN FRANCISCO

*Talking Machine Exhibits at California Industries Exposition
Attract Attention—Temperature Drop Revives Trade—The News*

SAN FRANCISCO, December 4.—The California Industries Exposition, an annual event which seems to be widening its scope each year, attracted large crowds to the Civic Auditorium for the two weeks from November 17 to December 2, and proved of considerable interest to the talking machine trade as well as various other lines of business. Among the exhibits was a comprehensive display of Victor products by Sherman, Clay & Co., the Western distributor, which had two large booths occupying prominent floor space. One booth was given over to talking machines and small goods and the other to pianos and players. Special demonstrations and musical programs were arranged for each afternoon and evening of the exhibition and the interest shown by the throngs of visitors was very gratifying to the staff in charge of the Sherman, Clay & Co. booths.

Kohler & Chase exhibited Brunswick phonographs in conjunction with some of their other lines. E. Friedman, who had charge of the phonograph section, reported very good results

from the large attendance at the exposition, which he feels will swell holiday business very noticeably.

The California Phonograph Corp., Victor dealer, also maintained a large exhibit throughout the two weeks' show, which resulted in a long list of new prospects for holiday sales.

Colder Weather Brightens Outlook

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who gives special attention to the Victor business, has no complaints to make about present conditions. While November retail sales were hardly up to expectations, he attributed the lack of interest on the part of the buying public largely to the prolonged fair weather throughout the month having a tendency to delay holiday purchases very generally. As a consequence he looks for December to be an especially heavy Victor month.

Sherman, Clay Branch Moves

Sherman, Clay & Co. have taken the store at 408 Virginia street, Vallejo, Cal., adjoining the old quarters at 406 Virginia street, which doubles the size of the branch store at that place.

Under the new arrangement the old space is given over to Victor goods, sheet music, etc., and the new addition has been fitted up as salesrooms for pianos and players.

Opens New San Diego Store

James J. Black, treasurer of the Wiley B. Allen Co., who gives special attention to the phonograph interests, accompanied Frank Anrys, general manager of the company, to San Diego, Cal., to attend the formal opening of the new quarters in that city. The new store provides greatly increased facilities for the Victor department, as well as other departments of the business, and Messrs. Black and Anrys were very enthusiastic, upon their return to headquarters here, over the prospects for a good holiday business in the South.

Oakland Victor Plant to Be Larger

So much interest has been shown in the establishing of a Victor record factory in the San Francisco Bay section that the company has greatly extended its original plans so the capacity of the plant now nearing completion in Oakland will be about double what was first planned, according to Robert M. Bird, manager of the wholesale Victor department of Sherman, Clay & Co. It is expected the new factory will be ready to begin operations around the first of the year.

Aeolian Record Manager a Visitor

After a visit to the Munson-Rayner Co., distributor of Aeolian records, Oscar Ray, general manager of the record division of the Aeolian Co., proceeded to Los Angeles and other Southern points en route to New York.

Satisfactory Edison Demand

Edison Phonographs, Ltd., Edison distributor for this territory, with branches in Portland, Ore., and Los Angeles, in addition to the local headquarters, is making every effort to keep the many dealers which it serves on the Coast supplied with instruments for holiday business, which promises to be eminently satisfactory. Records are also in good demand, and the prosperous state of Edison business in this territory, as well as general indications, point to an even better business in 1924.

Forrest Brackett, traveler for the Munson-Rayner Co., returned recently from his regular trip through Oregon and Washington and reported conditions favorable in those States.

New Stores Opened

A new store, known as the Novelty Shop, was formally opened for business at Twenty-third avenue and Geary street by F. C. Dittmar. In conjunction with art objects and other home decorations he has put in a stock of Victor and Brunswick machines and records. Mr. Dittmar is an interior decorator and he is convinced that the talking machine rightly fits into the setting of the "home beautiful."

The Oroville Music Co. has opened for business at 511 Montgomery street, Oroville, Cal., under the management of C. A. Moore from Marysville, where the same interests operate the Marysville Music Co. Among the lines

Another successful
year has passed—



What Plans Are You Making for 1924?

Do they include the New Edison?

There is still room for progressive
business men on the Pacific Coast.
Others have succeeded, so can you.

We Serve the Entire Pacific Coast

Edison Phonographs, Ltd.

Portland

San Francisco

Los Angeles

**IMICO INDIA RUBY
MICA
DIAPHRAGMS**

ALL SIZES—IMMEDIATE DELIVERY
Samples and quotations on request

INTERNATIONAL MICA CO.

Phone **PHILADELPHIA** Cable
Baring 535 Filasse'

handled are Brunswick phonographs and records, musical instruments, etc.

Here and There in the Trade

Walter S. Gray, jobber of Brilliantone needles in this territory, received a visit during the past month from B. R. Foster, president of the Brilliantone Needle Corp. After calling on the trade, playing a little golf, etc., in the Bay section Mr. Gray drove down to Los Angeles with Mr. Foster, which proved a very enjoyable auto trip for this time of the year.

Chas. H. Myers, formerly manager of the phonograph department of the Hauschildt Music Co., is now in charge of that department of the Kohler & Chase branch store in Sacramento, Cal., where Brunswick machines and records are handled.

The Berkeley Music House in the College City across the Bay, which has carried Victor products, has now added the Sonora line.

MOVES OFFICE TO SAGINAW

H. W. Gerard, Manager, Sonora Purchasing Department, Will Make Headquarters at Saginaw—Will Assume Increased Duties

Henry W. Gerard, manager of the purchasing department of the Sonora Phonograph Co., will, beginning January 1, maintain headquarters at the company's factories in Saginaw, Mich., instead of New York, N. Y. Coincident with the removal of his office to Saginaw Mr. Gerard will assume increased duties and responsibilities, for he will not only be in charge of purchasing, but will also be manager of the traffic department. Mr. Gerard is ideally equipped for this important work, as he has been identified with the Sonora organization for many years and is thoroughly familiar with every detail incidental to purchasing in all its branches.

VIOLA ELLIS NEW GENNETT ARTIST

Well-known Dramatic Contralto Has Signed Contract to Sing Exclusively for Gennett Records—Early Release of First Records

Miss Viola Ellis, dramatic contralto, is the latest artist to be added by the Starr Piano Co. to make Gennett records, and several of her records are scheduled for early release. Miss Ellis first attracted widespread attention when she participated in the Saint Saens Memorial Concert in 1922. Her grand opera debut was made at the Hollywood Bowl, Hollywood, Cal., as Amneris in "Aida." The addition of this artist is in line with the policy of the Starr Piano Co. to secure the best possible talent for making Gennett records.

TOM GRIFFITH HEADS ASSOCIATION

Popular Sales Manager of Udell Works Elected President of Indianapolis Furniture Manufacturers' Association—Already at Work

The many friends of Tom H. Griffith, the well-known and popular sales manager of the Udell Works, manufacturers of talking machine record and music roll cabinets, with headquarters in Indianapolis, Ind., will be glad to learn that he was recently elected president of the Indianapolis Furniture Manufacturers' Association, which has a membership composed of the leading furniture manufacturers of that territory. Mr. Griffith, with his usual aggressiveness, has already started his activities in the Association by establishing a carloading department, making Indianapolis the center of shipping of less-than-carload lots, instead of Chicago, thus effecting a saving in time.

MME. FRIEDA HEMPEL IN RECITAL

Mme. Frieda Hempel, the famous soprano and Edison artist, attracted an enormous audience to her opening concert for this season at Carnegie Hall on November 27. She was in splendid voice and interpreted a program of exceeding interest, with, needless to say, numerous encores of many well-known favorites. She was accompanied by Conrad V. Bos in his usual capable manner, who was also heard in special numbers which demonstrated afresh his ability as a pianist. Mme. Hempel has a busy concert season before her and it is cheering to her friends to know that she will be heard soon again in New York in a Jenny Lind concert.

Christmas Sales of Needles Help Swell Profits

Hundreds of people are searching right now for small, inexpensive gifts to present to acquaintances and friends. What gift to a phonograph owner could be more suitable or inexpensive than a few packages of



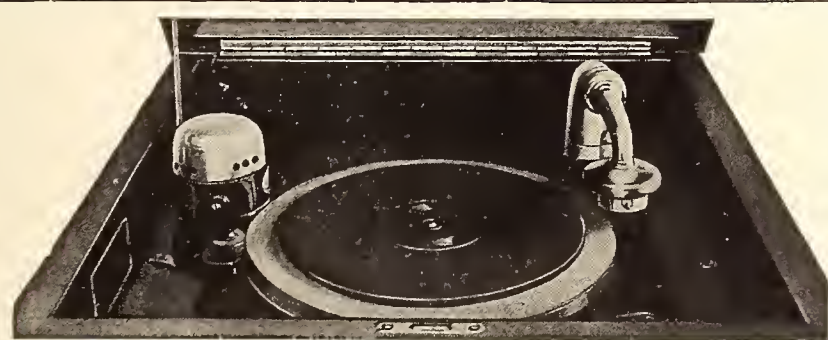
Sonora
Semi-Permanent Needles

Here's a splendid opportunity to work up a nice volume of needle sales at a good profit. Sell a package along with each record purchase. It all helps to swell profits. Write us today for prices. We can make immediate shipment.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



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

"Sonora Wonderful Merchandising Proposition"

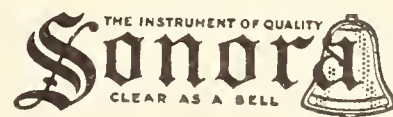
"I have found Sonora superior to all others. I have never consumed over ten minutes in selling a Sonora. The customer is usually so pleased with the first record he hears that he does not hesitate to buy. The Sonora is a wonderful merchandising proposition—quick turnover with good returns."

This letter from a Sonora dealer is typical of hundreds we have received telling of remarkable success. Let us send you more information about the Sonora proposition. Just drop us a line. You will agree that Sonora is, indeed, the ideal line to handle.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers **\$12.50** Discount in Quantities
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

HAPPENINGS IN THE DOMINION OF CANADA

BIG HOLIDAY BUSINESS EXPECTED BY MONTREAL TRADE

Record Price War Causes Short-lived Business Depression—Retailers Executing Business Drives With Considerable Success—Makes Special Records for Charity Drive for Funds—Month's News

MONTREAL, CAN., December 7.—Dealers are looking forward to a good holiday trade this season, particularly in records and the better known makes of talking machines. A record price war has been in evidence the past month, a certain make selling three ten-inch records for a dollar, one dealer selling alone 22,000 of these by mail. Then followed another cut, four for a dollar, and then to cap the climax, one retailer who was discontinuing the line came out with an announcement that he would sell five for a dollar, which included all the latest releases up to a certain time. His stock was quickly cleaned out. All this naturally had a dampening effect on the sale of other records, but this was short lived and business in all lines is enjoying splendid sales volume at regular prices.

C. W. Lindsay, Ltd., recently inserted an advertisement in the local dailies in which it offered a full-size cabinet phonograph with forty double-sided records (eighty selections) at a price of \$125, with terms of \$10 cash and \$6 monthly. Within twenty-four hours of the appearance of the announcement their complete stock was sold out. A duplicate offer was made within a few days which met with the same ready response as the first offer.

Fifty-five cents and one old broken record

(excepting Columbia or Edison) was the inducement of the Compo Co., Ltd., to the public to purchase any new Apex ten-inch double-sided phonograph records between November 15 and November 30. Apex dealers thus allowed 10 cents to every customer on each old record returned provided an equal number of new Apex records were purchased.

A handsome electric sign announces that Brunswick phonographs and records are now available at the warerooms of Wm. Lee, Ltd.

Layton Bros., Ltd., annual Christmas Club, limited to 200 members with a membership fee of \$1, is now in full swing. To have their Christmas trade partially spread over November greatly relieved congestion.

In a campaign to raise funds for charitable purposes recently conducted in Montreal the Berliner Gramophone Co., Ltd., was called upon to make quite a large number of special records. Sir Mortimer Davis, of Montreal, visited the recording laboratory, where he recorded a special appeal for funds. These records were delivered to the homes of prospective subscribers.

Music merchants of St. John, N. B., have asked their City Council to impose a license fee of \$500 on all non-resident sellers of pianos and phonographs.

sign "5 cents a bag." Beyond this was a heap of Banana skins. The window attracted a lot of publicity for the records.

J. J. H. McLean, Ltd., had the honor of supplying Lord Renfrew with a piano and a console phonograph in his Regal Suite during his stay at the Royal Alexandra Hotel. His Royal Highness is exceedingly fond of music and before leaving Winnipeg purchased from the McLean Co. a portable Victrola for use on his home-ward trip.

For the purpose of preventing fraud as much as possible, for discovering cases of fraud and for prosecuting them when found, an organization has just been established in Winnipeg, called the Winnipeg Investigation Committee. It is proposed to incorporate this body and application has already been made for a charter.

CHRISTMAS RUSH ON IN SALT LAKE

Predictions of Big Holiday Trade Coming True—Brunswick Dealers Meet—Store Improvements and Other Trade News of the Month

SALT LAKE CITY, UTAH, December 6.—Business is good here at this writing and everyone predicts a wonderful Christmas trade this year. Money will be more plentiful here than it has been at Christmastime for some years and there seems every reason to believe that the talking machine people are going to get at least their share of it.

The first annual gathering of the dealers of the local branch of the Brunswick Co. was held at the Hotel Utah during the present week and was a big success. A full report of the affair will be found on another page of this issue.

The Williams Music Co., of Washington avenue, Ogden, has installed talking machine booths. The business is now under the management of Fred D. and Jos. H. Williams, sons of Ezra H. G. Williams, founder of the business, who plans to retire.

Dick Thompson, advertising manager of the Daynes-Beebe Music Co., has gone to the company's branch at Hollywood, Cal., for a visit.

The Auerbach Co.'s phonograph department is in its new home in the old Keith-O'Brien Building at the southwest corner of State and East Broadway.

Stone & Co., West Second South street, have taken over the distribution of the Starr Piano Co.'s products in this territory, which include Starr phonographs and Gennett records.

R. F. Perry, traveling representative of the Brunswick Co., has gone to Idaho and will be away for about three weeks.

G. C. Spratt and R. F. Perry, of the Brunswick Co., appeared at a sales meeting of the Magna Furniture Co. and the Midvale Furniture Co. recently. All of the salespeople of the two concerns were present. G. C. Spratt, R. F. Perry and Harry Grass were the speakers.

Carl J. Anderson is again with the Lindley Heindselman Music Co., Brunswick dealer.

The new Columbia models are in big demand here, according to officers of the Columbia Stores Co. on West Temple street. There is also considerable interest in the New Process record. The distributors cannot supply the demand for the demonstration record.

Fred A. Bain, of the John Elliot Clark Co., local Victor distributor, has gone to the Butte, Mont., branch of the company on a visit. The meeting of Victor dealers, which was to have been held here by this time, has had to be postponed for a few weeks, owing to the inability of a representative of the company, who was going to give some demonstrations, to be present.

COLUMBIA TORONTO OFFICES REMOVED TO THE FACTORY

Move Made in Accordance With New Policy of Consolidating Manufacturing, Administration and Sales Service—News and Activities of the Trade During the Month

TORONTO, ONT., December 7.—In accordance with the policy of consolidating the manufacturing, selling, service and administration of the Columbia Phonograph Co., the Canadian executive offices have been removed from Adelaide street, West, to the factory at 1244 Dufferin street, this city. Mr. McMurdy and his staff are now settled in large airy, bright commodious offices on the second floor. The removal will permit of a closer supervision of Columbia's production of records and of their record service.

An unusual stunt was recently put over by Whitcher & Co., Ottawa, with the help of a Magnavox and phonograph combination. An amplifying horn was erected back of a large billboard, on which appeared a thirty-six-sheet poster for the film "If Winter Comes." This

poster had been placed upside down on the space. Wires ran from the horn to the Whitcher store across the street and the phonograph record of "If Winter Comes" was repeatedly played. At intervals an announcer gave statements regarding various details of the picture. It was announced as "The Talking Poster," the horn having been concealed behind a cloth-covered section of the billboard.

H. S. Berliner, president of the Compo Co., Ltd., whose factory is located at Lachine, Que., where Apex records are pressed, visited his Ontario distributing house, the Sun Record Co., here, during the past month. The irrepressible "Billy Jones, himself," the popular New York tenor whose name is known in Canada via the Apex record, was another Toronto visitor here the past month.

TRADE ACTIVITIES IN WINNIPEG

New Manager for J. J. H. McLean Co.—Clever Window Excites Interest—Organization Formed to Prevent and Investigate Fraud

WINNIPEG, MAN., December 6.—Mr. Peterson, for four years on the selling staff of the J. J.

H. McLean Co., has been appointed manager of the Victrola department, succeeding Mr. Farquharson. By a unique window display idea, Mr. Peterson made a record sale for two records, "Yes We Have No Bananas" and "We Have Peanuts 5 Cents a Bag." His idea was to have a big sack of peanuts running over in the window, with small bags alongside it with a

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—District or branch manager on Pacific Coast. Am at present employed by one of the largest manufacturing institutions in this country as branch manager in a Middle Western city, but desire to move to the Pacific Coast the first of the year. Have been in the phonograph business nineteen years and am thoroughly familiar with every angle of the business. Address "Box 1353," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

PRESSMEN WANTED—Operators for Watson-Stillman hydraulic automatic presses. Capacity 500 records per day each press. Will pay 2 cents per record or salary commensurate with ability. Come ready to work at once. Harris Record Co., 6725 Santa Monica Boulevard, Hollywood, Cal.

WANTED SALESMEN—Phonograph salesmen who are traveling in different parts of the country will find it to their advantage to carry my quick-selling sideline, which you can sell to the same people you are calling upon. Good commissions and monthly settlements. Apply to "Box 1349," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

HOMOKORD RECORDS

German importations, songs and instrumental numbers. Well assorted.
Each 23c; in lots of 100, 21c
FAVORITE MFG. CO.,
105 East 12th St., New York City

COLUMBIA RECORDS

Series E—Well-assorted foreign numbers. Polish, Italian and other languages at
23c each; in lots of 100, 21c
FAVORITE MFG. CO.,
105 East 12th St., New York City

FOR SALE

1,500 copies Carl Fischer Superior Edition of piano music, including wrappers and folios for filing. A bargain.
THE MARCHANT MUSIC CO., Inc.
Orangeburg, S. C.

WILL PAY CASH

For any job lot of phonograph cabinets, panels, motors, tonearms and records in any quantity. S. L. Zax, 2414 West Cullerton St., Chicago, Ill.

SINGLE SPRING MOTORS

300 single spring motors, together with tone arms and sound boxes; can be used for portable or small table machines. \$3.50 per set, in lots of 12 sets and up. Fulton Talking Machine Co., 253 Third Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

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' marine ends.....No. 3014	.55
1 1/4"x.022x17' bent arbor.....No. 5362	.57
1 1/4"x.022x13' bent arbor.....No. 5423	.50
1 1/4"x.022x9' bent arbor.....No. 5427	.42
1 1/4"x.022x9', bent each end.....No. 6546	.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
7/8"x.020x9' marine ends.....No. 988	.29

COLUMBIA

1"x.028x10' Universal.....No. 2951	.33
1"x.028x11' Universal.....No. 2951	.35
1"x.030x11' hook ends.....	.45
1"x11' for motor No. 1.....No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	.33
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.....	.29
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole, 1Sk10.....	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', rectangular hole, regular.No. 201	.45
1"x.025x18', rectangular hole, regular.No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes	.45
1"x16' Motor 3 & 4, on outer end.....	.55

EDISON DISC

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.025x16' rectangular hole.....	.50
1"x.025x16', pear-shaped hole.....	.50
7/8"x.023x10', marine ends, Hein. Col., etc..	.29
3/4"x.025x10', marine ends, Hein. Col., etc..	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. sprg. screws, No. 3304.....per 100	.92
Victor Gov. balls, n/style, No. 3302.....each	.07
Victor Gov. spring screw washer.....per 100	.72
Columbia Gov. springs, No. 3510.....per 100	.95
Colum. Gov. sprg. screws, No. 439.....per 100	.92
Columbia Gov. sprg. screw washers.....per 100	.72
Columbia Gov. ball, lead, flat and spring...	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, all wool, green, 10", round	.15
Turntable felts, all wool, green, 12", round	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

WILL BUY FOR CASH

50 new phonographs and 25 slightly used phonographs; could also use about 12 pianos. They must be cheap. Need the goods at once.
EAST TEXAS PHONOGRAPH CO.,
Tyler, Texas

FOR SALE

Four Unico Audition Rooms, with racks, counter and special decorative treatment, Adam Design. Will sell all or part. A good buy. Address "Box 1354," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Records, Columbia and other makes in different languages, small and large quantities. Anything required in the phonograph line we sell at reduced prices. Will also buy anything you have to sell. Mandell & Co., 88 Rivington St., New York, N. Y.

LOW PRICE

Table Phonographs
NOT TIN TOYS!

New Accounts Solicited

MUSICAL MERCHANDISE CO.

Manufacturers

562-564 Grand St., Brooklyn, N. Y.

Telephone: Stagg 0918

\$50,000 CASH AVAILABLE

Party with fifty thousand cash capital wants to make connection with good

Cabinet Manufacturer

for the purpose of arranging for the manufacture of phonograph cabinets. Location not material but prices and workmanship must be right.

Address **BOX 1356**

c-o Talking Machine World
383 Madison Ave. New York

WILL BUY AND SELL

Any Quantity

Pianos, phonographs, records, rolls or any musical merchandise.

Spot Cash

J. K. Morgan,

401 South State St.,

Chicago, Ill.

Manufacturers' Opportunity

For Sale—Going concern manufacturing phonograph record albums, etc. Good demand. Well-equipped plant in Central West city of 300,000. In the heart of the phonograph industry. Includes printing plant and adapted to manufacture of other paper products. Exceptional opportunity for light manufacturing proposition. Write "Box 1355," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR QUICK SALE

Eight more carloads phonographs, high-class, attractive design; different sizes and finishes. Low prices for part or entire lot immediate shipment. Houghton Mfg. Co., Marion, O.

FOR SALE

Exclusive talking machine business in Roanoke, Va. Established twenty years. Has Victor talking machine agency. Owner wishes to retire from business. Address "P. O. Box 492," Roanoke, Va.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonoparts Co., 1530 Milwaukee Ave., Chicago, Ill.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.

Illinois Phonograph & Supply Co.
237 S. Market St. Chicago, Ill.

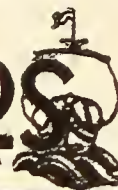
FOR SALE

10,000 needle cups, 5,000 needle cup covers and 10,000 top supports; at one-half the present price. Address "Needlecups," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

SATISFACTORY BUSINESS ENJOYED IN SPITE OF THE DISTURBING INFLUENCE OF THE ELECTION

Radio Credited With Benefiting Trade Through Broadcasting of Programs—Plans for British Industries Fair Progressing—Activities and News of the Month

LONDON, ENGLAND, December 3.—Notwithstanding the turmoil of a general election, resulting in a certain amount of business dislocation, British gramophone trade conditions are generally good—as they should be at this period, of course. Manufacturers and wholesalers are really busy keeping pace with retailers' demands and it is fortunate to be able to report, political circumstances considered, that most dealers are not dissatisfied with the extent of public sales. The latter aspect of the trade is a little difficult to gauge, but I think sales would have been much better had we not experienced the disturbing influence of an election. Christmas trade is certain to be heavy, but it will be affected by the election results (after December 6), according to which political party is returned. The choice of the electorate is so problematical that to comment further at this stage is futile.

Worthy of reference is that the rejuvenated wireless trade, which many thought would adversely affect gramophone sales, seems rather to have stimulated the demand for all classes and methods of music. It has undoubtedly reflected favorably on gramophone and record sales. Music dealers everywhere find that radio concerts result in numerous inquiries for records or music of the items broadcasted. Apart from

stimulating gramophone sales, this aspect encourages the stocking of wireless goods. It would seem not improbable that within the near future the control of wireless distribution will be almost exclusively in the hands of the music merchants.

Standard Tone Arm and Sound Box Fitments

The action of the Gramophone Association in establishing a schedule of standard sizes and forms of measurement for tone arm and sound box fitments has met with the unqualified approval of its members and of the trade generally, all agreeing that it is a move in the right direction, for the frequent failure of supplies to conform to recognized standards has led to a great deal of annoyance and loss to the trade. In furtherance of its scheme the Association is furnishing to its members, without charge, templates in the form of die-cast extension lugs which should fulfill all reasonable requirements of sound box and tone arm manufacturers and enable them to secure with a certainty suitable fitment in the recognized standard gauges, so that the interchange of sound boxes and tone arms should no longer be a source of trouble.

From the manner in which the suggestion has been taken up by the manufacturers and wholesalers it seems likely that before long merchants in ordering machines will insist that

the fitments shall be of "Gramophone Association standard measurements."

Excellent Federation Work

The Federation of British Music Industries, to which are affiliated all the music trade associations, with the exception of the Music Publishers' Association, reports that for the month of October the revenue receipts were the largest on record for any one month since the Federation was formed. As this indicates, there is a growing appreciation in trade circles of the value of the extensive and energetic propaganda and publicity work performed by the Federation. The industry as a whole is beginning to realize that the Federation, properly supported, is bound to achieve by co-ordinated effort far more for the industry individually or collectively than any one section. Results undoubtedly go to show that the early work of the Federation is now bearing fruit. It is worthy of note that the largest receipts for the last financial year, from any section of the music industries, was from the gramophone industry.

The Political Situation

The most eagerly discussed question in trade circles at the time of writing is the probable party to form the next government. A general election at this time of the year, fought on any issue, is regarded as a serious menace to the Christmas trade season, and the possibility of a decided change in the fiscal policy, i. e., from a free-trade regime to the imposition of a general tariff, is having a rather bad effect in certain trade circles. Despite the advantages that would undoubtedly accrue to some industries should a protective tariff be imposed on impor-



Unique Oval Model. Satin Mahogany finish, paneled all around; height, 8½ ins.; depth, 19 ins.; width, 18 ins. Reliable Swiss single spring, silent helical wind, worm gear motor; plays 10-in. and 12-in. records; 10-in. turntable, plush covered, with special nickel-plated rim. Internal floating amplifying chamber. Fret front and silk screen. Sound-adjusting doors with piano hinges. Nickel-plated tapering tone-arm, with crane back and "gooseneck." Fitted with special plate holding two needle bowls, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Different Models
British made components throughout

The Hub of the Gramophone World!!

(Patent and registration rights applied for)

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fitments—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.



Baby Grand. Unique Horseshoe design. Solid Mahogany, Satin Finish, beautifully inlaid; height, 32½ ins.; width, 20½ ins.; depth, 21 ins. Reliable Swiss double spring, silent wind, worm gear motor; plays 3 records one wind; 12-in. turntable, plush covered, with special nickel-plated rim. Voluminous mellow internal floating amplifying chamber, with cast metal elbow connection. Sound-adjusting doors. Heavily nickel-plated tapering tonearm with crane-back and extra long "gooseneck." Needle bowls for new and used needles, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Exclusive designs
British made components throughout

"THE FAME OF 'BANDMASTER' SPREADS DAY BY DAY"

VIDE THE LONDON PRESS

BANDMASTER LIMITED, BANDMASTER WORKS - - Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 188)

tations affecting those industries, the general impression is that in face of the falling sovereign and the rising dollar, and of the shock to finance and the injury to trade, the controversy should not have been forced upon the nation at this moment. However, it is of no use to cry over spilled milk. The thing is done, and by the time this appears in print the new Parliament will have assembled.

The two main sections of the British music industries already enjoy a measure of protection, a tariff of 33 1/3 per cent being placed on all imported pianos and gramophones. The gramophone industry is held up as an example by the Government party of how tariff benefits a specific industry. They claim that under the protection of what is known as the McKenna duties the industry, though a minor one, has been able to eliminate the foreigner from the home market and increased the number of British workpeople. The figures given in support of this statement are decidedly interesting and are as follows: In 1913 90 per cent of the metal parts employed in gramophones was imported. Last year only 25 per cent was imported. Of the cabinet work in gramophones 50 per cent was imported in 1913. Last year the import was negligible, and British workers had captured over 99 per cent of the trade. Again, in the case of records, the British manufacturer has succeeded (it is claimed) in capturing the whole of the trade, although 20 per cent of the records was imported in 1913. The effect has been that between 15,000 and 20,000 workers are now employed in the British gramophone industry, as against less than 10,000 in 1913.

With the return of the Government to power the existing duties can certainly be expected to be retained, and there is even a possibility of the tariff being increased. But with the Liberal party in power, it is extremely doubtful if even the existing tariffs would be maintained. The main plank of the Labor platform is the imposition

of a levy on all individual fortunes in excess of £5,000, the money obtained from this source to be solely devoted to the reduction of the war debt.

New Zonophone Recordings

The recordings released this month by the British Zonophone Co. evidence the foresight of the company in providing in good time suitable music for special seasons. Ten-inch issues include music and song for Christmastime. No. 2382 carries "God Rest Ye, Merry Christians" and "The Bethlehem Shepherds," both effectively rendered by the Dorian Singers, male voice quartet. In sharp relief are a couple of humorous duets on No. 2379: "When the Winter Time Comes Round" and "It's Doing Me Good," by O'Neill and Thayer. An instrumental quartet—violin, 'cello, flute and harp—have brilliantly recorded on No. 2381 two delightful pieces—"The Mermaid Song" (Weber) and "My Heart's Delight" (George). The "Oliver Cromwell Concert Overture" (Geehl) makes a good record in two parts on No. 2373, played by the St. Hilda Colliery Band. This was the test piece selected recently for the National Band Contest in which more than 150 bands took part. The well-known operatic tenor, Frank Webster, again contributes two delightfully rendered songs, both, happily, of the better type of sentimental songs, on No. 2375—"I've Fallen in Love" (With a Wonderful Girl) and "The Kingdom of Love." Of the twelve-inch, No. A278 will appeal to many. It carries a couple of pleasing tenor song numbers by Browning Mummary, "Sound an Alarm" (from Handel's "Judas Maccabaeus") and "A Furtive Tear" (from Donizetti's "L'Elisir d'Amour").

Physical Culture Records

One of the secrets of the Gramophone Co.'s success is to be found in the wide range of its activities. It strives to touch the life of the community at as many points as possible. In all the main sections of human interest—entertainment, amusement, inspiration and instruc-

tion—special classes of "His Master's Voice" records have been made to supply the requirements of the public in the most complete and practical manner. Now come three double-sided ten-inch records of "physical jerks," each record containing two exercises on each side. Each exercise is set to a "catchy" tune having the correct rhythm, and the music makes the "jerks" easy and interesting. Spoken explanations of the various exercises are given, together with the "count" for each movement. There is a very real need for these records, and the methods adopted by the Gramophone Co. in introducing them to the public insures them a very brisk sale.

Fruitful Gramophone Publicity

The big gramophone houses are indulging in remarkable advertising campaigns. Big space in the dailies and magazines and the trade press brings home to a huge public just exactly the diverse entertaining and instrumental value of this form of music, song and speech. The "His Master's Voice," Columbia, Winner, Edison-Bell, Pathé, Homochord and others are collectively spending thousands of pounds on the good work. It means big business!

Talking Machines at Wireless Exhibition

The publication of the Parliamentary Wireless Committee's report, of which we wrote last month, has cleared the air—or, as we should put it in wireless parlance, freed the ether—and much of the uncertainty hitherto overhanging the legal position of the average broadcaster has been removed, with the consequent result that the present Winter boom compares more than favorably with last season.

The recent wireless exhibition, held at the White City, Shepherd's Bush, was a tremendous success. Many of the prominent gramophone houses here have added wireless sets and parts to their manufactures and the following firms took space at the exhibition: J. E. Hough, Ltd., of Edison-Bell gramophone record fame; the

(Continued on page 190)



(Patent and registration rights applied for)

Record clip to hold 6 records, secured by ball catch; releasing record by a mere turn.

Complete frosted finish aluminum motor-board and sound reflector.

Key-clip fixed in a convenient position.



Patent Record holder, with self-adjusting rubber pad acting as needle cup cover when closed, thus preventing needles falling out when carried.

Patent Tonearm with spring elevator lowers upon closing lid, ensuring rigidity when machine is being carried.

Needle cup ready for use immediately lid is opened.

Special graduated tone amplifying chamber.

Size: Height, 5 1/2 ins.; depth, 11 3/4 ins.; width, 12 3/4 ins.

Reliable Swiss single-spring motor, silent helical wind, 8 1/4 in. turntable, plush covered, with nickel-plated rim; plays 10-in. or 12-in. records. "BANDMASTER" perfected "Faust" sound-box. No adjustment of parts. Ready to play upon opening lid. Weight under 11 lbs. when packed. Carry 6 records.

Model "A" in Solid Oak. Model "B" in Covered Leather Cloth.

British-made components throughout

Portable Perfection!

Known and Supported

by the British trade as the

Most Wonderful Portable Gramophone on the Market at any Price!

The tonal delivery is exceptionally bright and in volume equal to any cabinet.

BANDMASTER PORTABLES are now replacing all other portables at home and on the Overseas Markets.

Keen export quotations mailed immediately on request.

It's a "Bandmaster" Sensation—Make it Yours!

BANDMASTER LIMITED, Bandmaster Works, Colindale Avenue, Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 189)

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"

Murdock Trading Co.; Alfred Graham & Co., makers of the "Algraphone" and the "Gecophone" receiving sets, for which the Columbia Graphophone Co. is the sole agent for the music trades.

Changes at Lugton's

The interest of gramophone men has been aroused by the news that Messrs. Herzog and Ficker, pre-war owners of the New Polyphon Supply Co., have joined the firm of Lugton & Co., Ltd., Old street, London.

British Industries Fair, 1924

The tenth fair, to be held at the White City from April 28 to May 15, next year, promises to eclipse the success of all previous fairs. In the music section the space already booked is nearly twice the size of that taken last year, and the variety of manufactures exhibited in 1923 will be greatly exceeded. The success that attended last year's fair was largely due to the very wide publicity given to it by the Department of Overseas Trade, which enjoys and fully exercises broad facilities for propaganda. The publicity to be given, and already being given, to the 1924 fair is even greater than before.

The gramophone manufacturers who have booked or signified their intention of taking space are as follows: Bandmaster, Ltd., which, it will be remembered, at last year's fair booked an order for 15,000 gramophones; Electric Gramophones, Ltd.; The Garrard Engineering Co., Ltd.; Senthall Gramophones, Ltd.; The

Peter Pan Gramophone Co., Ltd.; Barnett, Samuel & Sons, Ltd., and Joseph Wallis & Son, Ltd.

The success of the fair will be further enhanced by reason of the British Empire Exhibition, which is to be held at Wembley from April to October. It is calculated that overseas

buyers will make a point of arriving in this country in time for the opening at Wembley, which would enable them to inspect both the exhibition and the British Industries Fair. A number of gramophone firms have secured space at the Wembley exhibition.

WASHINGTON

December Brings Big Business Improvement—Trade Looking Forward to Very Busy Year-end—News and Activities of the Month

WASHINGTON, D. C., December 8.—Following more than a month of extremely quiet business in the talking machine trade in this city, the first week in December saw a noticeable improvement all along the line, and this increase seems to be gaining at a steady rate. As a consequence, dealers who were inclined to be pessimistic over prospects for Christmas a month ago are now looking forward to a very encouraging trade, and the general atmosphere is much more hopeful. Last year many of the stores were caught at this season with insufficient stocks of machines and records, but this year the situation is improved.

As an illustration of what advertising of new features can do to help the trade, the success of the recently issued Columbia "test" record may be cited. This record, released primarily as an advertisement for the new type of record being manufactured by this company, jumped into immediate demand in Washington, and during a period when sales of records were the lowest for months, the sales of the "test" records were such that they could not be kept in stock at some stores. Although it may be a coincidence, the fact remains that the upward trend in record and phonograph sales started just about a week after the Columbia record was put on sale. While the majority of the

buyers of this novelty were sold through their own curiosity as to what the record had on it, rather than a desire to examine the new laminated construction, the thing of prime importance is that the advertising of this product caught the interest of the public and made them think of phonographs.

T. W. Woodward, who formerly maintained a talking machine repair shop at 809 Ninth street, Northwest, has moved into new and larger quarters just around the corner from his original store, and now is located at 813 H street, Northwest. The new store is fully equipped for repairing of all kinds. At the front are located the counter and display shelves, while in the rear is a very complete workshop, fully equipped to do all kinds of machine work incidental to talking machine repairing.

Charles F. Shaw, branch manager of the Brunswick Co., visited Washington during the month to confer with local Brunswick retailers.

The Brunswick Shop, formerly at 1404 Park road, has moved to its new location on Fourteenth street just below Park road, right in the heart of the upper Fourteenth street business section. Recent improvements in this section, including the erection of several large office buildings, one housing the local broadcasting station of the Radio Corp. of America, and one of the largest motion picture theatres in the city, have greatly stimulated business on Fourteenth street, with the result that it has become a bustling shopping center, including three or four talking machine establishments.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

WATCH



IN 1923

383 MADISON AVE.

NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

Put this book to work for you

SELLING MUSICAL MERCHANDISE

BY JAMES A. FREW

The only book published which shows music dealers how to go about organizing a musical merchandise department and how to run one at a profit.

It is written by a man who has used every method he describes in his own business and every one of them made money for him. Put them to work for yourself.

Sent to you FREE for five days

Test this book by reading it at our expense. Fill out the inspection coupon and mail it for our free five-day inspection offer to Music Trade Review readers.

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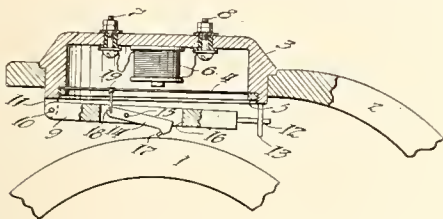
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—**Phonograph Recorder.** Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,465,764.

This invention relates to phonograph recorders, especially of the floating-weight type.

One of the principal objects of the invention is to provide an improved construction for phonograph recorders of the floating-weight type wherein during the recording operation the tension in the connection between the stylus and the diaphragm or vibratory means is sufficient to prevent lost motion and rattling, and at the same time the recording stylus engages the record tablet with the proper pressure.

In order that the invention may be more clearly understood, attention is directed to the



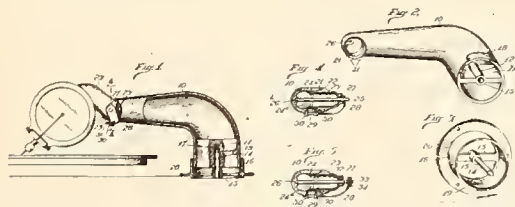
drawing accompanying and forming a part of this specification and in which the single figure is a fragmental view in elevation, partly in section, of a phonograph illustrating one form of recorder embodying this invention, in operative position with respect to the record tablet.

Tone Arm for Phonographs. Burr B. Blood, Chicago, Ill., assignor by mesne assignments to the Jewel Phonoparts Co., same place. Patent No. 1,468,224.

This invention relates to tone arms adapted for use in connection with phonographs provided with tone chambers; that is, in connection with phonographs wherein the tone or sound is conveyed from the reproducer through the tone arm and thereby transmitted into the tone chamber usually formed in the phonograph cabinet beneath the record-holding turntable.

One object of the invention is to provide a tone arm wherein the reproducer receiving end or elbow is provided with a pivotal connection which will enable the proper movement of the reproducer across the record; permitting the reproducer to have the desired freedom during its travel and yet at the same time provide a connection which will not interfere with the tone quality and will not produce a "blast" or permit any "chatter," so often encountered with tone arms and connections at present employed. The means employed for providing the pivotal connection just referred to is of such nature as to take up any slight differences in formation or dimensions, within a given range, that may occur between the reproducer-receiving end or elbow and the main portion of the tone arm.

Another object of the invention is to provide the tone arm with a pivotal support at the base end, on the cabinet adapted to receive the entire weight of the arm without permitting any binding effect but allow a free swing or oscillation of the tone arm, and thus provide a construction responsive to the delicate power of force



applied to the stylus or needle by the shallow grooves of the record. The invention at the same time contemplates a construction wherein the tone arm proper may be easily and quickly lifted or disconnected from its base or pivot providing portion.

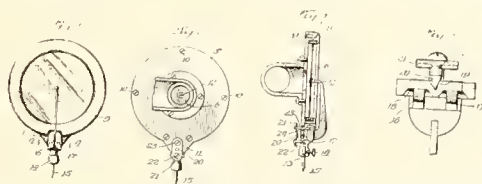
Figure 1 is a side elevation of the improved tone arm shown provided with a reproducer, the stylus whereof is shown in contact with a portion of a disc record; the main portion of the tone arm and its base being shown in longitudinal section to disclose the pivot-forming elements. Fig. 2 is a perspective view of the main portion of the tone arm in inverted position, that is looking at the bottom thereof, to disclose the interior construction at the ends. Fig. 3 is a perspective view of the base or pivot-forming portion of the tone arm turned up on its side. Fig. 4 is a sectional view, taken on the line 4-4 of Fig. 1, looking in the direction of the arrows. Fig. 5 is a detail sectional view of a modified form of the pivotal connection between the main portion of the tone arm and the reproducer-receiving end or elbow.

Sound Box. Axel Engnell, Chicago, Ill. Patent No. 1,468,144.

This invention relates to sound boxes and particularly to novel means of mounting the stylus bar on the sound box. One of the objects is to provide a stylus bar mounting for sound boxes which will eliminate the undesirable relationship between the diaphragm and the stylus arm mounting to remove any dampening effect on the diaphragm; a stylus arm mounting for sound boxes which will permit proper reproduction of sounds without dampening or otherwise retarding the effectiveness of the diaphragm; stylus arm mountings for sound boxes for successful commercial use.

Generally speaking, the objects of the invention are accomplished by providing a knife edge engagement between the stylus arm and the sound box and mounting the tension spring wholly on the stylus arm so that the same may be movable with the arm as the diaphragm is vibrated.

Figure 1 is a front elevational view of a sound box provided with the preferred embodiment of the invention. Fig. 2 is a back elevational view of the sound box in Fig. 1, a portion



of the parts being shown in section. Fig. 3 is a vertical sectional view of the invention. Fig. 4 is an enlarged sectional view taken in the plane of line 4-4 of Fig. 1 showing the preferred means of mounting the stylus arm on the sound box.

Phonograph. Herbert O. Crippen, Sanford, Fla. Patent No. 1,468,138.

A more specific object of the invention is to provide an improved amplifying casing or horn for phonographs containing a double tone chamber.

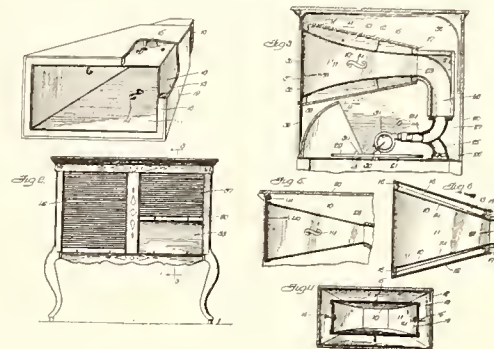
Another object is to provide an improved casing, enclosing a tone chamber, which is responsive to the high and to the low notes with utmost fidelity, and which is resonant to an extent that it increases the volume or tone and reinforces all tones, equally vibrating in the same time.

Another object is to provide a vibratable casing enclosing a tone chamber and another relatively rigid spaced away casing enclosing the vibratable casing, leaving a sealed space intervening between the two casings, to thereby provide a resonant chamber outside of the usual sound amplifying horn.

Another object is to provide a sound responsive casing containing a tone chamber and means to tension the chamber, thereby to make it more sensitive to normally inaudible sound emanating from the amplifying casing or horn.

Another object of the intervention is to improve the cabinet and arrangement of the horn and sound reproducing instrumentality to render scratching of the needle less apparent.

In the drawings Figure 1 is an isometric perspective view of the double casing sound amplifier and modifier containing an inner and an outer tone chamber showing parts in section. Fig. 2 is a front elevation of an improved



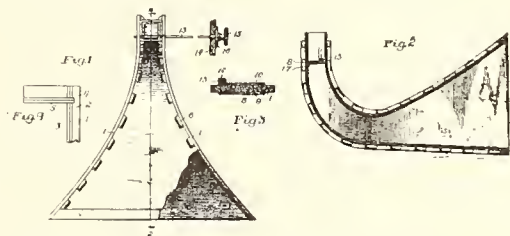
cabinet in one side of which the improved devices are to be contained. Fig. 3 is a section taken on line 3-3 of Fig. 2. Fig. 4 is a section taken on line 4-4 of Fig. 3. Fig. 5 is a longitudinal section of the horn or amplifier with the closed and sealed tone chamber, on the vertical sides only, being omitted from the top and bottom. Fig. 6 is a longitudinal section of the modification of the device shown in Fig. 1.

Sound Amplifier. Martin Nystrom, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., same place. Patent No. 1,468,166.

This invention relates to talking machines and has for its primary object the provision of an amplifier of wood constructed to insure its maximum efficiency as a conductor and distributor of sound under varying atmospheric conditions.

A further object is the provision of a wood amplifier for talking machines in which the customary joint between the mouth neck portion and the portion of the amplifier leading to the tone arm is eliminated.

Figure 1 is a plan view partially in section of an amplifier according to the invention with the the damper applied thereto. Fig. 2 is a section on the line 2-2 of Fig. 1. Fig. 3 is a detail



in section of the damper. Fig. 4 is a detail in elevation, illustrating the construction of the amplifier.

Sound Box. Henry Walker, Wilmington, Del., assignor of one-half to Frank F. Slocomb, same place. Patent No. 1,469,058.

This invention consists of a novel construction of a sound box, wherein is employed a plurality of diaphragms, including an inner and an intermediate diaphragm of novel construction, whereby the reproduced sound waves are modulated and clarified by the vibrations transmitted from one air chamber to another, and by the vibratory tongue forming a portion of the inner diaphragm, by the coaction of which practically all harsh or metallic sounds are avoided, and the resultant reproduction is rendered smooth, round, full and sympathetic, in a word, natural. Also the scratching sound caused by the contact of the needle point with the moving record, and which has heretofore been so objectionable a feature, is by this improved construction so nearly absorbed and

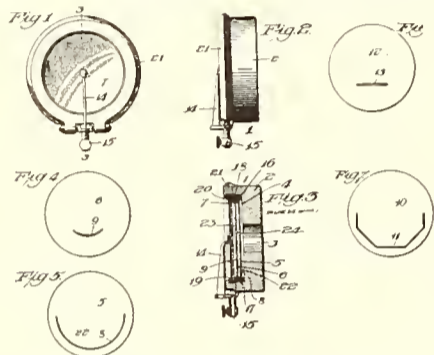
(Continued on page 192)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 191)

eliminated that it is impossible of detection after a record has been put in play.

To the above ends this invention consists of a novel construction of a sound box comprising a body containing a diaphragm chamber, preferably provided with three diaphragms, the inner diaphragm having a semicircular or equivalently shaped cut therein extending half way, more or less, around the diaphragm near its outer periphery and forming a resilient tongue, while the intermediate diaphragm has a shorter cut therein, preferably out of alignment with the cut in said inner diaphragm, the outer diaphragm being solid, and all said diaphragms being held in assembled position and separated from each other by gaskets in such a manner that the reproduced sound waves are clarified, so that a natural and faithful reproduction is obtained.

Figure 1 represents a front elevation of a sound box embodying the invention. Fig. 2 represents a side elevation of Fig. 1. Fig. 3 represents a vertical sectional view, the section being



taken on line 3—3 in Fig. 1. Fig. 4 represents a plan view of the intermediate diaphragm in detached position. Fig. 5 represents a plan view of the inner diaphragm in detached position. Fig. 6 represents a plan view of another form of intermediate diaphragm which may be used in lieu of the diaphragm seen in Fig. 4. Fig. 7 represents a plan view of another form of inner diaphragm which may be used in lieu of the diaphragm seen in Fig. 5.

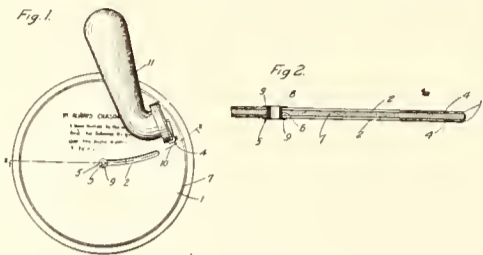
Protector for Phonograph Records. Victor H. Emerson, New York, N. Y. Patent No. 1,468,879.

This invention relates to cover devices for disc records, of the type employed with the record while the latter is being played. It is in the nature of an improvement on or modification of the device disclosed in co-pending application, Serial No. 418,246, filed October 20, 1920. In that application there is illustrated and described a device in which a disc record is provided with a cover sheet or device having an aperture therein through which the spindle of the talking machine passes when the record and cover device are in position for playing. A radially extending slot in the device allows the reproducing needle to pass through and engage with the record, and the rotation of the device with the record is prevented by the engagement of a wall or edge of the slot with the reproducing apparatus, preferably with the needle. The cover device may carry matter relating to or explanatory of the subject matter of the record, such as the words and music of a song, illustrative scenes, a translation of the recordation, or any other useful or supplemental information relating to the record. An objection to this device is that the long slot through

which the needle passes exposes the grooved portion of the record to injury at that point and allows dust to enter the grooves in that portion of the record.

An object of the present invention is generally to improve the device disclosed in prior application, and to provide a device of that kind which will more completely protect the record against dust and injury.

Figure 1 is a plan view of a portion of a talking machine with a cover device for the



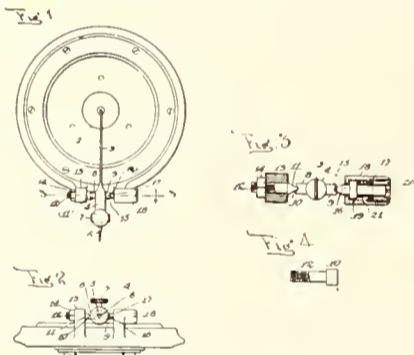
record constructed in accordance with the invention. Fig. 2 is a section in elevation of the record and cover device taken substantially along the line a—a of Fig. 2.

Sound Reproducing Apparatus. Anthony Vasselli, Newark, N. J., assignor by mesne assignments to the General Phonograph Corp., New York. Patent No. 1,468,767.

This invention relates to sound boxes or reproducers for talking machines, and more particularly to that type of machine in which the record groove is carried on the flat surface of a disc or tablet.

The objects of the invention are to produce a sound box which will be cheap to construct, will not get out of order, in which the stylus arm may be steadily placed in proper position relatively to the diaphragm, in which the tension of the stylus arm may be easily adjusted, and which will be easy to assemble.

The object of the invention is to provide improvements in apparatus for reproducing sound;

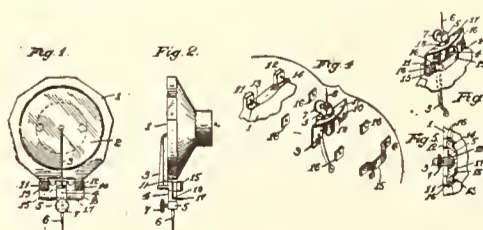


by means of which the quality of the reproduction will be improved.

In the drawings Figure 1 is a front elevation of a sound box embodying the invention. Fig. 2 is a bottom plan view of the same. Fig. 3 is a section on an enlarged scale, the section being taken on the line 3—3 of Fig. 1. Fig. 4 is a detail view of the knife edge.

Stylus Mounting for Reproducers. Julius A. Brown, Peekskill, N. Y., assignor to Ernest Loomis, same place. Patent No. 1,469,451.

This invention has for its object to provide an improved resilient mounting for the stylus



arm in a phonograph reproducer, in which the plate spring is extended in several directions to facilitate the vibration of the parts; and which is provided with means for adjusting its tension, whereby the character of the vibration can be easily regulated.

In the accompanying drawings Figure 1 is a front elevation. Fig. 2 is a side elevation, partly in section. Fig. 3 is a detail view enlarged of certain parts. Fig. 4 is a view showing the spring mounting parts separated in general

order of assembly. Fig. 5 is a plan view of certain parts.

Spring Stylus Mounting for Phonographs. Julius A. Brown, Peekskill, N. Y., assignor to Ernest Loomis, same place. Patent No. 1,469,452.

The object of the present invention is to provide an improved form of stylus arm mounting for a reproducer for phonographs, that is constituted by a plate spring doubled sharply on itself at one portion; and a further object is to provide such a spring member in which the axis or bend of the structure will lie approximately in the plane of the diaphragm.

In the accompanying drawing Figure 1 is a front elevation. Fig. 2 is a side elevation partly in section. Fig. 3 is an end elevation. Figs. 4 and 5 show the spring member detached. Fig. 6 shows the stylus arm and attached bracket.

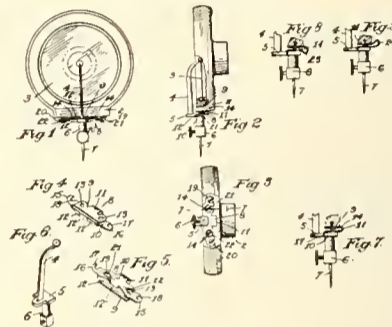


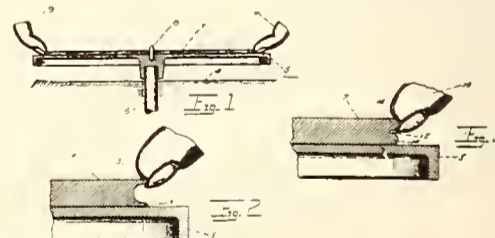
Fig. 7 is a partial view enlarged through the spring and stylus arm. Figs. 8 and 9 show slight modifications of the spring plate.

Phonograph Record. John J. Reinhold, Marietta, Pa. Patent No. 1,471,862.

This invention relates to phonograph records of the disc type. It is a difficult matter to pick up disc records from a flat surface, such as the turntable of talking machines, especially, when they are very thin and have an edge of the usual shape. Moreover, when a number of records are stacked one on top of the other it is usually necessary when picking one off, to slide it partially off the stack before a firm hold can be obtained upon the same; this is the usual habit when picking a record off the stack because it seems to be the most convenient way; the objection to this is that some of the records become scratched and the sound grooves become worn away by this sliding action.

In carrying out this invention there is constructed the edge or periphery of the disc of a shape which is adaptable to engage with the finger nails of the human hand, through which the disc can be readily lifted and the fingers placed under the same to enable a person to get a firm hold. The handling of records is greatly facilitated when formed as herein shown and described.

Referring to the drawing Figure 1 is a sectional view of a turntable of the type usually



employed with talking machines, upon which is carried a record of the common type. Fig. 2 is an enlarged sectional view of a portion of the turntable shown in Fig. 1, and a portion of a record showing the principal features of this invention. Fig. 3 shows a modification of the improved record as shown in Fig. 2.

PAUL STUTZER TO RETIRE

WEST HOBOKEN, N. J., December 10.—Paul Stutzer, who has been in the music business here for the past ten years and is prominent in local merchandising circles, is disposing of his stock, preparatory to retiring from active business. Mr. Stutzer's store was one of the most completely stocked in this section.

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Advance RECORD BULLETINS for January, 1924

VICTOR TALKING MACHINE CO.

LIST FOR NOVEMBER 30

- 19142 By the Watermelon Vine.....Shannon Quartet 10
- Louisiana LouShannon Quartet 10
- 19180 I'm Sitting Pretty in a Pretty Little City,
Albert Campbell-Henry Burr 10
- Alabama Blacksheep.....Peerless Quartet 10
- 19181 You Can't Make a Fool Out of Me..Henry Burr 10
- Pal of My Dreams.....Charles Hart 10

INSTRUMENTAL RECORD

- 19149 Turkey in the Straw,
Henry C. Gilliland and A. C. (Eck) Robertson 10
- Ragtime AnnieA. C. (Eck) Robertson 10

DANCE RECORDS

- 19172 Sleep—WaltzWaring's Pennsylvanians 10
- The West, a Nest and You—Waltz,
Waring's Pennsylvanians 10
- 19178 Remem'ring—Fox-trot,
Joe Raymond and His Orch. 10
- Salt Your Sugar—Fox-trot,
Joe Raymond and His Orch. 10
- 19179 Moonlight Kisses—Fox-trot,
Joe Raymond and His Orch. 10
- Music of Love—Fox-trot,
International Novelty Orch. 10

RED SEAL RECORDS

- 956 Letter Song (From "Apple Blossoms")—Violon-
cello SoloHugo Kreisler 10
- I'm in Love (From "Apple Blossoms")—Violon-
cello SoloHugo Kreisler 10
- 959 A Kiss in the Dark (From "Orange Blossoms")
(de Sylva-Herbert).....Amelita Galli-Curci 10
- Kiss Me Again (From "Mlle. Modiste") (Blos-
som-Herbert)Amelita Galli-Curci 10

LIST FOR DECEMBER 7

- 19146 Pinin' Just for You.....Claire Brookhurst 10
- Sweet Thoughts of Home.....Claire Brookhurst 10
- 19186 Midnight Rose.....Henry Burr 10
- Ev'ry Night I Cry Myself to Sleep Over You,
Henry Burr 10
- 19188 What Do You Do Sunday, Mary?
American Quartet 10
- Oh! How She Lied to Me,
Bill Murray-Ed Smalle 10
- 19153 Star of the East.....Trinity Choir 10
- The Birthday of a King.....Trinity Choir 10

DANCE RECORDS

- 19182 Somebody Else Took You Out of My Arms—
Fox-trot.....Barney Rapp and His Orch. 10
- Walk, Jennie, Walk!—Fox-trot,
Barney Rapp and His Orch. 10
- 19183 Bonnie—Fox-trot..The Manhattan Merrymakers 10
- March of the Mannikins—Fox-trot,
Benson Orch. of Chicago 10
- 19184 Bit by Bit You're Breaking My Heart—Fox-
trot.....Charles Dornberger and His Orch. 10
- Sunshine of Mine—Fox-trot,
Charles Dornberger and His Orch. 10
- 19185 Shake Your Feet—Fox-trot,
Paul Whiteman and His Orch. 10
- Swanee River Blues—Fox-trot,
Paul Whiteman and His Orch. 10

RED SEAL RECORDS

- 958 Tu, ca nun chiagne! (You That Wept Not for
Me!) (Bovio-de Curtis)—Neapolitan,
Enrico Caruso 10
- Noche Feliz (Happy Night) (Pasadas)—Nea-
politainEnrico Caruso 10
- 960 Faust—Veau d'or (The Golden Calf) (Gounod)
—In French.....Feodor Chaliapin 10
- Faust—Sérénade Mephistopheles (While You
Play at Sleeping)—In French,
Feodor Chaliapin 10

LIST FOR DECEMBER 14

- 19190 Be Like the Early Bird...Arthur Moss-Ed. Frye 10
- Why Adam Sinned.....Arthur Moss-Ed. Frye 10
- 19193 Sittin' in a Corner.....Elliott Shaw 10
- Lou'sianaLewis James-Elliott Shaw 10

INSTRUMENTAL RECORD

- 19143 Entr'acte-Gavotte (Gillet)...Victor String Orch. 10
- In the Mill (Au Moulin) (Gillet),
Victor String Orch. 10

DANCE RECORDS

- 19187 In Love With Love—Fox-trot,
Paul Whiteman and His Orch. 10
- Raggedy Ann—Fox-trot,
Paul Whiteman and His Orch. 10
- 19189 Stack o' Lee Blues—Fox-trot,
Waring's Pennsylvanians 10
- Stavin' Change—Fox-trot.....The Virginians 10
- 19191 Mamma Loves Papa—Fox-trot,
Paul Whiteman and His Orch. 10
- Ev'ry Night I Cry Myself to Sleep Over You—
Fox-trotThe Manhattan Merrymakers 10

RED SEAL RECORDS

- 957 June—Barcarolle (Tschaiakowsky)...Erika Morini 10
- Serenade (Toselli).....Erika Morini 10
- 6426 Holy Night (Noël) (Adam),
Reinald Werrenrath 12
- Nazareth (Chorley-Gounod),
Reinald Werrenrath 12

LIST FOR DECEMBER 21

- 45371 Friend o' Mine.....Royal Dadmun 10
- Trade WindsRoyal Dadmun 10
- 19194 Dear Old Lady.....Sterling Trio 10
- Lindy LadyPeerless Quartet 10

INSTRUMENTAL RECORD

- 19088 Bright Moon—WaltzFerera-Franchini 10
- Hawaiian Nights—WaltzFerera-Franchini 10

DANCE RECORDS

- 19195 Mamma Goes Where Papa Goes—Fox-trot,
David H. Silverman and His Orch. 10
- Mean Blues—Fox-trot,
David H. Silverman and His Orch. 10
- 19196 Wonder If She's Lonely Too—Fox-trot,
Charles Dornberger and His Orch. 10
- I Never Had a Manmy—Fox-trot,
The Manhattan Merrymakers 10
- 19197 You—Fox-trot.....Benson Orch. of Chicago 10
- Do You, Don't You, Will You, Won't You
Love Me Too?—Fox-trot,
Benson Orch. of Chicago 10
- 19198 Lonesome and Blue—Waltz,
Benson Orch. of Chicago 10
- When Lights Are Low—Waltz,
Benson Orch. of Chicago 10

RED SEAL RECORDS

- 967 L'Amico Fritz—Son pochi fiori (Here Are
Some Flow'rets) (Mascagni)—In Italian,
Lucrezia Bori 10
- L'Amico Fritz—Non mi resta che il pianto
(Must I Ever Thus Be Sadly Crying)—In
ItalianLucrezia Bori 10
- 968 Somewhere in the World.....John McCormack 10
- Where the Rainbow Ends.....John McCormack 10
- 6425 Quartet in D Major—Adagio (Mozart),
Flonzaley Quartet 12
- Quartet in A Minor—Adagio
(Schumann),
Flonzaley Quartet 12

COLUMBIA PHONOGRAPH CO.

COLUMBIA NEW PROCESS RECORDS

DANCE MUSIC

- 27-D Take, Oh Take Those Lips Away (From
"Ziegfeld Follies of 1923")—Fox-trot,
Paul Specht and His Hotel Alamac Orch. 10
- Dear Old Lady—Fox-trot,
Paul Specht and His Hotel Alamac Orch. 10
- 29-D Sleep—WaltzThe Romancers 10
- The West, A Nest, and You—Waltz,
The Romancers 10
- 17-D I've Got A Song for Sale—Fox-trot,
Frank Westphal and His Orch. 10
- All Wrong—Fox-trot,
Frank Westphal and His Orch. 10
- 10-D Sohbin' Blues—Fox-trot,
Art Kahn and His Orch. 10
- Bit By Bit You're Breaking My Heart—Fox-
trotArt Kahn and His Orch. 10
- 23-D You May Be Fast "But" Your Mamma's
Gonna Slow You Down—Fox-trot,
The Georgians 10
- Home Town Blues—Fox-trot...The Georgians 10
- 30-D Old Fashioned Love (From "Runnin' Wild")
—Fox-trotThe Georgians 10
- Shake Your Feet (Intro: "Swanee River
Blues") (From "Ziegfeld Follies of 1923")
Medley Fox-trotThe Georgians 10
- 22-D Foolish Child—Fox-trot,
Art Kahn and His Orch. 10
- Oh! Sister, Ain't That Hot!—Fox-trot,
Frank Westphal and His Orch. 10
- 31-D Sweet Pal—Waltz.....Columbia Dance Orch. 10
- Why Don't My Dreams Come True—Waltz,
Columbia Dance Orch. 10

POPULAR VOCAL

- 26-D Say It With A Ukulele—Tenor Solo,
Frank Crumit 10
- Ko-Ko-Mo—Tenor and Baritone Duet,
Billy Jones and Ernest Hare 10
- 25-D I Love You (From "Little Jessie James")—
Tenor Solo.....Lewis James 10
- Marcheta—Tenor Solo.....Lewis James 10
- 24-D Mamma Goes Where Papa Goes—Tenor Solo,
Bob Nelson 10
- Lovey Came Back—Tenor Solo...Bob Nelson 10
- 28-D Dear Old Lady—Tenor and Baritone Duet,
Charles Hart and Elliott Shaw 10

- You Wanted Someone To Play With—Tenor
SoloCharles Hart 10
- 18-D When Greek Meets Greek—Tenor and Bari-
tone DuetFurman-Nash 10
- Chief Hokum—Tenor and Baritone Duet,
Furman-Nash 10
- 19-D Ground Hog Day At Pumpkin Center—Comic,
Cal Stewart (Uncle Josh) 10
- Uncle Josh At the Circus—Comic,
Cal Stewart (Uncle Josh) 10

HAWAIIAN MUSIC

- 21-D Aloha Oe (Farewell To Thee)—Instrumental,
Ferera's Hawaiian Inst. Quintette 10
- One, Two Three, Four—Instrumental,
Ferera's Hawaiian Inst. Quintette 10

SYMPHONY AND CONCERT SELECTIONS

- 68002-D Manon "Ah! fuyez, douce image" (Massenet)
—Tenor SoloCharles Hackett 12
- La Favorita "Spirto gentil" (Donizetti)—
Tenor SoloCharles Hackett 12
- 33001-D Golliwogg's Cake Walk (Debussy)—Piano
SoloPercy Grainger 10
- Gavotte (Gluck)—Piano Solo, Percy Grainger 10
- 33000-D Allegro Moderato In D Major (Haydn)—
InstrumentalLondon String Quartet 10
- Scherzo Quartet In D Major (Tschaiakowsky)
InstrumentalLondon String Quartet 10
- 20001-D Indiana Moon (Jones)—Violin Solo,
Sascha Jacobsen 10
- Pale Moon (Logan)—Violin Solo,
Sascha Jacobsen 10
- A-5684 In the Clock Shop (Orth).....Prince's Orch. 12
- Chinese Wedding Procession (Hosmer),
Prince's Orch. 12

SACRED MUSIC

- 20000-D Lord, I'm Coming Home (Kirkpatrick)—
Baritone Solo.....Oscar Seagle 10
- I'm a Pilgrim (Schuler)—Baritone Solo,
Oscar Seagle 10
- 20-D Face To Face (Johnson)—Tenor Solo,
Lewis James 10
- Jesus, Lover of My Soul (March)—Tenor
SoloLewis James 10

AEOLIAN CO.

ITALIAN RECORDS

- 70007 Ritorna Vincitor (Return Victorious!) (From
"Aida") (Verdi)—In Italian, Soprano (Rosa
Raisa)—Conducted by Gennaro Papi, Metro-
politan Opera House Conductor,
Aeolian Orch. Accomp. 12
- O Patria mia (My Native Land) (From "Aida")
(Verdi)—In Italian, Soprano (Rosa Raisa)—
Conducted by Gennaro Papi, Metropolitan
Opera House Conductor,
Aeolian Orch. Accomp. 12
- 60049 Di quella pira (Tremble, ye tyrants) (From
"Il Trovatore") (Verdi)—In Italian—Tenor—
Aeolian Orch. Accomp.....Giulio Crimi 10
- Ah, si ben mio (The Vows We Pliighted) (From
"Il Trovatore") (Verdi)—In Italian—Tenor—
Aeolian Orch. Accomp.....Giulio Crimi 10

STANDARD

- 70030 Der Erlkönig (The Erlking) (Schuhert)—In
German—Soprano—Piano Accomp. by Ivor
Newton (Recorded in England),
Elena Gerhardt 12
- Feldeinsamkeit (Brahms)—In German—Soprano
—Piano Accomp. by Ivor Newton (Recorded
in England).....Elena Gerhardt 12
- 60015 Love's Old Sweet Song (Bingham-Molloy)—Bari-
tone—Aeolian Orch. Accomp.,
John Charles Thomas 10
- Trees (Kilmer-Tours)—Baritone—Aeolian Orch.
Accomp.John Charles Thomas 10

STANDARD (IRISH)

- 24055 The Harp That Once Through Tara's Halls
(Thomas Moore)—Tenor—Aeolian Orch. Ac-
comp.Colin O'More 10
- Colleen Aroon (Lily Strickland)—Tenor—Aeol-
ian Orch. Accomp.....Colin O'More 10

INSTRUMENTAL

- 010007 Treasure Waltz (Schatz-Walzer)—In Concert
Time (John Strauss) (Grammophon Streich
Orch.) (Recorded in Europe),
Gramophone String Orch. 12
- Vienna Sweets (Wiener Bonbons)—Waltz—In
Concert Time (Joh. Strauss)—(Tanz Orch.—
Rosé Petösy) (Recorded in Europe), Dance
Orch.Rosé Petösy 12
- 010008 Invitation to the Dance (Aufforderung zum
Tanz) (Strauss) (Recorded in Europe),
Gramophone String Orch. 12

(Continued on page 194)

When
Mother Sings "Sweet and Low"



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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 193)

- Tanz (Weber)—(Grammophon Streich Orch.) (Recorded in Europe), 12
Gramophone String Orch. 12
Sonja—Russian Theme (Sonja—Russische Ballade) (Eugen Partos)—(Tanz Orch.—Mahlke) (Recorded in Europe)...Dance Orch.—Mahlke 12
INSTRUMENTAL (IRISH)
14704 Rakes of Kildare (Intro: "Irish Washerwoman") (Flanagan Brothers)—Irish Jig, 10
Accordion-Banjo-Harp Guitar 10
Green Mountain Reel (Intro: "The Teetotaler Reel") (Flanagan Brothers)—Irish Reel, 10
Accordion-Banjo-Harp Guitar 10
HAWAIIAN (VOCAL)
14700 Coral Sands of My Hawaii (Costello-Heagney)—Accomp. by Hawaiian Guitars and Ukulele (Ferra and Franchini)...Criterion Quartet 10
One-Two-Three-Four (Kalama)—Accomp. by Hawaiian Guitars (Ferra and Franchini), Criterion Quartet 10
NOVELTY
14696 Dear Old Pal of Mine (Rebe-Ricc)—Sam Moore and Leroy Smek...Hand Saw and Guitar 10
I Dreamt I Dwelt In Marble Halls (From "Bohemian Girl") (M. W. Balfe)—Guitars, Moore and Davis 10
DANCE
14697 Mamma Loves Papa (Papa Loves Mamma) (Friend-Baer)—Blues Fox-trot, 10
The Kentucky Colonels 10
I've Got A Song for Sale (That My Sweetie Turned Down) (Jack Nelson)—Fox-trot, 10
The Kentucky Colonels 10
14692 An Orange Grove In California (From "The Music Box Revue 1923") (Irving Berlin)—Fox-trot...The Bar Harbor Society Orch. 10
Somehow (I'm Always to Blame) (Roy Carson)—Fox-trot...The Ambassadors 10
14705 Oh You Little Sun-uv-er-gun! (Solman-Howard) Fox-trot...The Bar Harbor Society Orch. 10
Easy Melody (Rodemich-Conley)—Fox-trot, 10
The Ambassadors 10
14707 Covered Wagon Days (Morrissey-Burrowes)—Piano Duet—Fox-trot, 10
Frank Banta and Cliff Hess 10
Shake Your Feet (From "Ziegfeld's Follies of 1923") (Dave Stamper)—Piano Duet—Fox-trot...Frank Banta and Cliff Hess 10
14695 Sleep (Earl Lehieg)—Waltz...Selvin's Orch. 10
The West, A Nest and You (Yoell-Hill)—Waltz, Selvin's Orch. 10
14685 Perhaps (Harold Shaw)—Fox-trot, 10
The Ambassadors 10
Marcellonie (Dicker-Hoffman)—Fox-trot, 10
The Ambassadors 10
14706 Capricho (Caprice) (José Santis)—Tango, 10
Emil Coleman and His Club Trocadero Orch. 10
Cielito Mio (My Little Heaven) (Osvaldo N. Fresedo), 10
Emil Coleman and His Club Trocadero Orch. 10
MEXICAN—DANCE
14693 Amor Rojo (Love Red) (José Alvarez)—Dance-Tango—Fox-trot...The Castillians 10
Cielito Lindo (Beautiful Heaven)—Waltz, The Castillians 10
RACE BULLETIN
14709 Awful Moanin' Blues (Stanley Miller)—Cornet by Joe Smith—Piano Accomp. by Fletcher Henderson...Hazel Meyers 10
He's Never Gonna Throw Me Down (Blues) (Horace Brooks)—Cornet by Joe Smith—Piano Accomp. by Fletcher Henderson, Hazel Meyers 10
14708 He May Be Your Dog But He's Wearing My Collar (Blues) (Henry Creamer)—Piano Accomp. by Fletcher Henderson...Rosa Henderson 10
I Want My Sweet Daddy Now (Blues) (Donald Heywood)—Piano Accomp. by Fletcher Henderson...Rosa Henderson 10
VOCAL
14701 Lovey Came Back (Blues Song) (Lewis-Young-Handman)—Accomp. by Selvin's Orch., Isabelle Patricola 10
Somebody's Wrong (Marshal-Egan-Whiting)—Accomp. by Selvin's Orch...Isabelle Patricola 10
14703 Somehow (I'm Always to Blame) (Roy B. Carson)—Ballad—Accomp. by the Bar Harbor Society Orch...Irving Kaufman 10
Why Should I Give My Love to You (West-Conrad-Siras)—Ballad—Accomp. by the Bar Harbor Society Orch...Irving Kaufman 10
14702 I'm Sittin' Pretty in a Pretty Little City (Davis-Baer-Santly)—Accomp. by Selvin's Orch., Irving Kaufman 10
Sittin' In A Corner (Kahn-Meyer)—Accomp. by Selvin's Orch...Irving Kaufman 10
14698 Kiss Me With Your Eyes (Brown-Spencer)—Tenor—Orch. Accomp...Lewis James 10
I'm Drifting Back to Dreamland (Duet) (Charlesworth-Harrison-Sadler)—Tenor and Baritone—Orch. Accomp...Lewis James and Elliott Shaw 10
14582 E la Farfalla Vola! (The Butterfly Flies Away) (Folk Song) (Genise-Lama)—In Italian—Tenor—Con Orch. Napolitana, Raffaele Balsamo 10
Senza Maria (Without Mary) (E. A. Nario)—In Italian—Tenor—Con Orch. Napolitana, Raffaele Balsamo 10

- 14699 Weiber Agesund of Eich (Comic Song) (Morris Rund)—In Jewish—Accomp. by Perez Sandler's Orch...Aaron Lebedeff 10
Moide Ani Raskazat (Comic Folk Song) (Morris-Rund)—In Jewish—Accomp. by Perez Sandler's Orch...Aaron Lebedeff 10

EDISON DISC RECORDS

- ALREADY RELEASED
SPECIALS
51251 Mother Goose Songs, No. 1...Lewis James 10
51254 O Sole Mio—Transcription—Piano Solo, Ferdinand Himmelmich 10
Frühlingsregen (Spring Showers)—Piano Solo, Victor Young 10
82305 L'Altra Notte in Fondo Al Mare—Mephistopheles...Claudia Muzio 10
Che me ne faccio del vostro castello?—Madame Sans-Gene...Claudia Muzio 10
80771 Answer...Ralph Errolle 10
Sweet Genevieve...Ralph Errolle and Chorus 10
FLASHES
51252 If I Knew You Then As I Know You Now—Fox-trot...Kaplan's Melodists 10
Tell All The Folks In Kentucky (I'm Coming Home)—Fox-trot...Atlantic Dance Orch. 10
51255 Melancholy—Fox-trot...Stevens' Trio 10
What Do You Do Sunday, Mary? (From the Musical Comedy "Poppy")—Fox-trot, McNaipak's Dance Orch. 10
51258 Love (My Heart Is Calling You)—Fox-trot, Stevens' Trio 10
Are You Lonely?—Fox-trot...Stevens' Trio 10
51261 It Ain't Gonna Rain No Mo'...Wendell Hall Samuel Johnson (Get Thee Gone From Here), Al Bernard and Ernest Hare 10
51260 Sweet Butter—Fox-trot...Kaplan's Melodists 10
You've Simply Got Me Cuckoo—Fox-trot, Kaplan's Melodists 10
51262 Moonlight Kisses (From "The Greenwich Village Follies")—Fox-trot...Stevens' Trio 10
Little Butterfly (From "Music Box Revue, 1923-24")—Fox-trot...Ernest Stevens' D. Orch. 10
GENERAL LIST
51253 When You Walked Out Someone Else Walked Right in—Fox-trot...Ernest Stevens' D. Orch. 10
Love Tales—Fox-trot...Kaplan's Melodists 10
51259 Kitty (The Blarney Stone), Walter Scanlan and Chorus 10
A Bit o' Pink and White (The Blarney Stone)...Walter Scanlan and Chorus 10
80772 Day Is Dying In The West...Metropolitan Quartet 10
Somebody Knows...Metropolitan Quartet 10
51263 The Old Folks At Home...Vernon Dalhart 10
Just For Remembrance (Bring Me A Red, Red Rose)...Charles Hart and Chorus 10
51264 Just A Girl That Men Forget Waltz, Stevens' Trio 10
Chansonette—Fox-trot...Don Parker's Dance Orch. 10
51265 Sittin' In A Corner—Fox-trot, Nathan Glantz and His Orch. 10
Open Your Heart (From "Runnin' Wild")—Fox-trot...Charlie Kerr's Orch. 10
59510 Die Balmicwe...Sam Silberhusch and Co. 10
El Tashlichenu...Sam Silberhusch 10
59512 Der Griner Janitor, Sam Silberhusch and Sadie Wachtel 10
Yente Telebende Kojft a record, Sam Silberbusch and Co. 10

EDISON BLUE AMBEROL RECORDS

- 4807 Pretty Peggy (From "Vanities of 1923")—Fox-trot...Willie Creager's Dance Orch. 10
4808 Marcheta—Medley Fox-trot "A Love Song of Old Mexico" (Intro: "A Night In Granada"), McNaipak's Dance Orch. 10
4810 Cut Yourself A Piece Of Cake (And Make Yourself At Home)...Billy Jones and Ernest Hare 10
4811 Knice an Knifty—Piano Novelty...Ernest L. Stevens 10
4812 Just A Girl That Men Forget...Jim Doherty 10
4813 Roll Along Missouri—Waltz, McNaipak's Dance Orch. 10
4814 The Gold-Digger (Dig A Little Deeper)...Billy Jones 10
4815 Dreamy Melody—Medley Waltz (Intro: "Rocky Mountain Moon")...McNaipak's Dance Orch. 10

OKEH RECORDS

- DANCE RECORDS
4939 Foolish Child (Lindsay McPhail-Roy Bargy)—Fox-trot...Markels Orch. 10
Von Are Easy to Remember (But Not So Easy to Forget) (Will Collins-Ed. Cameron)—Fox-trot...Markels Orch. 10
4940 Beaucoupe de Jazz (Lots of Jazz) (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters 10
Those Blues (Bob Miley)—Fox-trot, Thomas Morris Past Jazz Masters 10

- 4943 Ala Moana (Johnny Noble)—Fox-trot, Marimba Quintet 10
Indiana Moon (Isham Jones)—Waltz, Marimba Quintet 10
4944 Sun-kist Rose (Cal De Voll)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
Midnight Rose (Lew Pollack)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
4946 Covered Wagon Days (Will Morrissey-Joe Burrowes)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
Sittin' in a Corner (Geo. W. Meyer)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
4947 Mississippi Ripples (James F. Hanley-Mary Earl)—Waltz, Singing Chorus, Rega Dance Orch. 10
Chick-a-Dee (Louis Breau)—Fox-trot, Incidental Whistling by Sibyl Sanderson Fagan; Xylophone by Joe Green, Blue Diamond Dance Orch. 10
4949 Will You Always Love Me? (Lou Traveller-Henry Halstead)—Fox-trot, Green Brothers' Marimba-Saxo Band 10
Marcellonie (Sam Dicker-Al Hoffman)—Fox-trot, Green Brothers' Marimba-Saxo Band 10
4950 Marcheta (Victor L. Schertzinger)—Waltz, with Singing Chorus...Rega Dance Orch. 10
What Could Be Sweeter (Gus Kahn-Louis Panico-Isham Jones)—Fox-trot...Markels Orch. 10
4951 Oh! Sister, Ain't That Hot? (Harry White-Will Donaldson)—Fox-trot, with Singing Chorus by Billy Jones...Rega Dance Orch. 10
Hot Roasted Peanuts (Louis Breau-Chas. Tobias-Harry Tobias)—Fox-trot, with Singing Chorus by Ernest Hare, Blue Diamond Dance Orch. 10
4953 Easy Melody (Larry Conley-Gene Rodemich)—Fox-trot...The Yellow Jackets 10
Where Niag'ra Falls (Turner Layton)—Fox-trot...The Yellow Jackets 10
4954 When Will the Sun Shine for Me? (Benny Davis-Ahner Silver)—Fox-trot, The Yellow Jackets 10
Steal a Little Kiss While Dancing (Ernest E. Sutton)—Waltz...Rega Dance Orch. 10
3073 Bouquet of Roses (Intro, "Rose of Washington Square," "Last Rose of Summer," "Second-Hand Rose," "Mighty Lak a Rose," "My Wild Irish Rose" and "Roses of Picardy")—Medley Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 12
Excerpts From "Carmen" (From the Opera "Carmen") (Bizet) (Arranged by Onivas)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 12
VOCAL RECORDS
4941 Three Thousand Years Ago (Alex. Gerber-Jack Egan)—Tenor, with Orch...Fred Hillebrand 10
Oh! Min (Con Conrad)—Tenor, with Orch., Fred Hillebrand 10
4942 I Wish I Had Someone to Cry Over Me (Mitchel Parish-Eleanor Young-Harry D. Squires)—Tenor, with Orch...Lewis James 10
When Clouds Have Vanished and Skies Are Blue (William R. Clay-Chas. L. Johnson)—Tenor, with Orch...Lewis James 10
4945 Pal of My Dreams (Chas. E. Roat)—Tenor, with Orch...Lewis James 10
Kiss Me With Your Eyes (Fleta Jan Brown-Herbert Spencer)—Tenor, with Orch., Lewis James 10
4948 That's a Lot of Bunk (Al Wilson-Jas. A. Brennan-Mack Henshaw)—Tenor-baritone Duet, with Orch...Billy Jones-Ernest Hare 10
Last Night on the Back Porch (I Loved Her Best of All) (Lew Brown-Carl Schraubstader) Tenor-baritone Duet, with Orch., Billy Jones-Ernest Hare 10
4952 That Old Gang of Mine (Billy Rose-Mort Dixon-Ray Henderson)—Tenor, with Orch., Lewis James 10
Mexicali Rose (Helen Stone-Jack B. Tenney)—Tenor, with Orch...Lewis James 10
4955 Marcheta (Victor L. Schertzinger)—Tenor, with Orch...Lewis James 10
I Love You (From the musical comedy "Little Jessie James") (Harlan Thompson-Harry Archer)—Tenor, with Orch...Lewis James 10
4956 Out There in the Sunshine With You (I. Keirn Brennan-Ernest R. Ball)—Tenor, with Orch., Charles Hart 10
Tell All the Folks in Kentucky (I'm Comin' Home) (Irving Berlin)—Tenor, with Orch., Vernon Dallart 10
4957 Cinderella (Elsie Jean)—Baritone, with Orch., Joseph Phillips 10
The Pied Piper (Elsie Jean)—Baritone, with Orch...Joseph Phillips 10
4958 The Three Bears A-singing Go (Elsie Jean)—Baritone, with Orch...Joseph Phillips 10
Hansel and Gretel (Elsie Jean)—Baritone, with Orch...Joseph Phillips 10
RACE RECORDS
8093 Troubled Blues (Sara Martin-Porter Grainger)—With Piano Accomp...Sara Martin 10
I'm Satisfied (Don Heywood-Porter Grainger)—With Piano Accomp...Sara Martin 10
8095 Grievous Blues (Fannie Goosby)—Contralto Solo,

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 194)

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| <p>Piano and Cornet Accomp., by Clarence Williams and Thomas Morris.....Fannie Goosby
I've Got the Blues, That's All (Goosby-Brockman)—Contralto Solo, Piano and Cornet Accomp., by Clarence Williams and Thomas Morris.....Fannie Goosby
8096 Down on the Levee Blues (Stanley-Miller)—Contralto Solo, Accomp. by King Bechet Trio, Rosetta Crawford
Lonesome Woman's Blues (Dave Payton)—Contralto Solo, Accomp. by King Bechet Trio, Rosetta Crawford
8098 Don't Blame Me (Hulbert Esmere-George Butts)—Contralto Solo, with Piano Accomp., Baby Benbow
Down Home Gal (Hulbert Esmere-George Butts)—Contralto Solo, with Piano Accomp., Baby Benbow
8100 Elephant's Wobble (Bennie Moten)—Fox-trot, Bennie Moten's Kansas City Orch.
Crowdad Blues (Bennie Moten)—Fox-trot, Bennie Moten's Kansas City Orch.
8101 Break o' Day Blues (Sylvester Kimbrough)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch.....Ada Brown
Evil Mama Blues (Ruth S. Wise)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch.....Ada Brown
8102 Chattanooga Blues (Paul Banks)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch.....Mary H. Bradford
Selma Bama Blues (Paul Banks)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch.....Mary H. Bradford
8103 Peachtree Man Blues (Guilford Payne)—Tenor Solo, Piano Accomp. by Eddie Heywood, Guilford (Peachtree) Payne
You Don't Worry My Mind (Guilford Payne)—Tenor Solo, Piano Accomp. by Eddie Heywood.....Guilford (Peachtree) Payne</p> | <p>2499 Last Night on the Old Back Porch (Brown-Schraubstader)—Fox-trot—For Dancing—With vocat (Chorus).....Carl Denton's Orch.
Chick-A-Dee (Stark-Breau)—Fox-trot—For Dancing.....Carl Denton's Orch.
2500 Easy Melody (Conley-Rodemich)—Fox-trot—For Dancing.....Isam Jones Orch.
Somebody's Wrong (Marshall-Egan-Whiting)—Fox-trot—For Dancing.....Isam Jones Orch.
2504 Before You Go (Schonberger-Schonberger-Lyman)—Fox-trot—For Dancing.....Lyman's California Ambassador Hotel Orch.
Weary Weazel (Lopez)—Fox-trot—For Dancing Lyman's Cantornia Ambassador Hotel Orch.
2505 Chansonette (Friml-Paskman-Spaeth)—Fox-trot—For Dancing.....Oriole Orch.
Bonnie (Hirsch-Frey)—Fox-trot—For Dancing, Oriole Orch.
2506 Stealing To Virginia (Kahn-Donaldson)—Fox-trot—For Dancing.....Isam Jones Orch.
Mama Loves Papa (Friend-Baer)—Fox-trot—For Dancing.....Isam Jones Orch.
2507 Just Hot (Signorelli-McHugh-Napoleon-Smith)—Fox-trot—For Dancing.....The Cotton Pickers
Shufflin' Mose (Lottman-Signorelli-Napoleon-Smith)—Fox-trot—For Dancing.....The Cotton Pickers
2517 Japanese Sunset (Deppen-Zamecnik)—Fox-trot—For Dancing.....Paul Ash and His Granada Orch.
Rosita (Dupont)—Fox-trot—For Dancing.....Paul Ash and His Granada Orch.
2508 Sittin' In A Corner (Kahn-Meyer)—Fox-trot—For Dancing.....Isam Jones Orch.
Love Is Just A Flower (Schonberger-Billings-Lyman)—Fox-trot—For Dancing.....Isam Jones Orch.
2509 Foolish Child (Nelson-McPhail-Bargy)—Fox-trot—For Dancing.....Oriole Orch.
Carolita (Costello-Levisohn)—Fox-trot—For Dancing.....Oriole Orch.</p> | <p>2510 That's My Baby (Friend-Claire-Murphy)—Fox-trot—For Dancing.....Oriole Orch.
Ev'ry Night I Cry Myself to Sleep Over You (Johnson-Wood-Bibo)—Fox-trot—For Dancing, Oriole Orch.
2511 Mississippi Ripples (Earl-Hanley)—Waltz—For Dancing.....Castlewood Marimba Band
Steal A Little Kiss While Dancing (Little-Sutton)—Waltz—For Dancing.....Castlewood Marimba Band
2512 No, No, Nora (Kahn-Fiorito-Erdman)—Fox-trot—Piano Duet—For Dancing, Phil Ohman and Victor Arden
Nashville Nightingale (Caesar-Gershwin)—Fox-trot—Piano Duet—For Dancing, Phil Ohman and Victor Arden
2513 Stealing To Virginia (Kahn-Donaldson)—Comedienne with Orch.....Marion Harris
Your Mama's Gonna Slow You Down (Wells-Cooper)—Comedienne with Orch.....Marion Harris
2514 Mama Goes Where Papa Goes (Or Papa Don't Go Out Tonight) (Yellen-Ager)—Comedienne with Orch.....Margaret Young
What Do They Mean By Love (Whiting-Yellen-Franklin)—Comedienne with Orch., Margaret Young
2501 Mean, Mean Mamma (Parish-Young-Squires)—Fox-trot—For Dancing, Vic Meyers' Hotel Butler Orch.
Shake It and Break It (Clark-Friscoe)—Fox-trot—For Dancing, Vic Meyers' Hotel Butler Orch.</p> |
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GENNETT LATERAL RECORDS

- 5235 Keep On Singing—Baritone.....Homer Rodeheaver
Jesus Loves You—Baritone.....Homer Rodeheaver
(Continued on page 196)

ODEON RECORDS

RECORDED IN EUROPE

- 3074 Carnival of Venice (Arban)—Cornet Solo, with Orch. Accomp. 12
Midnight—Fantasie (Carlini)—Cornet Solo, with Orch. Accomp. 12
3075 Transcription of Schubert Melodies—Part I—Orch.....Marek Weber and His Orch. 12
Transcription of Schubert Melodies—Part II—Orch.....Marek Weber and His Orch. 12
3076 Kammer-Ostrow (Rève angélique) (Rubinstein)—Orch.....Dajos Bela and His Orch. 12
Narcissus (Nevin)—Orch., Dajos Bela and His Orch. 12
5026 Hungarian Dance No. 5 (J. Brahms)—Symphony Orch.....Eduard Mörke and the Orch. of the German Opera House, Berlin 12
Hungarian Dance No. 6 (J. Brahms)—Symphony Orch.....Eduard Mörke and the Orch. of the German Opera House, Berlin 12
5030 Flying Dutchman—Wirst du des Vaters Wahl nicht schelten? (Dost thou approve thy Father's choice?) (Richard Wagner)—Soprano and Baritone Duet, with Orch. Accomp. (Sung in German), Emmy Heckmann-Bettendorf-Werner Engel 12
Flying Dutchman—Ach konntest du das Schicksal ahnen (Oh, could you know the Fate) (Richard Wagner)—Soprano and Baritone Duet, with Orch. Accomp. (Sung in German), Emmy Heckmann-Bettendorf-Werner Engel 12
FONOTIPIA RECORD (RECORDED IN EUROPE)
6012 Trovatore—Di quella pira (Tremble, Ye Tyrants) (Verdi)—Tenor, with Orch. (Sung in Italian).....Nino Piccaluga 10
L'Ultima Canzone (The Last Song) (Tosti)—Tenor, with Orch. (Sung in Italian), Nino Piccaluga 10
CARMEN ALBUM SET
(3 12-inch Odeon Records, Complete, in Special Album)
5027 Carmen—Prelude (Bizet).....Dr. Weissman and the Orch. of the State Opera House, Berlin
Carmen—First Intermezzo (Bizet).....Dr. Weissman and the Orch. of the State Opera House, Berlin
5028 Carmen—Second Intermezzo (Bizet).....Dr. Weissman and the Orch. of the State Opera House, Berlin
Carmen—Chorus of the Smugglers (Bizet), Dr. Weissman and the Orch. of the State Opera House, Berlin
5029 Carmen—Third Intermezzo (Bizet).....Dr. Weissman and the Orch. of the State Opera House, Berlin
Carmen—Ballet (Bizet).....Dr. Weissman and the Orch. of the State Opera House, Berlin

BRUNSWICK RECORDS

- 15012 For You Alone (O'Reilly-Giehl)—Tenor, with Orch.Mario Chamlee
Dreams of Long Ago (Carroll-Caruso)—Tenor, with Orch.Mario Chamlee
50043 Aida—O patria mia (My Native Land) (Act III) (Verdi)—Soprano, with Orch.; in Italian, Elisabeth Rethberg
Aida—Ritorna vincitor (Return Victorious) (Act I) (Verdi)—Soprano, with Orch.; in ItalianElisabeth Rethberg
15061 Haiden-Röslein (Hedge-Roses) (Schubert)—Soprano, with Orch.; in German.....Claire Dux
In Einem Kühlen Grunde (The Broken Ring) (Glück)—Soprano, with Orch.; in German, Claire Dux
50044 Scherzo in B Minor (Op. 20, No. 1) (Chopin)—Pianoforte Solo.....Josef Hofmann
Nocturne in F Sharp Major (Op. 15, No. 2) (Chopin)—Pianoforte Solo.....Josef Hofmann
20015 Faust (Ballet Music)—Waltz, Corps de Ballet—Cleopatra's Dance (Gounod)—Concert Orch., Capitol Grand Orch. (Capitol Theatre, New York) Erno Rapee, Conductor
Faust (Ballet Music)—Hellen's Dance—Bacchante (Gounod)—Concert Orch., Capitol Grand Orch. (Capitol Theatre, New York) Erno Rapee, Conductor
20012 Prince of Pilsen (Opening Chorus, "To Law's Command We Bow"—Stein Song, "Heidelberg," "Sweetheart, I Love You Ever," "Message of the Violet," "Pretty City Widow"—Finale, "Up! Boys, Hear the Bugle Blow") Mixed Voices with Orch. (Luders), Brunswick Light Opera Co.
Naughty Marietta (Opening Chorus, "Ah, Love Is Sweet," "I'm Falling in Love with Someone," Italian Street Song—"Tramp, Tramp, Tramp," "It's Pretty Soft for Simon," "Dream Melody"—Finale, Italian Street Song)—Mixed Voices with Orch. (Victor Herbert), Brunswick Light Opera Co.
2516 Indiana Moon (Davis-Jones)—Tenor with Orch., Allen McQuhae
Out There in the Sunshine With You (Ball-Brennan)—Tenor with Orch.....Allen McQuhae

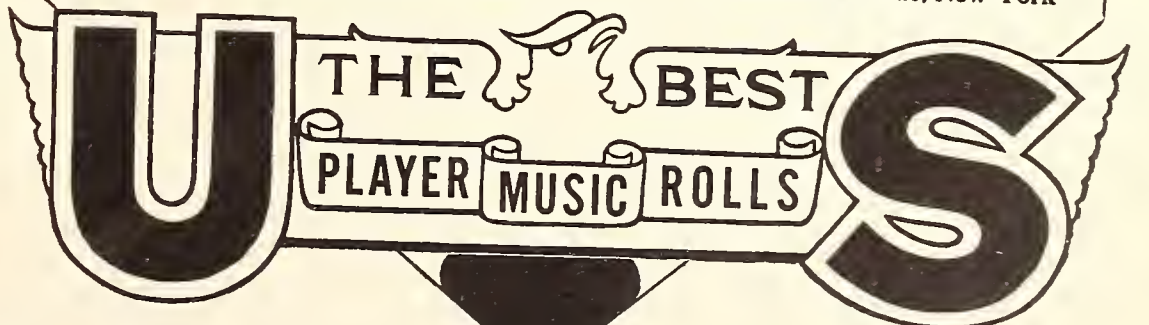
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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 195)

- I-5266 Aure D' Amore (Becucci).....Iasilli's Band
- La Pitigliane (Fabi).....Iasilli's Band
- 5274 Crooked Blues (Spikes Bros.)—Fox-trot.....King Oliver and His Creole Jazz Band
- Alligator Hop (Oliver-Picon)—Fox-trot.....King Oliver and His Creole Jazz Band
- 5275 Zulus Ball (Oliver-Johnson)—Fox-trot.....King Oliver and His Creole Jazz Band
- Workingman Blues (Oliver-Hardir)—Fox-trot.....King Oliver and His Creole Jazz Band
- 5276 That Sweet Something Dear (Spikes Bros.)—Fox-trot.....King Oliver and His Creole Jazz Band
- If You Want My Heart (Marie-Beaulieu)—Fox-trot.....King Oliver and His Creole Jazz Band
- S-5277 El Sepulturero (R. Garcia Arellano), Orquesta Texana
- Ojos De Juventud (Vals lento) (Arturo Tolentino).....Orquesta Texana
- 5278 When Clouds Have Vanished And Skies Are Blue (Johnson-Clay)—Waltz.....Wood's Orch.
- Why Don't My Dreams Come True (Flood-Patten)—Waltz.....Wood's "Bijou" Orch.
- 5279 The West, A Nest And You (Yoell-Hill)—Contralto and Tenor.....Ellerman-Errole
- Just to Hide Away With You (Van Alstyne-Gillespie)—Contralto and Tenor.....Ellerman-Errole
- 5280 Tweet Tweet (Van Alstyne-Gillespie)—Fox-trot, National Orch. of America
- You Darling You (Brockman)—Fox-trot, Harry Reser's Orch.
- 5281 If I Can't Get the Sweetie I Want (I Pity the Sweetie I Get).....Harry Reser's Orch.
- Mama Loves Papa—Fox-trot.....Porter's Blue Devils
- 5282 Walk, Jenny, Walk! (Creamer-Wooding-Shafer)—Fox-trot.....Porter's Blue Devils
- Hot Dawg! (Hanniboe Maguire)—Fox-trot, Porter's Blue Devils
- 5283 Cherish The Ladies (Jig)....Tom Ennis, Irish Pipes
- Irish Reel Medley.....Tom Ennis, Irish Pipes
- 5286 Cruel Woman (Hitch-McDowell-D. Neal), The Happy Harmonists
- Home Brew Blues (M. Neal-May-Rollison), The Happy Harmonists
- 5287 Medley of Old Time Songs—Banjo Duet, Case-Johnson
- Medley of Southern Songs—Banjo Duet, Case-Johnson
- 5288 Rememb'ring (The Duncan Sisters)—The California Wonderers.....Lewis James Chorus
- Sleep (Lebigg).....Wood's Bijou Orch.
- 5289 Wolverine Blues (Joys) (Morton), Ferd (Jelly Roll) Morton
- King Porter (A Stomp) (Morton), Ferd (Jelly Roll) Morton
- 5290 Easy Melody (Conley-Rodemich)—Fox-trot, Bailey's Lucky Seven
- Covered Wagon Days (Morrissey-Burrows)—Fox-trot.....Bailey's Lucky Seven
- 5291 Sweet Butter (Cohn)—Fox-trot.....The Vagabonds
- Sittin' In A Corner (Kahn-Meyer), The Vagabonds
- 5292 Graveyard Dream Blues (Cox).....Josie Miles
- He's Never Gonna Throw Me Down (Miles-Brooks).....Josie Miles
- 5293 You Can't Make A Fool Out Of Me (Cunningham-Van Alstyne).....Chas. Harrison
- You Didn't Care When You Broke My Heart (So Why Should I Care Now) (Johnson-Russell).....Chas. Harrison
- 5294 I Still Believe In You (Sterling-Chase)—Waltz, Hawaiian Entertainers
- Love Is All I Ask Of You (Henry), Hawaiian Entertainers
- 5295 Why Should I Give My Love To You (West-Conrad-Siras).....Lewis James
- Why Must My Pal Grow Old (Daniels-Fitzgibbons).....Lewis James
- 5296 Hibiscus Blooms (Dickerman)—Waltz, The Sunshine Orch.
- Fluttering Butterfly (Glantz-De Bueris), Nathan Glantz
- 5297 He's an Odd Fellow (Hunt).....Criterion Quartet
- Sabre and Spurs (Sousa).....Gennett Military Band
- 5298 You've Simply Got Me Cuckoo (Hirsch-Greer), Michael O'Connell
- Happy And Go Lucky In My Old Kentucky Home (Gaskill).....O'Connell-Smalley
- 5299 Sittin' In A Corner (Kahn-Meyer), Ellen Louise Collins
- The Old Folks At Home (Kahn-Egan-Whiting), Vernon Dalhart
- 5300 Linger Awhile (Rose-Owens)—Fox-trot, Bailey's Lucky Seven
- That Bran' New Gal (Van-Schenck-Davis-Akst)—Fox-trot.....Bailey's Lucky Seven
- 5301 Roamin' To Wyomin' (Clare-Donaldson)—Fox-trot.....Bailey's Lucky Seven
- Not Here, Not There (Dixon-Fox-Breuer)—Fox-trot.....Bailey's Lucky Seven
- 5302 Old Time Melodies (Part I)—Fox-trot—(Medley Intro: "When You and I Were Young Maggie," "Silver Threads Among the Gold" and "In The Gloaming").....The Four Musical Minstrels
- Old Time Melodies (Part II)—Fox-trot—(Medley Intro: "Annie Laurie," "Last Rose of Summer" and "Blue Bells of Scotland").....The Four Musical Minstrels
- 2535 Die Post Im Walde (Walzer).....National Kapelle
- Die Lustigen Brüder (Polka).....National Kapelle
- 2536 Geburtstags (Walzer).....National Kapelle
- Blaue Auglein (Polka).....National Kapelle

EMERSON RECORDS

LATEST DANCE HITS

- 10686 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Billy Burt, Pennsylvania Syncopators
- Walk, Jenny, Walk!—Fox-trot, Vocal Chorus by Billy Burt.....Pennsylvania Syncopators
- 10687 Linger Awhile—Fox-trot.....Emerson Dance Orch.
- Chansonette—Fox-trot.....Emerson Dance Orch.
- 10688 My Lovey Came Back—Fox-trot, Pennsylvania Syncopators
- That Bran' New Gal—Fox-trot, Pennsylvania Syncopators
- 10689 Take, Oh! Take, Those Lips Away (From "Ziegfeld Follies")—Fox-trot.....Glantz and His Orch.
- Swanee River Blues (From "Ziegfeld Follies")—Fox-trot.....Glantz and His Orch.
- LATEST SONG HITS
- 10690 Linger Awhile—Tenor Solo, Orch. Accomp., Hugh Donovan
- Sittin' in a Corner—Tenor Solo, Orch. Accomp., Jack Boyle
- 10691 You Wanted Someone to Play With, I Wanted Someone to Love—Tenor Solo, Orch. Accomp., Jack Boyle
- Arcady—Tenor Solo, Orch. Accomp., Hugh Donovan
- 10685 Roses of Picardy—Tenor Solo, Orch. Accomp., Hugh Donovan
- Kiss Me With Your Eyes—Tenor Solo, Orch. Accomp., Hugh Donovan

PATHE PHONOGRAPH & RADIO CORP.

SACRED

- 021084 Silent Night, Holy Night (Gruber), Placide Morency
- Adeste Fideles (Oh, Come, All Ye Faithful) (Portugal).....Placide Morency

SPECIAL IMMEDIATE RELEASES

DANCE

- 036012 Take, Oh Take, Those Lips Away—Fox-trot, Lanin's Arcadians
- Linger Awhile—Fox-trot.....Golden Gate Orch.
- 036013 Dear Old Lady—Fox-trot.....Casino Dance Orch.
- Rememb'ring (From "Topsy and Eva")—Fox-trot.....Nathan Glantz and His Orch.
- 036014 You've Simply Got Me Cuckoo—Fox-trot, Nathan Glantz and His Orch.
- That Bran' New Gal—Fox-trot, Nathan Glantz and His Orch.
- 036017 Wedding Bells—Waltz.....Max Terr and His Orch.
- Half-Past Ten—Waltz, Fry's Million Dollar Pier Orch.
- 036018 Sleep—Waltz.....Max Terr and His Orch.
- The West, A Nest And You—Waltz, Casino Dance Orch.
- 036019 Tin Roof Blues (Fox-trot Blues), Original Indiana Five
- St. Louis Gal (Fox-trot Blues), Original Indiana Five

POPULAR VOCAL

- 032009 Pal Of My Dreams.....Robert Judson
- I'm Drifting Back To Dreamland.....Apollo Male Trio
- 032012 Sittin' In A Corner.....Harry Blake
- Last Night On The Back Porch (I Loved Her Best Of All).....Harry Blake-Robert Judson
- REGULAR—DANCE
- 036011 Roamin' to Wyomin'—Fox-trot.....Lanin's Arcadians
- Lovey Came Back—Fox-trot.....Lanin's Arcadians
- 036015 Little Butterfly (From "Third Annual Music Box Revue")—Fox-trot, Nathan Glantz and His Orch.
- Lonesome Cinderella (From "Ziegfeld Follies")—Fox-trot.....Nicholas Orlando and His Orch.
- 036016 Do Doodle Oom—Fox-trot.....New Synco Band
- Land of Cotton Blues—Fox-trot.....New Synco Band

POPULAR VOCAL

- 032010 Little Boy.....Frank Sterling
- Stay Home, Little Girl, Stay Home, Frank Bessinger
- 032011 You Didn't Want Me When I Wanted You (I'm Somebody Else's Now).....Charles Cinway
- Why Must My Pal Grow Old?.....Charles Cinway
- DANCE
- 036017 Wedding Bells—Waltz.....Max Terr and His Orch.
- Half-past Ten—Waltz, Fry's Million Dollar Pier Orch.

RACE RECORDS

- 032013 All the Time, Mary Jackson and Perry Bradford's Jazz Phoos
- Who'll Get It When I'm Gone, Mary Jackson and Perry Bradford's Jazz Phoos
- 032014 Graveyard Dream Blues.....Matie Hite
- Mason-Dixon Blues.....Matie Hite
- 032015 Mistreatin' Daddy.....Lena Wilson
- Love Ain't Blind No More.....Lena Wilson
- STANDARD VOCAL
- 021092 Old Time Medley, Part 7 (Intro.: (1) Aunt Dinah's Quilting Party; (2) Lika Me, Lika You; (3) Maggie Murphy's Home; (4) Au Revoir, But Not Good-bye; (5) Good-bye, Broadway).....Shannon Four
- Old Time Medley, Part 8 (Intro.: (1) Mary; (2) Sweet Sixteen; (3) I Don't Want to Play in Your Yard; (4) Dear Old Girl; (5) Good-night, Ladies).....Shannon Four

SACRED

- 021093 The Holy City.....Helen Clark
- The Hymns of the Old Church Choir, Shannon Four

INSTRUMENTAL

- 021090 Irish Jigs (Medley)—Irish Pipes.....Tom Ennis
- Irish Reels (Medley)—Irish Pipes.....Tom Ennis

HAWAIIAN

- 021091 Love Is All I Ask of You, Ferera's Hawaiian Instrumental Quartet
- I Still Believe in You, Ferera's Hawaiian Instrumental Quartet
- CLASSIC
- 025110 Roses of Picardy (Wood).....Craig Campbell
- Mary of Argyle (Nelson).....Craig Campbell

REGAL RECORDS

DANCE RECORDS

- 9567 Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—Fox-trot, Vocal Chorus by Billy West, Hollywood Dance Orch.
- Sweet Old Chesapeake Bay—Fox-trot, Hollywood Dance Orch.
- 9568 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Arthur Hall, Missouri Jazz Band
- Walk, Jenny, Walk—Fox-trot, Vocal Chorus by Billy West.....Missouri Jazz Band
- 9569 When It's Night Time in Italy It's Wednesday Over Here—Fox-trot, Vocal Chorus by Billy West.....Hollywood Dance Orch.
- Some Day—Fox-trot.....Hollywood Dance Orch.
- 9570 Swanee River Blues (From "Ziegfeld Follies, 1923")—Fox-trot.....Sam Lanin's Orch.
- Take, Oh Take, Those Lips Away (From "Ziegfeld Follies, 1923")—Fox-trot, Sam Lanin's Orch.
- 9571 Not Here, Not There—Fox-trot, Roseland Dance Orch.
- I've Got a Song for Sale—Fox-trot, Roseland Dance Orch.
- 9572 Little Butterfly ("Music Box Revue, 1923")—Fox-trot.....Continental Dance Orch.
- Old Fashioned Love (From "Runnin' Wild")—Fox-trot.....Continental Dance Orch.
- 9573 House of David Blues—Fox-trot, Original Memphis Five
- Oh, Sister, Ain't That Hot—Fox-trot, Original Memphis Five
- 9574 Sure as You're Born You're From Kentucky—Fox-trot.....Sam Lanin's Orch.
- Roamin' to Wyomin'—Fox-trot.....Sam Lanin's Orch.
- 9575 You Didn't Want Me When I Wanted You—Waltz.....Roy Collins' Orch.
- Good-Night—Waltz.....Roy Collins' Orch.
- POPULAR VOCAL RECORDS
- 9576 Stay Home, Little Girl, Stay Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- Mamma's Little Silver Lining—Tenor Solo, Orch. Accomp.....Chas. Dalton
- 9577 I'm Sitting Pretty in a Pretty Little City—Duet, Orch. Accomp.....Thomas-West
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- 9578 Sittin' in a Corner—Tenor Solo, Orch. Accomp., Lou Hayes

- Lovey Came Back—Tenor Solo, Orch. Accomp., Billy West
- 9579 Sweet Henry, the Pride of Tennessee—Tenor Solo, Orch. Accomp.....Billy West
- The Old Folks at Home—Tenor Solo, Orch. Accomp., Vernon Dalhart
- 9580 Roses of Picardy—Tenor Solo, Orch. Accomp., Hugh Donovan
- A Kiss in the Dark—Soprano Solo, Orch. Accomp., Jane Bartlett
- HAWAIIAN RECORDS
- 9581 Silver Threads Among the Gold—Hawaiian Guitars.....Ferera's Hawaiian Serenaders
- Ben Bolt—Hawaiian Guitars, Ferera's Hawaiian Serenaders

FEDERAL RECORDS

DANCE

- 5345 In Love With Love (From "The Stepping Stones")—Fox-trot.....Hackel-Berge Orch.
- Moonlight Kisses (From "Greenwich Village Follies")—Fox-trot.....Savoy Dance Orch.
- 5346 So This Is Love (From "Little Miss Blue-beard")—Waltz.....Hackel-Berge Orch.
- Chansonette—Fox-trot.....Hackel-Berge Orch.
- 5347 Linger Awhile—Fox-trot.....Golden Gate Orch.
- You—Fox-trot.....Golden Gate Orch.
- 5348 Arcady—Fox-trot.....Majestic Dance Orch.
- Lovey Came Back—Fox-trot.....Majestic Dance Orch.
- 5349 That Bran' New Gal of Mine—Fox-trot, The Carolinians

VOCAL

- 5350 Sweet Butter—Fox-trot.....Miami Beach Orch.
- Rememb'ring—Fox-trot.....Miami Beach Orch.
- 5351 Somewhere in the World—Tenor Solo, Charles Harrison
- Pinin' for You—Tenor Solo.....Charles Harrison
- 5352 Dear Old Lady—Tenor Solo.....George Wilton Ballard
- You're in Kentucky Sure as You're Born—Tenor Solo.....Vernon Dalhart
- 5353 Why Should I Give My Love to You?—Tenor Solo.....Charles Harrison
- If the Rest of the World Don't Want You—Tenor Solo.....George Wilton Ballard
- 5354 I'm Goin' South—Baritone Solo.....Ernest Hare
- There's a Bend at the End of the Swanee—Baritone Solo.....Ernest Hare

STANDARD

- 5015 Abide With Me—Tenor Solo.....Henry Burr
- Beautiful Isle of Somewhere—Tenor-baritone, Charles Hart-Elliott Shaw
- 5114 Darling Nelly Gray—Male Quartet.....Shannon Four
- In the Evening by the Moonlight—Male Quartet, Shannon Four
- 5097 Hear Dem Bells—Baritone Solo.....Ernest Hare
- Oh! Dem Golden Slippers—Baritone Solo, Ernest Hare
- 5153 Sleep, Baby, Sleep—Yodel Song.....Geo. P. Watson
- Roll On, Silver Moon—Yodel Song.....Geo. P. Watson

INSTRUMENTAL

- 5110 Serenade—Violin Solo.....M. Arriga
- Traumerei—Violin Solo.....M. Arriga
- 5095 Medley of Irish Jigs—Accordion.....Joseph Kimmel
- Medley of Irish Reels—Accordion.....Joseph Kimmel
- 5132 American Eagle March.....Federal Military Band
- Washington Grays March.....Federal Military Band

RODEHEAVER RAINBOW RECORDS

- 1077 Somebody Cares (Homer Rodeheaver), Jesus Loves You (Homer Rodeheaver), Christ Is Here (Jenkins), He Lifted Me (Jenkins)
- 1088 Hush, Somebody's Calling My Name (Wiseman), I Couldn't Hear Nobody Pray (Wiseman)
- 1089 Do You Think I'll Make A Soldier (Homer Rodeheaver and Wiseman Sextet), Sign of Judgment—Old Time Religion (Wiseman)

BANNER RECORDS

DANCE RECORDS

- 1277 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Arthur Hall, Six Black Diamonds
- Sweet Old Chesapeake Bay—Fox-trot, Majestic Dance Orch.
- 1278 Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—Fox-trot, Vocal Chorus by Billy West, Roy Collins' Orch.
- Walk, Jenny, Walk—Fox-trot, Vocal Chorus by Billy West.....Six Black Diamonds
- 1279 Sure as You're Born You're From Kentucky—Fox-trot.....Roseland Dance Orch.
- I've Got a Song for Sale—Fox-trot, Roseland Dance Orch.
- 1280 When It's Night Time in Italy It's Wednesday Over Here—Fox-trot, Vocal Chorus by Billy West.....Roy Collins' Orch.
- Some Day—Fox-trot.....Roy Collins' Orch.
- 1281 Roamin' to Wyomin'—Fox-trot.....Sam Lanin's Orch.
- Not Here, Not There—Fox-trot.....Sam Lanin's Orch.
- 1282 Oh, Sister, Ain't That Hot—Fox-trot, Original Memphis Five
- House of David Blues—Fox-trot, Original Memphis Five
- 1283 Take, Oh Take, Those Lips Away (From "Ziegfeld Follies, 1923")—Fox-trot, Roseland Dance Orch.
- Swanee River Blues (From "Ziegfeld Follies, 1923")—Fox-trot.....Roseland Dance Orch.
- 1284 Old Fashioned Love (From "Runnin' Wild")—Fox-trot.....Imperial Dance Orch.
- Little Butterfly (From "Music Box Revue, 1923")—Fox-trot.....Imperial Dance Orch.
- 1285 You Didn't Want Me When I Wanted You—Waltz.....Hollywood Dance Orch.
- Good-Night—Waltz.....Hollywood Dance Orch.
- POPULAR VOCAL RECORDS
- 1286 I'm Sitting Pretty in a Pretty Little City—Duet, Orch. Accomp.....Thomas-West
- The Old Folks at Home—Tenor Solo, Orch. Accomp., Vernon Dalhart
- 1287 A Kiss in the Dark—Soprano Solo, Orch. Accomp., Jane Bartlett
- Roses of Picardy—Tenor Solo, Orch. Accomp., Billy Burton
- 1288 Stay Home, Little Girl, Stay Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- Why Don't My Dreams Come True?—Tenor Solo, Orch. Accomp.....Chas. Dalton
- 1289 Sweet Henry, the Pride of Tennessee—Tenor Solo, Orch. Accomp.....Billy West
- Lovey Came Back—Tenor Solo, Orch. Accomp., Billy West
- 1290 Sittin' in a Corner—Tenor Solo, Orch. Accomp., Lou Hayes

Mammy's Little Silver Lining—Tenor Solo, Orch. Accomp. Chas. Dalton
HAWAIIAN RECORD
 2106 Silver Threads Among the Gold—Hawaiian Guitars. Ferera's Hawaiian Serenaders
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Music Rolls for Players

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WORD ROLLS

Composer Title Played by
 Herscher-Burke—Are You Lonely?—Fox-trot . . . Tom Blake
 Hirsch-Clark—The Arkansaw Mule—Novelty Blues, Eubie Jones
 Baker-Miller—Changing Harmony—Fox-trot . . . Tom Blake
 Paskman-Spaeth-Caesar-Friml—Chansonette—Ballad, Robert Billings
 Rivinius-Prell—Christmas Day—A Story
 Shoemaker-Cook—The Consolation Blues Eubie Jones
 Kershaw-Von Tilzer—Dear Old Lady—Fox-trot, Eubie Jones
 Conley-Rodemich—Easy Melody—Fox-trot . . . Horace Prell
 Leighton-Shields—Frankie and Johnny—Fox-trot, Eubie Jones
 Rivinius-Prell—Homeland—March With Lyrics
 Coots-Ringle—Home Town Blues Eubie Jones
 Young-Lewis-Schwartz—If I Can't Get the Sweetie I Want—Fox-trot Robert Billings
 J. Edgar Dowell—I've Got Those East Side, West Side Blues—Fox-trot Horace Prell
 Thompson-Williams—Just One More Day—Fox-trot, Tom Blake
 Scott-Parker-Wilson—The Land of Broken Dreams—Waltz
 Irving Berlin—Little Butterfly—Fox-trot . . . Horace Prell
 Wilnorf-Atkinson—Memories of Virginia—Waltz, Marimba
 Clarke-Leslie-Meyer—Now That I Need You You're Gone—Fox-trot Carl Ober
 Chas. E. Roat—Pal of My Dreams—Waltz—Fox-trot Chorus Harold Wansborough
 Kassell Burton—Sobbin' Blues Eubie Jones
 Harry Akst—South Sea Eyes—Fox-trot Roger LeMar
 Cal De Vol—Sun-Kist Rose—Fox-trot Robert Billings
 Davis-Akst—Sweet Henry—The Pride of Tennessee—Fox-trot Tom Blake
 McCarthy-Tierney—Take, Oh Take Those Lips Away—Fox-trot Horace Prell
 Irving Berlin—Tell All the Folks in Kentucky—Fox-trot Roger LeMar
 Van-Schenck-Akst—That Bran' New Gal o' Mine—Fox-trot Tom Blake
 Rose-Ruby-Handman—Twelve o'Clock at Night—Fox-trot Robert Billings
 Baker-Miller—Waiting (For You)—Waltz, Marimba
 A. J. Stasny—Waltz Me to Sleep—Waltz, Marimba
 Irving Berlin—The Waltz of Long Ago—Waltz
 Fuzz-Weile—When the Golden Sun Is Setting—Waltz, Marimba
 Ben Garrison—When You're a Long, Long Way—Waltz
 Howard-Pollack—Who Will It Be?—Fox-trot . . Eubie Jones
 James Brockman—You, Darling, You—Fox-trot . . Carl Ober

FOREIGN WORD ROLLS

A. L. Maresh—Pizensky Kraj—Walcik—Bohemian
 Wilhelm-Grunbaum-Kalman—Ich Tanz Mit dir in's Himmelreich—German
 Gilrod-Kammen-Kammen—An Orem Yesoimele—Hebrew
 Teres-Rumshinsky—Leebe Tzu Kinder—Hebrew
 Gilrod-Kammen-Kammen—Schmendrik's Kalle—Hebrew
 Genise-Capolongo—Campagno—Canzonetta Campestre—Italian
 Castellucci-DiCapua—Fiume D' Annunzio—Italian
 Frate E. Sora—Italian
 La Donna E. Mobile—Italian
 L. Ferrazzano—O Bicchiere 'E Vino—Canzonetta d'occasione
 Santa Lucia—Barcarola
 Forte-Canora—Tra Veglia E. Sonno
 V. Micari-Andrea Palmieri—Tu Scendi Dalle Stelle—Pastorale, Italian
 Silver-Cohn—Yes! Mi Gad No Banana—Italian
 Jaxa-Krupny—Tesknota za Ojczyzna—Marsz—Polish
REGULAR ROLLS (MUSIC ONLY)
 Anus Brock—Flight Through the Clouds—March
 E. Liebling—Florence—Library Edition—Valse de Concert, Op. 12
 Olson-Jolson-Breuer—Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—One-step Tom Blake
 White-Donaldson—Oh! How She Lied to Me—Waltz
 Chas. E. Roat—Pal of My Dreams—Waltz, Fox-trot Chorus Harold Wansborough
 Irving Berlin—Tell All the Folks in Kentucky—Fox-trot Roger LeMar
 Robert W. Troup—Top-Notch—March
 Yellen-Stern—You Didn't Want Me When I Wanted You—Waltz Harold Wansborough

FOREIGN ROLLS (MUSIC ONLY)

Fr. Przybylski—Slubny Wieniec—Wiejski Taniec—Polish

FORMAL OPENING OF CHENEY SHOPPE

ALHAMBRA, CAL., December 5.—The opening in this city of the new Cheney Shoppe, under the management of W. A. Robare, was a tremendous success. So great was the crowd which came to inspect the new store that it was difficult to handle it properly. Floral tributes and messages of best wishes were received throughout the day by Mr. Robare from many friends in Los Angeles and Hollywood. The opening day proved an auspicious beginning for the new store, as three Cheney machines and many records were sold to visitors.

The H. & J. Potter Furniture Co., Columbia dealer, Portland, Me., has installed a new store front in the large building recently purchased.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
 RICHMOND VIRGINIA

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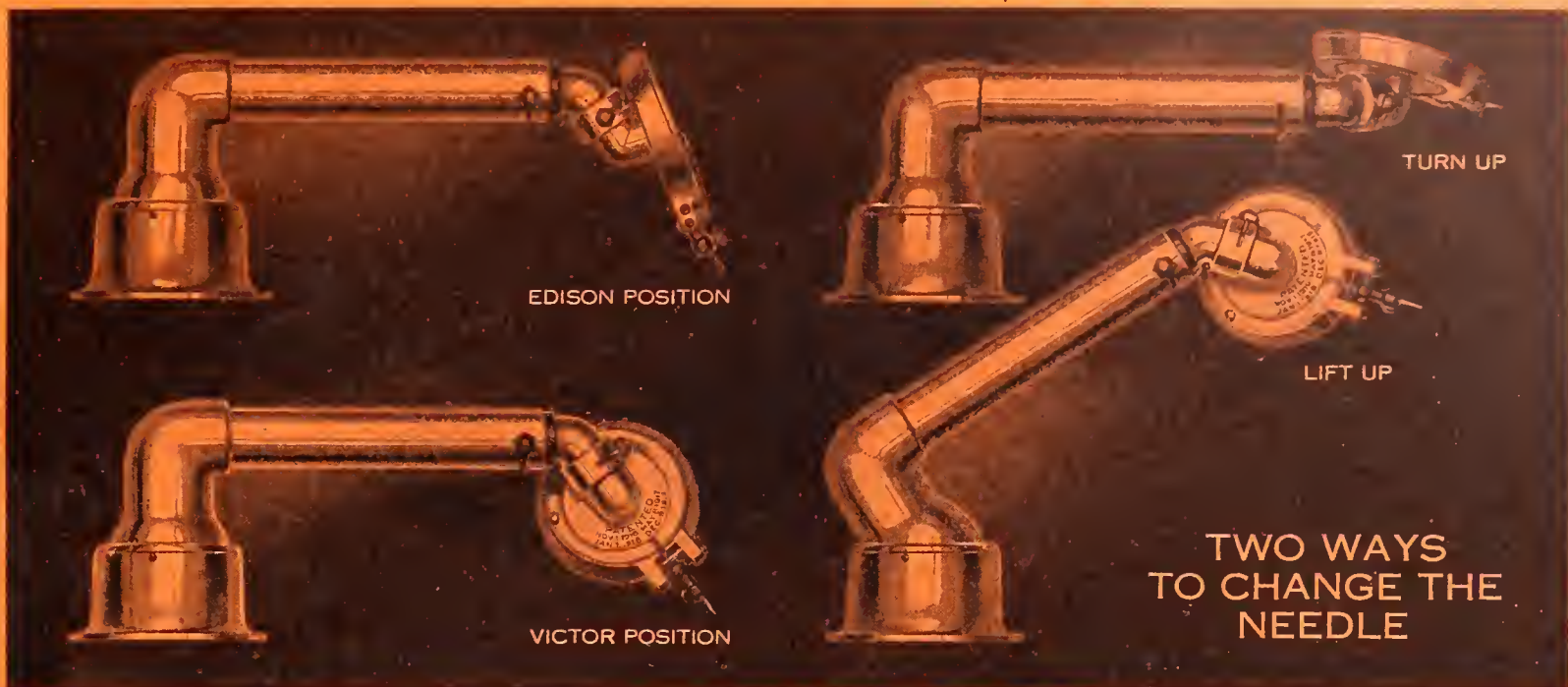
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The SCOTTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection on elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitiveness to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



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*See Pages 70, 71,
 112 and 113 inside*

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INDIANA
 Indianapolis—Phonograph Corpora-
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 Detroit—Phonograph Co. of Detroit.

MINNESOTA
 Minneapolis—Laurence H. Lucker.

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 St. Louis—Silverstone Music Co.

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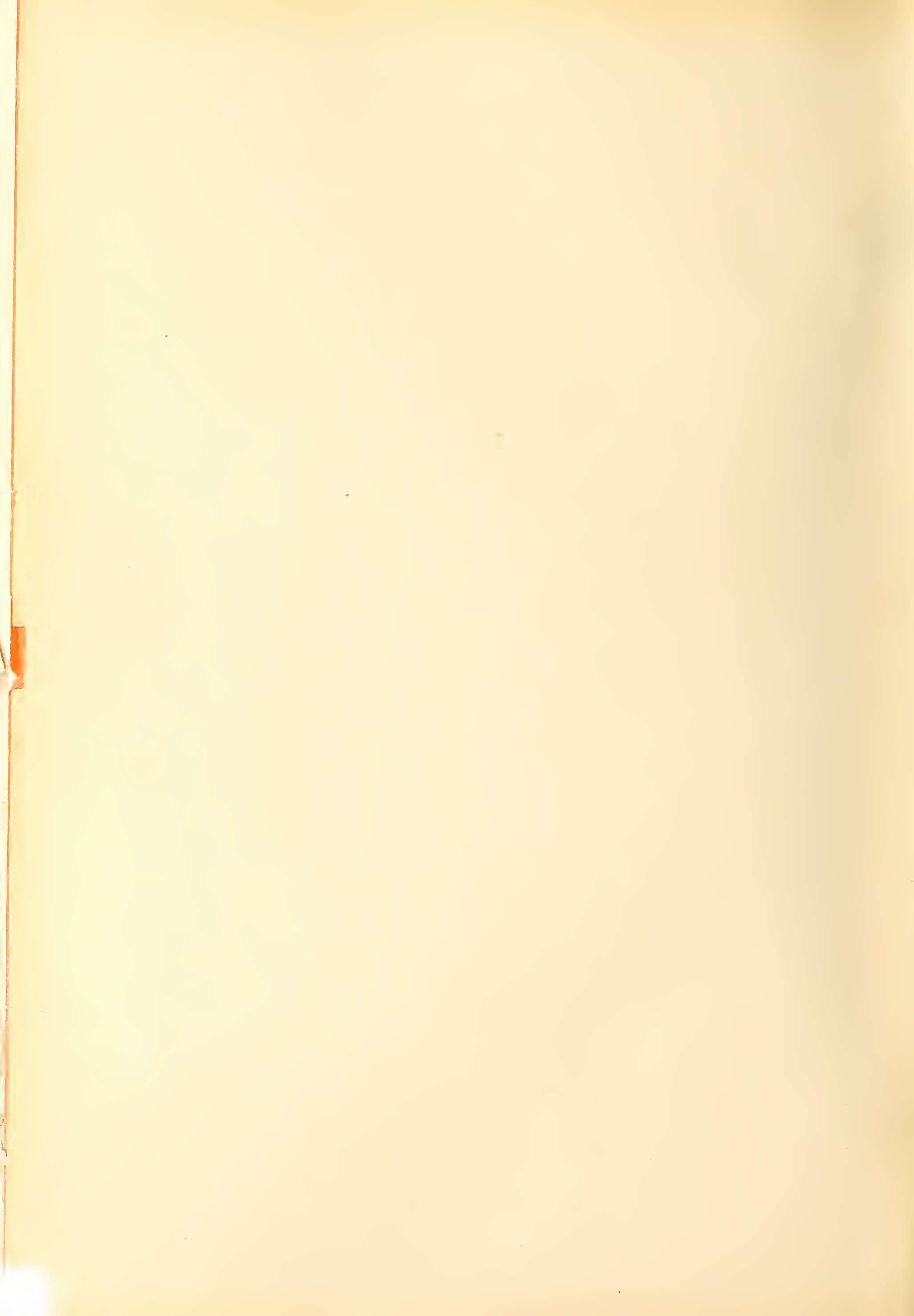
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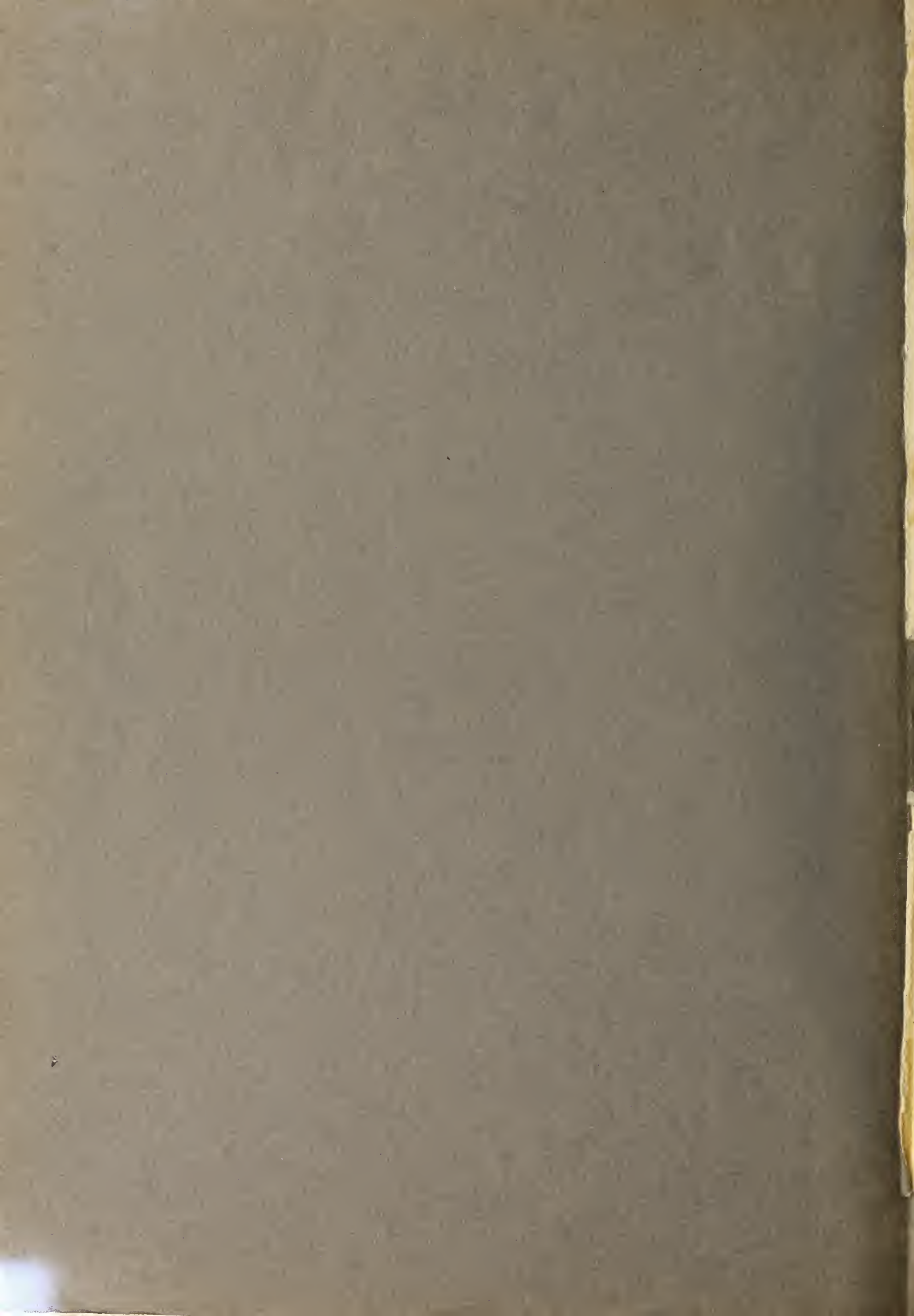
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WISCONSIN
 Milwaukee—The Phonograph Co. of
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